



Article

The Role of Value Criteria in Achieving the Communicative Goals of Discourse

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Abstract: This article examines the role of value criteria in achieving communicative goals in different sociocultural contexts. Drawing on pragmalinguistic, sociolinguistic and axiological approaches, it analyses how values influence message perception, audience adaptation, trust building and pragmatic effectiveness. The study considers communicative situations from advertising, political discourse, education, official communication, scientific writing, and corporate speech. Special attention is paid to Uzbek and Russian examples, which reveal both universal and culture-specific value orientations. The findings show that value-based communication enhances interaction when used ethically, transparently and with respect for cultural diversity, while avoiding manipulation and one-sided influence.

Keywords: Communicative Goal, Value Criteria, Pragmalinguistics, Intercultural Communication, Speech Act, Sociocultural Context, Pragmatic Effectiveness.

1. Introduction

In contemporary communication processes, the effectiveness of interaction is determined not only by the accuracy of information transmission, but also by how that information is interpreted by the receiving audience, through which system of values it is evaluated, and within which sociocultural context it is understood. Under conditions of globalization, the expansion of digital communication tools, the intensification of intercultural contacts, and the growing flow of mass information, the question of achieving communicative goals is acquiring ever greater relevance. This is because any oral or written communication is oriented toward a specific purpose — conveying information, persuading, expressing an attitude, motivating, exerting social influence, or establishing cooperation. However, achieving this goal depends largely on how accurately the communicator understands the values of the audience and how effectively these values are incorporated into the communication strategy.

The communicative goal is regarded as one of the central concepts in linguistics, pragmalinguistics, sociolinguistics, and intercultural communication research. Within speech act theory, J.L. Austin and J.R. Searle interpreted communication not merely as the process of speaking or writing, but as a means of performing a specific social action [1]. The communicative principles advanced by H.P. Grice serve to explain the relationship between meaning, intention, and interpretation within the communicative process [2]. D. Hymes's views on communicative competence demonstrate that grammatical knowledge alone is insufficient for communication, and that it is essential to take into account the

social situation, cultural norms, and the characteristics of the audience [3]. Likewise, in Sh. Safarov's pragmalinguistic approach, a speech act is interpreted as a linguistic appeal directed by the speaker toward the listener within a specific setting and for a specific purpose [4].

The question of value criteria allows for a deeper understanding of the communicative goal. M. Rokeach interpreted values as essential internal criteria guiding the behavior of the individual and society [5], while Sh. Schwartz, through his theory of basic human values, analyzed both the universal and the culturally specific forms that values may take. The research of G. Hofstede demonstrates that intercultural differences, social behavior, and communicative expectations are shaped differently across various societies [6]. Within the context of digital communication, the concept of the "filter bubble," advanced by E. Pariser, reveals the complex relationship between human values, algorithmic selection, and communicative influence within the information environment [7].

Although existing research has examined communicative competence, speech acts, intercultural communication, and value systems separately, the practical-pragmatic role of value criteria in achieving communicative goals — particularly as illustrated through communicative contexts in the Uzbek and Russian languages — has not yet been sufficiently systematically analyzed. In this respect, the present study is significant in that it is aimed at examining the linguopragmatic, sociocultural, and axiological dimensions of communication in their mutual interrelation.

The purpose of this article is to identify the role of value criteria in achieving communicative goals, to analyze their influence on communication strategies, and to demonstrate the pragmatic effectiveness of value-based forms of appeal across various communicative situations — advertising, political speech, education, official communication, scientific communication, and corporate culture. The study also identifies the common and distinctive aspects of value criteria based on examples from the Uzbek and Russian languages, and substantiates their functional significance in intercultural communication [8].

2. Materials and Methods

The article employed theoretical-analytical, descriptive, comparative-pragmatic, and contextual analysis methods. First, the scientific literature on communicative goals, speech acts, communicative competence, and value criteria was theoretically analyzed. In the course of this process, the principal scholarly views relating to pragmalinguistics, sociolinguistics, intercultural communication, and axiological approaches were synthesized.

