# Research on Pragmatic Value of English Fuzzy Language Based on Needs Analysis

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***Abstract:*** *In the process of college English teaching, students often lack interest and initiative in learning. At this time, teachers can try to introduce the concepts and contents of fuzzy language and enrich the means and methods of language learning, so as to improve students' learning enthusiasm. The pragmatic value of fuzzy language and fuzzy language in college English needs teachers' attention. According to students' actual learning situation, we should choose the most suitable fuzzy language teaching method to further improve the efficiency of college English teaching. This paper mainly explores the pragmatic value of fuzzy language in college English teaching from the perspective of needs analysis, and puts forward corresponding suggestions. Fuzzy language is uncertain and relative, and also has strong pragmatic value. Therefore, university teachers should attach importance to the pragmatic value of fuzzy language in teaching and deepen students' understanding of fuzzy language.*

***Keywords:*** *Fuzzy language; English teaching; Communication*

## 1. Introduction

With the continuous improvement of China's economic level and the gradual improvement of socialist modernization, education and teaching plays a more and more important role in social development, and the teaching content is constantly innovated. In this context, fuzzy language in English teaching came into being [1]. Generally speaking, language should be accurate, but in real life, any language will be vague. There are a large number of synonyms and synonyms in English, and there is a slight gap between them [2]. When expressing these synonyms, there are many problems in using precise language. Take a large number of synonyms or synonyms in English as an example, they have both similarities and differences [3]. At this time, precise language can't explain clearly, and fuzzy language can play its due role. Fuzzy language is characterized by uncertainty, inaccuracy and relativity, which is abundant in daily life, and people are using it consciously or unconsciously [4]. Fuzziness of language is different from ambiguity and obscurity. It refers to the attribute of uncertain boundary of word listening and referring range. Fuzziness exists objectively. It can promote people's communication and maintain a good communication atmosphere [5].

Fuzzy language is an indispensable part of daily communication, because it has a certain degree of uncertainty and relativity, and will play a special role in the process of communication. There is no very clear boundary between the development and change of things and the state of things in life [6]. Use fuzzy language, give full play to its imprecision and relativity, and help the audience better understand. Therefore, we should pay attention to the role of fuzzy language in College English teaching and emphasize the advantages of fuzzy language in daily communication. Fuzzy language has uncertainty and relativity, and it also has strong pragmatic value. College teachers should pay attention to the pragmatic value of fuzzy language in teaching and deepen students' specific understanding of fuzzy language [7]. College English teaching is ultimately to cultivate students' practical ability to master and use English. Therefore, the pragmatic value of fuzzy language in College English teaching is of irreplaceable importance. In College English teaching, teachers should fully realize the important value of fuzzy language and deepen students' understanding and understanding of fuzzy language [8]. The pragmatic value of fuzzy language and fuzzy language in College English needs teachers' attention. According to the actual learning situation of students, choose the most appropriate fuzzy language teaching method to further improve the efficiency of College English Teaching [9]. This paper mainly explores the pragmatic value of fuzzy language in College English teaching from the perspective of needs analysis, and puts forward corresponding suggestions.

## 2. The meaning of fuzzy language

Generally speaking, language expression should be accurate, but in fact, there is a natural ambiguity in Chinese, English and even any language in the world. Things from one state to another, it is often difficult to draw a clear line. Fuzzy language is uncertain, imprecise and relative. It exists in a large number in daily life, and people are using it consciously or unconsciously. At present, there are many problems in College English teaching, but the integration of fuzzy language into English teaching can not only enrich the content and methods of English teaching, but also provide an important guarantee for the quality of English teaching. Fuzzy language is a kind of "flexible" language, which mainly refers to the characteristic language with uncertain extension and indefinite connotation. The biggest feature of fuzzy language is its greater generality and flexibility, which is just the opposite of precise language. In fact, the generality and flexibility of fuzzy language mainly focus on the extension of language. As a new branch of linguistics, fuzzy language has aroused the interest of many explorers and has been widely used in many fields [10]. In language communication, it is inevitable that there will be some imprecise terms, but they can also accurately express the speaker's will. Fuzzy terms are very necessary in most cases. However, uncertainty is the main feature of fuzzy language, so time, person and place will have a great impact on the results. Therefore, the reasonable application of fuzzy language in College English teaching can significantly improve the communication efficiency and students' English learning efficiency.

