



## MECHANISMS OF EXPRESSIVENESS AND FIGURATIVE REPRESENTATION IN EMOJI COMMUNICATION

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**Annotation.** *This thesis analyzes the stylistic possibilities of emoji units, which are actively used in digital communication, in particular, their functional mechanisms in creating expressiveness and imagery. The study aims to identify the linguopoetic features of emoji characters, their impact on the semantics of the text, and the specifics of their use in English and Uzbek discourse. The results show that emoji units are actively used as a stylistic tool in modern written speech, significantly enriching the emotional-expressive and figurative layer of the text.*

**Key words:** *emoji, stylistics, expressiveness, figurativeness, linguopoetics, digital discourse, pragmatics, semantics.*

### INTRODUCTION

The transformation of written speech in the modern communication system has led to the formation of new linguistic units. One such unit is emoji characters, which, although originally conceived as a pictographic tool, have evolved into an element that performs complex semantic and stylistic functions today. In traditional stylistics, expressiveness and imagery are interpreted as important features of linguistic units that provide artistry and impact. In digital discourse, these functions are partially realized through emoji units. Emoji characters not only express emotions in text, but also carry metaphorical, symbolic, and stylistic meanings. In linguistics, expressiveness is interpreted as a feature that expresses the emotional-affective nature of speech. And figurative means the process of creating imagery and artistry through linguistic units. In traditional stylistics, these characteristics are mainly achieved through tools such as metaphors, metonymy, epithets. In modern digital discourse, emoji units play an important role in creating expressiveness and imagery. As David Crystal learns the language of the internet, he argues that the lack of expressive means in written speech has brought about a new system of characters. Emoji is considered as a tool formed precisely as a result of this need. From the point of view of linguopoetics, emoji units appear in the text as a new form of image creation. They produce a stylistic effect along with semantic loading as a visual element. This allows us to consider emoji not only as a communicative tool, but also as an artistic medium.

Emoji linguistics has been studied in various scientific fields in recent years. Marcel Danesi evaluates emoji as a modern semiotic system, explaining their mechanism for generating meaning through visual symbols. He believes that emoji units operate on the basis of iconicity, which expands their stylistic possibilities.



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Gretchen McCulloch, on the other hand, interprets emoji in digital speech as *intonational compensators* of written speech. This indicates their role in increasing expressiveness. Vyvyan Evans analyzes the metaphorical and cognitive foundations of emoji characters, interpreting them as a new type of visual language element. Susan Herring also highlights the importance of emoji as a paralinguistic tool in computer-mediated communication. Although these studies have shed light on the semantic and pragmatic aspects of emoji units, their stylistic functions, in particular the mechanisms of creating imagery, have not been systematically studied.

Analyses show that emoji units create expressiveness and imagery in the stylistic system through the following main mechanisms:

1. *Iconicity* is based on the fact that emoji characters serve as visual models of real objects or emotions. This creates a concrete image in the text. *I'm in a great mood today* 🔥 here, 🔥 creates an image of energy and intensity.

2. *Metaphorical extension* - emoji units often go beyond their denotative meaning and are used metaphorically: ❤️ → love (emotional state, not an organ).

3. *Expressive enhancement* - emoji symbols increase the emotional intensity of speech: *Thank you* 😊 vs *Thank you*. The first has higher expressiveness.

4. *The subjective attitude* is expressed through the emoji, which expresses the inner state of the speaker: *Okay* 😊 → not neutral, there is a hidden emotion.

5. *Paralinguistic compensation* - intonation, which is missing in written speech, is conveyed through emoji, they sometimes replace entire sentences: *Great work* 👍 - maximum meaning with minimal language tools.

6. *Combinatorial imagery* - a combination of several emoji creates a complex image: ❤️ 🔥 → strong love / passion.

7. *Intensification* - an emoji increases the level of meaning: *Great* 🔥 → a higher rating than a simple rating.

Emoji units have formed as an independent expressive tool in the stylistic system, and their mechanism for creating imagery is based on iconicity and metaphorical expansion. Emoji symbols increase emotional intensity in text and enhance communicative effectiveness. Although there are similarities in the use of emoji in English and Uzbek discourse, there are differences in some stylistic interpretations. Emoji units can be considered an important element of the modern linguopoetic system. A comparative analysis shows that there are both similarities and differences in the use of emoji in the English and Uzbek language environments.



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In English discourse, emoji perform a more structural and pragmatic function, that is, they clarify the tone of speech. In Uzbek discourse, emoji are used with a more emotional-expressive load.

### CONCLUSION

As a conclusion, it can be said that emoji units are formed as multifunctional units in the modern linguistic system. They are an important tool in creating expressiveness and image within stylistics and linguopoetics. The main mechanisms of emoji symbols are based on iconicism, metaphorization, and emotional intensification. The differences in English and Uzbek discourse reflect their linguoculturological characteristics: iconicism, metaphorization, and emotional intensification. The differences in English and Uzbek discourse reflect their linguoculturological characteristics.

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