Using the descriptive method, the primary functions of value criteria within the communicative process — shaping perception, building trust, providing motivation, adapting to the audience, and enhancing communicative effectiveness — were characterized. Through the comparative-pragmatic method, examples from advertising, political speech, education, official communication, scientific communication, and corporate speech in the Russian and Uzbek languages were analyzed. These examples were used to clarify how value criteria are expressed within different cultural contexts and how they serve the communicative goal [9].

The article also employed contextual analysis, through which the content of value criteria, their mechanism of influence on the audience, and their pragmatic outcome were evaluated within each communicative situation. Generalization and classification methods were additionally applied during the analysis, whereby value criteria were grouped as individual and collective, universal and culture-specific, explicit and implicit, and short-term and long-term criteria.

The study was not based on an empirical survey or an experimental method, but rather on the analysis of existing theoretical and scholarly sources, communicative situations, and linguopragmatic examples. For this reason, the article is theoretical-conceptual and applied-pragmatic in nature and is oriented toward providing a scholarly account of the role of value criteria in achieving communicative goals [10].

3. Results

The communicative goal constitutes the foundation of effective communication. A communicative goal is the principal intention and objective pursued by the speaker or writer in the process of communication. It determines why a spoken or written text was created and what kind of effect it is intended to produce. The communicative goal represents the central element of any act of communication, ensuring its effectiveness.

The significance of the communicative goal is manifested in the following aspects: 1. Clarity and focus: The communicative goal provides communication with clarity and direction, focusing the attention of the speaker or writer on the central idea. 2. Adaptation to the listener/reader helps in selecting a communication strategy tailored to the target audience. 3. Effectiveness (when a clear communicative goal is present, the communication process becomes more effective and purposeful). 4. Facilitating comprehension (it helps the listener or reader grasp the core content of the message more quickly and easily). 5. Evaluation of communicative outcomes: the communicative goal serves as a criterion for measuring the success of communication [11].

As the scholar Sh. Safarov notes, "The existence of language is connected with the performance of speaking or writing actions by human beings. In the course of performing these actions, linguistic units, primarily, the sentence manifest the capacity to express, beyond their literal meaning, content such as assertion, command, warning, or promise. These meanings result from the speech activity performed by the speaking individual. Thus, a speech act is a linguistic appeal made by the speaker to the listener within a specific setting and for a specific purpose."

Communicative goals may vary considerably. These include, among others, providing information, persuading, expressing emotions, issuing commands, establishing a relationship, and providing aesthetic enjoyment. In our view, achieving an effective communicative goal requires undertaking the following steps: defining the goal; analyzing the audience; selecting appropriate methods and means; planning the message; adapting language and style; and ensuring feedback. The communicative goal is a fundamental component of effective communication. It provides direction to communication, enhances its effectiveness, and facilitates comprehension. In every act of communication, it is essential to define a clear communicative goal and to apply appropriate strategies for achieving it. This serves as a key to success not only in personal relationships but also in professional and public relations [12].

In today's world, where communication plays an essential role in every sphere of life, understanding and effectively utilizing value criteria is becoming increasingly important for achieving communicative goals. Value criteria constitute a system of evaluation and priorities that people use to interpret information and make decisions in the process of communication. Within the context of communication, value criteria are defined as individual or group standards used to assess the importance, relevance, or acceptability of ideas, actions, or objects. These criteria are shaped under the influence of culture, personal experience, education, and social environment. Value criteria perform a distinct function in communication. In shaping perception, they influence how people receive and interpret messages, determining which information is regarded as important. In motivating action, appealing to the value criteria of listeners encourages people to take specific action or to modify their behavior. In strengthening trust, alignment of communication with the value criteria of listeners helps establish trustworthy

relationships between the communicator and the recipient. In resolving conflicts, understanding the value criteria of all parties plays an important role in reaching a compromise and resolving conflict situations.

