

BASIC CHARACTERISTICS OF LINGUISTIC INDEXICALITY

PHENOMENON

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Being a highly complex phenomenon due to collecting, sorting and storing data with the aim of providing high-speed, high-quality and accurate search of information, the notion of 'linguistic indexicality' has quickly turned into one of the core problems for researchers.

Detailed and profound research of the issue of linguistic text's indexicality is needed because the necessity of structuring of texts' information ecosystem over the recent years has become extremely acute problem for modern linguistics. Such demand is explained by the fact that linguists are set to improve the data structure, which contains information about the diverse documents, by increasing the speed of search of relevant documents, what can only be achieved by qualitative linguistic indexicality of the texts.

Generally linguistic indexicality is defined as a pervasive context-dependency of natural language utterances (including such varied phenomena as regional accent, indicators of verbal etiquette, the referential use of pronouns, demonstratives, deictic adverbs, and tense). In all of the above mentioned cases, the interpretation of the indexical form depends strictly on the context in which it is uttered.

Mainly the following types of linguistic indexicality are distinguished:

- *Referential* – implies that indexical sense of the word depends directly on the context;
- *Non-referential* – non-referential indicators do not contribute to the semantic and referential meaning of the language event. Basically it means that non-referential encodes particular metapragmatic elements of context's language event.

The development of linguistic indexicality as a tool for analytics can be traced back to Charles Sanders Peirce's distinction between signs as icons, indices and symbols, depending on the kind of relation they encompass with some object. Index stands for its object by virtue of a real connection with it or because it makes the mind attend to that object. There are six diverse types of indexes: clustered, non-clustered, unique, full-text, spatial and filtered.

Linguistic indexicality is viewed as complex and intricate process because when the concept is applied to language, it is used to refer to the capacity of linguistic signs of various kinds to 'invoke' some other object, while not explicitly describing or referring to it. An engagement with indexicality therefore calls for some focused attention to a sign, but also allows for different interpretations of that sign, which depend on the contextual conditions of utterance. Such conditions include not only the time or location of the utterance, but also many other norms of interpretation specific to local contexts, which contribute to the definition of the type of activity under way.

Linguistic indexicality play an important and leading role when it comes to structuring and clustering of texts' information ecosystem as present time is characterized by the huge amounts of ever-increasing, diverse information, which is accessible and represents an interest to the broad spectrum of social layers. Moreover, Internet technologies, program and technical tools are also accessible to the majority of people and, thus, they enable us to look for information at any time in any place. Out of this reason exists the need of improvement of search engines with the aim to provide more exact search results that are highly relevant to user's query. This can be achieved exclusively through the specific phenomenon named 'linguistic indexicality'.

References

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