There are many conceptual expressions of fuzzy language in the world, but the basic connotation is roughly the same, that is, fuzzy language is relative to other languages with the same meaning. The use of this language is purposeful and the meaning of expression is also fuzzy. Its biggest feature is uncertainty. Using the same word in different contexts can express different connotations. In addition, it also has gradual change, this and that and relativity. It is a complex concept of variability. The speaker's fuzzy language is not because of ignorance, but to highlight the imprecision of the event itself. In our daily communication process, we often use vague and imprecise sentences, but it does not affect our normal communication. In the process of communication, people can understand each other's vague expression and even accept imprecise definitions.

## 3. Causes of fuzzy language

### 3.1 Language is different

At the beginning of the study of fuzzy language, many linguists and philosophers focused on the phonetic semantics of words or the fuzziness of words and phrases, but little on the fuzziness in pragmatics. With the development of pragmatics as a hot subject, the research object of fuzzy language has gradually turned to the fuzzy language in pragmatics, and more and more scholars have studied many fields of fuzzy language. Human language has its own differences, mainly because there are obvious differences among human individuals. Each pragmatic belongs to the main body of language communication, but influenced by the differences of the pragmatic themselves, it makes the pragmatic have different understanding of language. This leads to differences in the understanding of language between different pragmatics, resulting in the emergence of fuzzy language.

### 3.2 The fuzziness of the objective world

Language is a unique communication tool for human beings. It is a special social phenomenon to express people's thoughts and ideas. The use of human language is the description of the objective environment, but the changes of the objective environment are very diverse. Because language is the external object of thinking, it will produce more or less deviation when expressing ideas, making the things to be expressed appear fuzzy characteristics indirectly. Generally, pragmatics use language in the objective world. However, the objective world does not have absolute accuracy, and language is an important element to show the objective world. The inaccuracy of the objective environment affects the expression process of language, which promotes the fuzziness of language.

### 3.3 Defects of language itself

In the language system and content, the primary reason of fuzzy language is the corresponding omission of language itself. Language is a tool for human communication and the externalization of people's thoughts. It has its own limitations, and it is impossible to express the infinite world with

simple language symbols. To put it simply, the objective world is infinite, but human language is limited, so we can't express infinite information in limited language. When people receive the signals from the objective world, they can obviously feel that there is infinite information in the objective world. However, language cannot accurately express these infinite information, which reflects the defects of language itself. In the process of externalization of thinking, only a part of the content can be effectively conveyed, and it is impossible to express everything fully [11]. In addition, language symbols are limited and discrete, which is not a concept of infinite extension, but is opposite to the infinite characteristics of the objective world and thinking. When people express certain contents with the help of language, they can only simply summarize the central idea and summarize the information to be expressed with concise language as much as possible.

## 4. The pragmatic value of fuzzy language in College English Teaching

### 4.1 Cultivate students' ability to use English

In the actual communication process, making good use of vague concepts of language can help students better understand the meaning of language and enhance the accuracy of language expression. Pragmatic value has developed with the application of language in recent years, and it is a brand-new field. Fuzzy language has great pragmatic value in practical application, which can show the implication of language, make the communication between people more appropriate and achieve the purpose of effective communication. Therefore, more and more attention has been paid to the vague concept of language and its concrete application. It is particularly important to give full play to the fuzzy language teaching in college English class. It is common to use fuzzy language to arouse students' learning enthusiasm and improve their imagination in English class. In English class, before class. First of all, we will design some warm-up activities that can arouse students' learning enthusiasm and improve their imagination. From the perspective of cognitive theory, this is to create conditions for learners to gradually recall the previously acquired knowledge or experience, so that they can extract relevant background knowledge from their own memory bank, so as to establish a connection with the new teaching task. If fuzzy language is used properly in communication, it can often achieve ideal communicative effect. College English teaching pays more attention to cultivating students' ability to use English. Therefore, the pragmatic value of fuzzy language in college English teaching is gradually highlighted. It plays a supporting role in college English teaching from the following aspects and helps students improve their English communicative competence. The basic advantage of fuzzy language in college English teaching is to increase the flexibility of language. Most college teachers find that students are not flexible enough in using English, which seriously hinders the communication between students. Fuzzy language and precise linguistics are relative concepts, but they are not contradictory. They can coexist, and clear expressions can also convey vague concepts, and vagueness is also vagueness based on clarity.

Relatively speaking, fuzzy semantics in English language is a special existence. Although there are some grammatical errors on the surface, it will not have much influence on interpersonal communication or the application of some written language. In order to achieve different communicative goals, the pragmatic ability, language expression ability and pragmatic value of vague language should not only ensure accuracy, but also need a certain degree of ambiguity. The English language is rich in vague semantic content, which involves the translation of legal documents, public security or national content, and must be completed according to the most formal mode, without any misunderstanding. One of the characteristics of fuzzy semantics is that its expressive contents and ways are diversified, which should be well transformed by combining the dialogue contents, situations and interpersonal relationships in English language. Fuzzy language can help people realize their desire and purpose of communication to a certain extent. Similarly, it also has its unique aesthetic function in the translation of literary works. Although some colloquial expressions in Chinese are simple in the process of fuzzy semantic translation in English, they actually produce better results.