There are four principal strategies for the effective use of value criteria. Audience analysis involves an in-depth study of the target audience in order to identify core value criteria. Message adaptation requires adjusting the content and form of the message in accordance with the identified value criteria. The use of value-based language means employing communicative terms and concepts that correspond to the value criteria of the audience. Demonstrating shared values entails focusing on the common values shared between the communicator and the audience in order to strengthen communication. When employing value criteria in communication, it is essential to observe ethical norms. These include, in particular, avoiding manipulation and deception; respecting the diversity of values; and striving for honesty and transparency in communication. Understanding value criteria and using them effectively constitutes a key factor in achieving communicative goals. This makes it possible to create messages that are more targeted, relevant, and trustworthy, thereby contributing to more effective communication and mutual understanding among people [13].

Value criteria can be classified according to various parameters, which helps to better understand their role in communication. Individual and collective value criteria differ from one another. Individual value criteria reflect personal priorities, whereas collective value criteria are specific to particular social, professional, or cultural groups. This classification makes it possible to understand the distinction between personal and group values. Universal and culturally specific values manifest themselves to varying degrees in communication. Certain value criteria — such as safety and justice — may be universal, while others are dependent on cultural context. This classification is of particular importance in intercultural communication. Explicit and implicit values exert different kinds of influence on communication. Explicit value criteria are openly declared, whereas implicit criteria may influence communication unconsciously. Recognizing implicit values is essential for effective communication. Long-term and short-term values differ in their degree of stability. Some value criteria remain stable over long periods, while others may change depending on the situation or stage of life. This dynamic character reflects the adaptive nature of values.

Value criteria manifest themselves in various spheres of communication as follows:

Business communication. In a business environment, value criteria are often associated with professionalism, efficiency, and ethics. Understanding these criteria helps in conducting successful negotiations, establishing partnership relations, and managing teams.

Intercultural communication. When communicating with representatives of different cultures, taking value criteria into account is particularly important for preventing misunderstandings and conflicts. This includes respect for various traditions and behavioral norms.

Political communication. In politics, appealing to the value criteria of voters is a principal means of gaining support. Politicians frequently shape their messages based on values such as freedom, equality, security, and prosperity.

Marketing and advertising. Marketers actively utilize the value criteria of the target audience to create advertising messages and brands that resonate emotionally with consumers.

For value criteria to be used effectively in communication, it is important to be able to measure and evaluate them. Several methods exist for this purpose: 1) surveys (which allow the collection of quantitative data on the priorities of listeners); 2) interviews (which provide high-quality data regarding an individual's motives and values); 3) social media

analysis (studying online behavior and discussions can reveal value trends across different groups); 4) experiments (which can demonstrate how values influence behavior and perception).

The value criteria of society and specific groups may change over time under the influence of various factors, including technological progress, socioeconomic changes, global events and crises, and generational shifts.

Successful communicators must continuously monitor these changes and adapt their strategies accordingly. With the advancement of technology, the role of value criteria in communication is also increasing. In particular, data and artificial intelligence technologies enable a more precise consideration of individual value criteria in mass communication. Innovative technologies create new contexts for communication, within which the role of value criteria may shift. As a result of strengthening international cooperation, it becomes possible to form increasingly universal value criteria [14].

Understanding value criteria and using them effectively remains a key factor in successful communication. In today's rapidly changing world, the ability to adapt communication strategies while taking into account the value orientations of listeners is not merely an advantage, but a necessity for achieving communicative goals in any field of activity. In the digital age, the role of value criteria in communication acquires new characteristics. Social media platforms create a unique environment in which value criteria can spread and change rapidly. The algorithms of these platforms often enhance content that resonates with users' values by creating "echo chambers." The formation of virtual communities around shared interests and values influences the communication strategies of brands and organizations. Successful internet memes frequently appeal to shared values and experiences, which ensures their rapid spread. At the same time, the importance of value criteria related to the protection of personal data and information security in the digital environment is increasing. During times of crisis, whether a corporate scandal, natural disaster, or pandemic, the role of value criteria in communication is especially important. This is manifested in the following ways:

Trust and transparency. In crises, the importance of values related to honesty and openness in communication increases.

