

## LINGUOPRAGMATIC POTENTIAL OF BANKING TEXT

**Xamidov Lutfullo Payzullaevich**

The researcher of Samarqand State Institute of Foreign Languages

### ABSTRACT

In this article discusses issues related to the lingvopragmatic nature of the formation of texts on banking. The structure and types of texts related to banking activities, the distinctive features of the concepts of text and discourse are revealed, the features of the communicative goals and objectives of the banking text are pointed. The social characteristics of the addressee and the conditions for the perception of information, the specificity of the object of verbal thinking are described as factors that determine the main directions of the pragmatic strategy. The bank operates a system of specialized lexical units used to form advertising texts.

**Keywords:** Bank text, banking activities, text structures, types of text, text and discourse, the communicative purpose of the bank text, pragmatic strategy, the text of the bank advertisement, lingvopragmatic potential.