### 4.2 Help students improve the efficiency of language expression

In class, teachers should carefully design knowledge, and flexibly and skillfully induce students to think deeply, ask more questions and speak well, so that they can develop their thinking in the activity of using their brains and mouth. Secondly, teachers should pay attention to developing the potential of students' creative thinking, and stimulate students' innovative thinking with appreciative eyes, kind attitude and encouraging language, so that students' creative thinking can be fully displayed in class.

Language has a high degree of flexibility. Through the accurate use of language, unexpected results can sometimes be achieved, creating a relaxed and pleasant atmosphere, helping students to discover the fun of fuzzy language and enhance their learning enthusiasm. The use of fuzzy language seems to be contrary to people's desire for accuracy in communication, but in fact it does not affect people's normal communication, but can improve the accuracy of language expression. As fuzzy language can increase the flexibility of language expression, it has become the main means for people to achieve communicative purposes. For example, in the international trade negotiations, when there are some situations that disagree with both sides but are inconvenient to speak directly, it is often necessary to deliberately use fuzzy language to express, leaving necessary leeway. In the process of students' English expression, they always use precise language, which will make students develop a long habit of expression. This not only affects the improvement of students' expressive ability, but also fails to highlight the effectiveness of language expression.

Fuzzy language is a two-sided existence, and its characteristics are distinct in essence, but its surface is fuzzy. Differences between cultures lead to differences in aesthetic tastes and ways of thinking, which are also reflected in literary works. Fuzzy language, as its name implies, is ambiguous in language expression. In natural language, there are vague phenomena in grammar, semantics, pronunciation and vocabulary, and there are inaccuracies in language expression. The features of English language fuzziness include English fuzzy vocabulary and English fuzzy additional words. The charm of fuzzy language lies in its rich semantic connotation, ingenious pragmatic ability and unique semantic analysis. Language carries the thinking and information of the speaker, but the area where this expression is located is vague and not very precise, but the words used in the center of expression are very precise. English language needs to be combined with the characteristics and requirements of English itself, which shows great opposite characteristics to Chinese. Therefore, in the process of understanding English language, it is necessary to master the sentences deeply. For the different communicative goals, the pragmatic ability, language expression ability and pragmatic value of vague language should not only ensure accuracy, but also need certain ambiguity.

The active change and development of individuals is the main task of education, and one of the main objectives of teaching is to promote the development of individuals, cultivate people with adaptability and learning ability, and make individuals develop fully. At present, in the teaching of English linguistics, some college teachers still adopt the traditional teacher-centered one-way knowledge instillation education. In college, it depends on the teacher's long-term passive learning state. Most college students lack the concept of learning autonomy, which makes it difficult for them to adapt to the college level of English learning. In this education mode, students' subjective initiative and autonomous learning ability are neglected, which is not conducive to the cultivation of students' innovative ability.College English teachers should help students master the advantages of fuzzy language and further improve the effectiveness of English expression. Teachers should guide students to treat the content selectively. Not all events and environments should be expressed carefully. Fuzzy language can improve the efficiency of expression. In daily life, students will inevitably encounter some unexpected situations. In order to better express the meaning of language, ensure the dissemination of information in the shortest time, and simplify the tedious language, we must learn to make good use of the simple functions of fuzzy language, and transfer lengthy sentences with short words. In communication, especially for some sensitive and stimulating topics, the use of fuzzy language can often play a role in concealing or avoiding.

### 4.3 Help students enhance the flexibility of language expression

It can be seen from various criterions and subcriteria that speakers often give others as much convenience as possible to make them feel respected. It will make the difficult communication smooth, and make the listener understand the original intention in a comfortable atmosphere. Fuzzy language in English is just like proverbs in Chinese. Although its content is not specific and clear, it contains many philosophies, which can improve the accuracy of expression and make the effect of sentence transmission more realistic and vivid. In addition, the use of fuzzy language concepts can narrow the distance between communicators and express the true information to be conveyed. Information transmission not only needs to be accurate and flexible, but also needs to be fast and economical to the greatest extent. The information conveyed by language symbols and the objects implied by symbols can never achieve the same relationship, and this kind of information exchange often needs to be completed in an instant. Therefore, in many cases, it is not necessary to make a detailed and precise statement, but only a rough description can achieve the communicative purpose. When learning fuzzy language knowledge, teachers are required to incorporate cultural background knowledge into their