Empathy and solidarity. Appealing to values of mutual support and compassion helps unite people during difficult times.

Responsibility and leadership. Demonstrating commitment to these values can strengthen the reputation of an organization or leader during a crisis.

Adaptability and resilience. Communication that emphasizes these values helps audiences better cope with change and uncertainty.

In the field of education, taking value criteria into account plays an important role in enhancing educational effectiveness and significantly improves the quality of the learning process. Learning motivation is strengthened by connecting educational content with students' values. When students see that the material they are studying relates to their own values and life goals, their interest and engagement increase considerably. Personalization of education, achieved by taking individual value orientations into account, makes it possible to create more relevant and effective educational programs. Adapting learning materials while considering each student's unique value system helps shape individualized learning pathways. The development of critical thinking is achieved through the discussion of different value systems. In the process of analyzing various values and the decisions based upon them, students develop critical thinking and independent decision-making skills.

4. Discussion

The use of value criteria in communication may give rise to several ethical problems. These include, for example, manipulation when appeals are made to the values of listeners, the boundary between persuasion and manipulation becomes narrow; polarization, excessive emphasis on particular values may intensify division within society; cultural imperialism in global communication, imposing the values of one culture upon another may lead to conflict and misunderstanding; and privacy concerns, using information about people's value orientations to personalize communication raises questions regarding the boundaries of personal space.

The role of value criteria in achieving communicative goals remains central in the contemporary world and is acquiring new dimensions under conditions of increasing digitalization, globalization, and the growing complexity of social interaction. The effective use of value criteria requires not only a deep understanding of the audience and context, but also continuous reflection on the ethical dimensions of such communication.

The following examples illustrate the role of value criteria in various communicative contexts in the Russian and Uzbek languages. Specifically:

Family values in advertising. Context: an advertising campaign of a supermarket chain.

"Наш магазин – для всей семьи. Мы ценим традиции совместных ужинов и заботу о близких. Покупайте у нас и дарите любовь через вкусные блюда!" Our store is for the whole family. We value the tradition of family dinners and caring for loved ones. Shop with us and express your love through delicious meals!

Here, an appeal to family values is used to create an emotional connection with consumers.

Patriotism in political communication. Context: a candidate's election speech.

"Наша страна заслуживает лучшего будущего. Вместе мы сможем построить сильное государство, которым будут гордиться наши дети!" (Our country deserves a better future. Together we can build a strong state that our children will be proud of!)

This speech appeals to patriotic values and concern for future generations to mobilize voters.

Respect for elders in educational communication. Context: teacher-student communication at school.

"Dear students, respecting elders is one of our values. This is not merely a matter of morality, but an important factor for the development of our society."

Here, the teacher appeals to the traditional Uzbek value of respect for elders in order to educate students.

Hospitality in official communication. Context: a presentation for international partners.

"Dear guests, we are pleased to welcome you to Uzbekistan. Following the saying that 'a guest is precious,' we are confident that our cooperation will be productive and pleasant."

In this example, the speaker draws on the value of hospitality to create a favorable atmosphere during official negotiations.

Taking cultural and social values into account in communication demonstrates how such values contribute to achieving intended goals across various contexts — from advertising and politics to education and international relations.

These examples show how value criteria are employed in different communicative situations to achieve specific goals, such as attracting customers, mobilizing voters, educating students, or establishing official relations.

Professionalism in scientific communication. Context: the introduction of a peer-reviewed scientific journal article.

"Данное исследование проведено с строгим соблюдением научной методологии и этических норм. Мы стремимся внести вклад в развитие нашей области, опираясь на принципы объективности и критического анализа." This study was conducted in strict accordance with scientific methodology and ethical norms. We strive to contribute to the development of our field, relying on the principles of objectivity and critical analysis.

