A person and his emotions are part of objective reality. The speaker conveys the state of his consciousness, thoughts, feelings, and emotions in the word and in the text. In the process of direct communication, emotions are expressed using extralinguistic factors, facial expressions, pantomimics, and in the text of fiction, these factors are encoded using language. Expressiveness is “a prism through which the meaning associated with a given sound complex is perceived” [9, p. 111].

M. N. Kozhina defines expressiveness as " the degree of expressiveness, the degree of the influencing force of what is said” [Kozhina M. N., p. 20]. In modern linguistics, when determining expressiveness, attention is paid to three concepts. 1. The concept of intellectual and emotional evaluation. At the same time, it is important to note that only the emotional assessment is stylistically significant. 2. The concept of intensity. Expressiveness is defined as " a property of a text (or part of a text) that conveys meaning with increased intensity and results in emotional or logical reinforcement" [1, p. 7]. 3. The concept of emotion. “The emotional and expressive coloring of a word is related to the ability of a word to affect our feelings, to evoke certain emotions in us. When we define the emotional and expressive color of a word, we mean the feelings that this word... arouses in us” [6, p. 30].

The language of fiction has artistic and aesthetic qualities. “ ... this is a figurative language that has a historically developed system of means of verbal and artistic expression..., due to the peculiarity of the figurative use of speech means” (3, p. 4). Artistic speech has its own distinctive linguistic features. The content of the artwork is “all that is, concerned, happy, sad, delights, pain, soothes worries, in short, everything that is the essence of spiritual life ...” (2, p. 45). The main components of communicative competence developed linguistic personality are the knowledge and skills necessary to build a correct speech (speech without violations literary and linguistic norms), knowledge and skills, allowing you to create expressive language (speech, able to act in a certain way to the listener or reader).

It should be noted that V. P. Moskvin defines the expressiveness of speech (Lat. expressio expressiveness) as the expression in it of different emotional states, experiences of the subject: approval, reverence, respect, affectionate attitude or disapproval, neglect, contempt, irony, ridicule, condescension, etc. [ V. P. Moskvin, p. 354].

In language styles, especially in the styles of fiction, journalism, and colloquial speech, language means are widely used to enhance the effectiveness of the utterance, and various expressive and emotional shades are added to the logical content. In literary texts, expressiveness is a means of creating an artistic image, revealing the inner world of a literary character, showing his feelings and emotions. An important component of the overall expressiveness of the text is emotivity. Emotive is understood as a text that reflects the emotional state of the speakers and their relationships [8, p. 142].

A literary text is a special form of communication. The nature of the communication of a literary text differs from the nature of the communication of natural human speech. If in natural dialogue the gesture and facial expression are spontaneous, then in fiction it is a deliberately created literary and stylistic device. The artistic text is based on an artistic image. According to L. V. Shcherba, the appeal to literary texts gradually forms and creates "a solid visual image of a word, sentence, and, most importantly, a solid linguistic training " of students [L. V. Shcherba, p. 17].

Expressiveness penetrates into all spheres of human activity. Interacting with the rational, logical, expressively colored lexical units introduce elements of new visual and expressive means into the approved rules. The feelings and emotions of a person in a literary text are presented in a reflected form. This reflection of real reality is created by the writer's imagination, combines fiction and reality and forms the artistic world of the work, behind which the reader sees the world of objects, phenomena, events, as well as the world of ideas, feelings, emotions.

Keywords: Linguistic expressiveness, emotionality, context, extralinguistic factors, fiction, text, emotional evolution, emotional states, lexical units, human feelings.
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