language courses as part of their language knowledge. Communication skills include three parts, as shown in Figure 1.
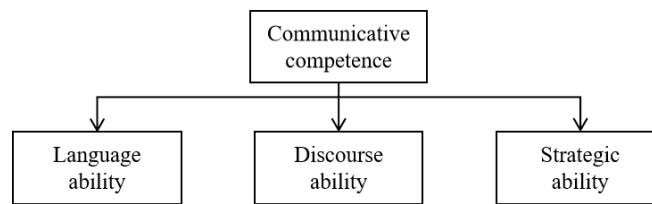


*Figure 1: The composition of communicative competence*

If English teachers can master some knowledge of fuzzy language, they will be able to deal with problems flexibly and appropriately in teaching practice. For example, According to the doctor, she is relieving from AIDS. In this example, the speaker uses the indirect easing fuzzy language "According to", which shows that this is not the speaker's subjective information, but the doctor's conclusion based on his own examination, which makes this information more authoritative and more convincing. Without changing the original intention of the discourse, the original tone tends to ease from affirmation, so this kind of vague language belongs to the pragmatic category.

One of the most important pragmatic values of fuzzy language in English lies in the evasiveness of conveying information, that is, through fuzzy language expression, it can effectively avoid sensitivity and stimulate words in expression, and play the role of concealing and avoiding. Using fuzzy language to describe things, though not sure, can cause the spatial and psychological distance between readers and objects, which is confusing and thus produces aesthetic feeling. In this way, it can arouse the participation of students' senses, arouse students' strong learning desire, stimulate their learning motivation and interest, and thus achieve the purpose of improving students' learning enthusiasm. In the actual college English teaching process, accurate expression has always been a very important component. Many college teachers find that many words fail to express themselves in English. College English teachers can give full play to the advantages of fuzzy language to improve the accuracy of expression, and help students use English to express more accurately.

### 4.4 Help students learn vivid language expression

Using fuzzy language to describe things, though not sure, can cause the spatial and psychological distance between readers and objects, which is confusing and thus produces aesthetic feeling. Although vague language is uncertain when describing various things, the psychological and spatial distance between readers and objects makes things confusing and aesthetic. Therefore, vague language plays an important role in language communication because of its special pragmatic function. Fuzzy language plays an important role in verbal communication because of its special pragmatic function, but this does not mean that it is appropriate to use fuzzy language at any time, and its pragmatic function also has its negative side. If the two sides can't use fuzzy language correctly, the speaker can't express his intention accurately, so that the receiver can't understand the intention of the sender. On the other hand, the receiver of information can't correctly deduce the communication intention of the sender of confidence by applying the relevance theory, which may even cause difficulties or even failures in communication. In the changing social form and the continuous transformation of people's ideology, students are required to have unique creativity and self-discovery ability. In the course of language teaching in colleges and universities, we should make full use of superior teaching equipment, provide rich and convenient teaching resources for learners, and promote the process of learners' knowledge construction. Compared with teaching methods, teaching content should be paid more attention.

For every student to increase their interest in learning and learning activities, teachers can give priority to learning activities and establish a harmonious and comprehensive learning environment, so it is necessary to change the traditional educational concept. Teachers should adopt heuristic teaching methods and adopt personalized classroom structure flexibly, which is conducive to the implementation of teaching content in the classroom. In the process of implementing autonomous learning, the first thing that needs to be changed is learners' ideas and attitudes. Teachers should not only update their knowledge of English linguistics, but also master modern teaching techniques to carefully design each class, including student activities, online learning resources, curriculum content setting, and difficulties. For people with different cultural backgrounds, they need to use fuzzy language reasonably and carefully in their communication. If the two parties use fuzzy language inappropriately, it will often cause the sender to express the information intention clearly, so that the receiver can't deduce the

communication intention of the sender.

## 5. Conclusions

The accuracy of language is very helpful for students to master the rules of language, but the fuzziness of language is more beneficial to cultivate students' flexibility, adaptability and flexibility in using language. Under the influence of different factors, English language will also produce a lot of fuzzy language. Teachers should pay attention to the cultivation of students' fuzzy language and give full play to the advantages of fuzzy language in college English teaching. College English teachers should focus on explaining and analyzing the pragmatic value of fuzzy language in English teaching, and cultivate students' ability to use fuzzy language. Understanding the use skills of fuzziness in English will help improve English proficiency, and more importantly, understanding the fuzziness of language will help students to use correct English to deal with the complex situations they encounter.

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