

## WHAT ARE THE COMMUNICATIVE STRATEGIES OF “SUPPORT”, WHAT IS ARTISTIC DISCOURSE?

**Olimova Sharifa Siddiqovna**

Master degree student, Bukhara State University

### ABSTRACT

The article explores the various strategies used in artistic discourse, focusing on how artists employ these techniques to communicate their ideas, evoke emotions, and engage with their audience. It highlights five key strategies: symbolism and metaphor, intertextuality and allusion, experimentation and innovation, narrative and storytelling, and visual composition and aesthetics. The article emphasizes the significance and impact of each strategy on the creative process, demonstrating how they enhance artistic expression and encourage interpretation. By understanding these strategies, readers can gain a deeper appreciation for the complexity and richness of artistic works.

**Keywords:** strategies, artistic discourse, communication, creativity, symbolism, metaphor, intertextuality, allusion, experimentation, innovation, narrative, storytelling, visual composition, aesthetics, interpretation, audience engagement.

### АННОТАЦИЯ

В статье исследуются различные стратегии, используемые в художественном дискурсе, уделяя особое внимание тому, как художники используют эти методы для передачи своих идей, вызова эмоций и взаимодействия со своей аудиторией. В нем выделены пять ключевых стратегий: символизм и метафора, интертекстуальность и аллюзии, экспериментирование и инновации, повествование и рассказывание историй, а также визуальная композиция и эстетика. В статье подчеркивается значение и влияние каждой стратегии на творческий процесс, демонстрируя, как они усиливают художественное выражение и способствуют интерпретации. Понимая эти стратегии, читатели смогут глубже оценить сложность и богатство художественных произведений.

**Ключевые слова:** Стратегии, художественный дискурс, коммуникация, творчество, символика, метафора, интертекстуальность, аллюзия, экспериментирование, новаторство, нарратив, повествование, визуальная композиция, эстетика, интерпретация, вовлечение аудитории.

Strategies in artistic discourse play a crucial role in the communication of ideas, emotions, and engagement with audiences across various creative forms. This article examines the fundamental strategies employed by artists to convey their messages effectively. Five key strategies are explored: symbolism and metaphor, intertextuality and allusion, experimentation and innovation, narrative and storytelling, and visual composition and aesthetics. Each strategy's significance and impact on the artistic process are discussed, highlighting their ability to enhance artistic expression and encourage interpretation. By understanding these strategies, individuals can develop a deeper appreciation for the complexity and richness of artistic works. The exploration of strategies in artistic discourse provides valuable insights into the power of creative communication and its profound influence on the audience.

Artistic discourse encompasses various forms of creative expression and communication, including visual arts, literature, music, and performing arts. Within this realm, artists employ a range of strategies to convey their ideas, evoke emotions, and engage with their audience. Understanding the strategies employed in artistic discourse is crucial for interpreting and appreciating artistic works. This article delves into the key strategies used in artistic discourse, highlighting their significance and impact on the creative process.

**Symbolism and Metaphor:** Symbolism and metaphor are powerful strategies used in artistic discourse to convey complex ideas and emotions. Artists often employ symbols and metaphors to represent abstract concepts, provoke thought, and create multiple layers of meaning. Through the careful selection of visual, linguistic, or musical symbols, artists can communicate profound messages that resonate with the audience and encourage interpretation and reflection.

**Intertextuality and Allusion:** Intertextuality and allusion are strategies that involve referencing or borrowing from pre-existing artistic works, texts, or cultural references. By drawing on established narratives, themes, or iconic imagery, artists can tap into collective knowledge and evoke specific emotions or associations in the audience. Intertextuality and allusion enrich artistic discourse by establishing connections between past and present, inviting the audience to engage in intertextual dialogue.