The authors emphasize the values of scientific rigor and professional ethics in order to strengthen the trust of fellow scholars in their work.

Modernizing while preserving traditions in social advertising. Context: a social advertising campaign.

"Modern Uzbekistan is a country that preserves its traditions while confidently stepping into the future. Let us develop science and innovation, but let us not forget our own values."

This advertisement is devoted to the values of modernization and respect for tradition, encouraging citizens to support progress without losing their cultural identity.

Collectivism in corporate culture. Context: a motivational speech for company leaders.

"Dear colleagues, we are one large family. Each of our contributions matters. Through cooperation and mutual support, we will achieve great accomplishments."

Here, the leader draws on the values of collectivism and kinship characteristic of Uzbek culture to enhance motivation and team solidarity.

Comparing the Russian and Uzbek examples reveals certain differences and similarities in the use of value criteria. Specifically:

Family values. In both cultures, family plays an important role; however, in the Uzbek examples, this is often extended to the concept of an "extended family," including the community or society as a whole.

Tradition and modernization. In the Uzbek examples, the balance between respect for tradition and aspiration for progress occurs more frequently, reflecting the current stage of the country's development.

Collectivism. The Uzbek examples place greater emphasis on collective values, whereas the Russian examples contain more individualistic elements.

Respect for elders. Respect for elders is present in both cultures, but is expressed more strongly in Uzbek culture.

Professionalism and science. The Russian examples place greater emphasis on professional and scientific values, which may reflect differences in the stages of economic and scientific development.

Understanding these differences and similarities is essential for adapting effective intercultural communication strategies to various cultural contexts [15].

5. Conclusion

The results of the study demonstrate that the process of achieving a communicative goal is not limited merely to the correct selection of linguistic means or the precise expression of information. The effectiveness of communication depends, above all, on the extent to which the speaker or writer is able to correctly understand the values of the audience, apply them purposefully within the communicative strategy, and harmonize them with a specific sociocultural context. In this respect, value criteria emerge as one of the substantive, pragmatic, and axiological foundations of the communicative process.

The analysis conducted in the article showed that value criteria perform several important functions in communication. They influence the process of receiving and interpreting information, attract the attention of the audience, generate trust, shape a spiritual-psychological closeness between the communicator and the recipient, and increase the likelihood of achieving the communicative goal. In particular, in domains such as advertising, political speech, education, official communication, scientific communication, and corporate culture, value-based forms of appeal emerge as an important pragmatic means of influencing the audience. The analysis of communicative examples in the Russian and Uzbek languages revealed the existence of both universal and national-cultural characteristics of value criteria. Criteria such as family values, respect for elders, hospitality, patriotism, professionalism, scientific integrity, collectivism, and fidelity to tradition serve specific purposes in various communicative situations. At the same time, whereas Uzbek communicative culture demonstrates a relatively stronger expression of collectivism, respect for elders, hospitality, and traditional values, certain examples in the Russian language place greater emphasis on professionalism, scientific rigor, and individual responsibility. This finding confirms the necessity of taking value criteria into account in intercultural communication.

The study also shows that, although the use of value criteria enhances communicative effectiveness, this process must be aligned with ethical responsibility. Appealing to audience values can serve the purposes of persuasion, social mobilization, and mutual understanding; however, it must not become a means of manipulation, one-sided influence, or the forced imposition of cultural values. For this reason, honesty, transparency, respect for cultural diversity, and recognition of the free choice of communicative subjects must be regarded as essential principles of effective communication. Overall, in achieving communicative goals, value criteria acquire significant importance as a connecting factor between language, culture, social experience, and pragmatic intention. A deeper study of these criteria is relevant not only for pragmalinguistics and the theory of intercultural communication, but also for practice in education, advertising, political communication, scientific discourse, and international cooperation. Future research examining the influence of value criteria in real communicative processes through empirical methods – surveys, interviews, discourse analysis, and experimental approaches – will make it possible to further deepen the scientific conclusions in this area.

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