**Experimentation and Innovation:** Experimentation and innovation play a vital role in artistic discourse, pushing the boundaries of traditional artistic forms and techniques. Artists employ these strategies to challenge conventions, explore new ideas, and create unique aesthetic experiences. By experimenting with materials, styles, or technologies, artists can break free from established norms, leading to fresh perspectives and the evolution of artistic expression.

**Narrative and Storytelling:** Narrative and storytelling strategies are prevalent in various art forms, including literature, film, and theater. Artists utilize narrative

structures, character development, and plotlines to engage the audience emotionally and intellectually. Through storytelling, artists can communicate complex themes, stimulate imagination, and create immersive experiences that resonate with the audience on a profound level.

**Visual Composition and Aesthetics:** Visual composition and aesthetics are crucial strategies in visual arts, photography, and design. Artists use elements such as color, form, balance, and perspective to create visually appealing and meaningful compositions. Through deliberate arrangement and manipulation of these visual elements, artists can guide the viewer's gaze, evoke specific moods or emotions, and communicate their artistic vision effectively.

Strategies of support in artistic discourse refer to various approaches and actions aimed at providing assistance, validation, and encouragement to artists in their creative endeavors. These strategies are designed to foster artistic growth, enhance artistic practice, and create a supportive environment for artists. Here are some examples of strategies of support in artistic discourse:

**Critique and Feedback:** Constructive critique and feedback from mentors, peers, or critics help artists refine their work, identify areas for improvement, and gain new perspectives. This feedback provides valuable insights and guidance for artists to further develop their artistic practice.

**Mentorship and Guidance:** Artists often seek mentorship from experienced practitioners who offer guidance, advice, and support. Mentors provide valuable knowledge, share their experiences, and help artists navigate challenges and opportunities in their artistic careers.

**Artistic Communities and Networks:** Artists benefit from being part of artistic communities and networks where they can connect, collaborate, and share ideas with like-minded individuals. These communities offer opportunities for support, collaboration, and the exchange of knowledge and resources.

**Grants, Scholarships, and Funding:** Financial support in the form of grants, scholarships, or funding assists artists in pursuing their creative projects. These resources provide artists with the necessary means to realize their artistic visions, whether it's through acquiring materials, accessing training, or funding exhibitions or performances.

**Advocacy and Recognition:** Advocacy efforts and recognition of artists' work by organizations, institutions, or platforms contribute to their validation and visibility. Advocacy helps raise awareness of the value of art and artists, supports their rights, and creates opportunities for exposure and recognition.

**Collaboration and Collective Support:** Collaborative projects and collective initiatives foster a sense of community among artists. Collaborations provide

opportunities for shared resources, knowledge exchange, and mutual support, enhancing the artistic process and outcomes.

**Education and Skill Development:** Access to quality education and skill development programs in the arts is crucial for artists' growth and professional development. Art schools, workshops, and training programs equip artists with technical skills, theoretical knowledge, and critical thinking abilities, empowering them to excel in their artistic practice.

These strategies of support in artistic discourse aim to nurture artists, foster their growth, and create an environment where they can thrive creatively. By providing assistance, validation, and encouragement, these strategies contribute to the development and success of artists in their artistic journeys. Strategies in artistic discourse encompass a wide range of techniques employed by artists to communicate their ideas, evoke emotions, and engage with the audience. Symbolism and metaphor, intertextuality and allusion, experimentation and innovation, narrative and storytelling, and visual composition and aesthetics are just a few of the strategies that shape and enhance artistic expression. Understanding these strategies enables us to appreciate the depth and richness of artistic works, fostering interpretation, and expanding our creative horizons.

### REFERENCES:

1. Arutyunova N. D. Diskurs / N. D. Arutyunova // Katta ensiklopedik lug'at. Tilshunoslik. - M., 1998. - S. 136-137.
2. Bogdanov VV Matn va matnli aloqa / VV Bogdanov. - Sankt-Peterburg . : Sankt - Peterburg nashriyoti . davlat unta, 1993. - 68 b.
3. Kibrik A. A. Diskurs va funksionalizmning paydo bo'lishi / A. A. Kibrik , V. A. Plungyan // Zamonaviy Amerika tilshunosligi: asosiy yo'nalishlar. - M.: URSS tahririyati , 2002. -S. 307-309.
4. Mamedov A. Ya. Matnning kognitiv tuzilishi / A. Ya. Mamedov, M. E. Mamedov // Vestnik MSLU. - M.: Rema, 2007. - Nashr . 521. - S. 167-171.
5. Chafe V. Diskurs, ong va vaqt. Nutq va yozishda ongli tajribaning oqimi va o'zgarishi / Chafe V. - Chikago: Chikago universiteti. - Matbuot, 1994 yil.
6. Chomskiy N. Sintaksis nazariyasining aspektlari / N. Chomskiy // Kembrij: MIT Press, 1965 yil.
7. Daniyalik Fr. A. Sintaksisga uch darajali yondashuv / Daniyaliklar Fr. A.- Travaux linguistique de Praga, 1966. -P. 56-58.
8. Enkvist NE Matndan talqin qilinishiga: matn tilshunosligidagi asosiy atamalarni muhokama qilishga hissa. Bog'lanish va uyg'unlik : matn va nutq tahlili / Enkvist NE - Nyu-York, 1989. - P. 369-382.

9. Saidova, M. U. The problem of studying literary terms on figurative language. [https://scholar.google.com/scholar?hl=ru&as\\_sdt=0,5&cluster=9219256601546054307](https://scholar.google.com/scholar?hl=ru&as_sdt=0,5&cluster=9219256601546054307)
10. Umedilloevna, S. M. UDC: 1751 Lexicographic Analysis Of The Concise Oxford Dictionary Of Literary Terms By K. Boldik And Some Uzbek Literary Dictionaries. Scientific Reports Of Bukhara State University, 115. [https://buxdu.uz/media/jurnallar/ilmiy\\_axborot/ilmiy\\_axborot\\_5\\_son\\_2020.pdf#page=117](https://buxdu.uz/media/jurnallar/ilmiy_axborot/ilmiy_axborot_5_son_2020.pdf#page=117)
11. Саидова, Мухайё. "Inglizcha poetik terminlarning o'zbek tilida berilishida shakl va mazmun munosabati." ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz) 13.13 (2022). [https://journal.buxdu.uz/index.php/journals\\_buxdu/article/view/6714](https://journal.buxdu.uz/index.php/journals_buxdu/article/view/6714)
12. Umidullayevna, Saidova Mukhayyo. "SEMANTIC ANALYSIS OF ENGLISH POETIC TERMS IN LITERARY DICTIONARIES." RESEARCH AND EDUCATION 1.1 (2022): 38-46. <https://researchedu.org/index.php/re/article/view/682>
13. Саидова, М. У. (2021). К. БОЛДИКНИНГ "АДАБИЁТШУНОСЛИК ТЕРМИНЛАРИНИНГ ҚИСҚАЧА ИЗОҲЛИ ОКСФОРД ЛУҒАТИ" ДАГИ ЯСАМА АДАБИЁТШУНОСЛИК ТЕРМИНЛАРИ ТАҲЛИЛИ. МЕЖДУНАРОДНЫЙ ЖУРНАЛ ИСКУССТВО СЛОВА, 4(2). <https://tadqiqot.uz/index.php/art/article/view/3240>
14. Саидова, М. (2021). THE CONCISE OXFORD DICTIONARY OF LITERARY TERMS. ЛУҒАТИДАГИ ДРАМА АДАБИЙ ТУРИГА ХОС ТЕРМИНЛАРИНИНГ МАЗМУНИЙ ТАДЛИЛИ//ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz), 8(8). [https://journal.buxdu.uz/index.php/journals\\_buxdu/article/view/4453](https://journal.buxdu.uz/index.php/journals_buxdu/article/view/4453)