

THE PROBLEM OF DEFINITION OF CONNOTATION IN STUDIES OF LANGUAGE AND CULTURE

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Annotation: *There is the review of the main scientific approaches of connotation in this article. We attempted to formulate a working definition of connotation for its use in studies of language and culture.*

Key words: *connotation, denotation, stylistics, semiotics, studies of language and culture, the components of the lexical meaning of the word, communication, basic color terms.*

In modern studies on lexicology, linguoculturology, semantics, the term "connotation" is widely used. As noted by M.L. Kovshova and D.B. Gudkov in the monograph "The Body Code of Russian Culture", "the concept of connotation has recently turned into a universal master key that allows you to easily open doors that hitherto have been closed for an inquisitive scientific mind, into something that gives you the opportunity to explain everything that is not amenable to the traditional explanation" [10:46]. This circumstance causes certain difficulties when reading some works, because, qualifying this or that phenomenon as connotative, the authors do not always clearly specify how broadly they interpret the very concept of connotation. Therefore, it seems important to us to comprehend the main approaches to the study of connotation in modern Russian and European linguistics, which will make it possible to clarify the definition of this linguistic phenomenon in relation to linguoculturology, where connotation is the basis for describing the value system of a particular ethnocultural community.

Today it is used in a number of linguistic areas:

1) semiotics (R. Barth, L. Elmslev), where it is interpreted as a motive, on the basis of which the speaker makes a choice between different planes of consideration of the subject. For Barth, connotation is a textual unit, where a very lengthy description of the external and internal state of a person can be compressed in the text to one word nervousness;

2) psycholinguistics (A.A. Zalevskaya, A.A. Leontiev, A. Martinel), which closely links connotation with the concepts of association and emotive organization of speech. Within the framework of this approach, the types of extralinguistic and proper linguistic information are not always clearly distinguished, as a result of which any information that goes beyond the denotation is called a connotation. For example, if we compare the connotations of the words volcano and fox, it becomes obvious that in the first case, the connotation arises on the basis of the information contained in the significant, and in the second, on the basis of the properties attributed to the animal by the linguistic community.

Such cases are not differentiated by psycholinguists, just as associations and connotations are not distinguished.

3) Linguistics proper, which studies connotation within the framework of:

lexicology and phraseology (M.Ya. Bloch, L.A. Ostapenko, L. Bloomfield, V.N. Teliya, G.D. Tomakhin), where it is considered as an element of LZ and FZ and is distinguished as portable values. Proponents of this trend are studying ways to create connotations and the types of its additional meanings. The connotation is not only the result of modifications of various types of extra linguistic information, but also the main tool for creating figurative meanings (for example, a mouse. Gray color as an element of the external image of an animal is transformed into a connotation of nondescriptness, invisibility, on the basis of which a figurative meaning arises associated with the nomination of unkempt and unattractive women). (See V.N. Teliya "Connotative aspect of the semantics of nominative units", M., 1986).

The demand for the concept under consideration in linguistics is confirmed by the fact that, along with the noun, its derivatives are actively used in linguistic studies: "connotate" ("co-mean"), "connotant" ("the smallest semantic unit"), "connotative" ("referring to connotation") – give values. The term connotation and its derivatives are common in:

- stylistics (K.A. Dolinin, O.V. Sapozhnikova, Z.N. Khovanskaya, L.L. Dmitrieva) identifies connotation and stylistic meaning (for example, put on - torzh. / dress - neutral / dress up - disapproved) .

- linguistic and cultural studies (E.M. Vereshchagin, V.G. Kostomarov), which focuses on the national specifics of realities, which manifests itself both in denotative and connotative originality. Linguistic and regional experts believe that in order to adequately understand the meaning of a lexeme (for example, a samovar), it is not enough to have information about the structure of this device, it should be borne in mind that it simultaneously serves as the name of a situation: a traditional tea party, accompanied by conversation, refreshments, etc., which is evaluated in national culture as a manifestation of the positive properties of Russian the first person - openness and cordiality;

- linguoculturology (V.I. Karasik) V.I. Karasik believes that "the simplest associative connections in semantics are adjacent to the content core as connotations of lexical meaning (blood - life, blood - crime, blood - kinship) and as rigid implications of phrases and sentences (familiar bloody handwriting - recognition of a criminal). More complex associative connections should be induced by the context or situation. [11:13] The researcher analyzes mainly concepts, not using the concept of connotation broadly. But, as it seems to us, the concept of an associative line, which he often uses, is quite close to connotation.

There are reasons for such a variety of interpretations of the concept: the Latin word connotation means "something together with something else." The term connotation first appears in 1660 in Port-Royal's General and Rational Grammar and is used to distinguish between substances and accidents. The literal translation of the lexeme does not outline the exact boundaries of the concept, which gives reason to English linguists of the 19th century

(E.J. Whatley "Selection of Synonyms") to consider connotations as additional meanings (modal, evaluative, emotionally expressive). Finally, such an understanding was consolidated thanks to the book by K.O. Erdmann "The Meaning of the Word". He proposed a three-component model of the meaning of a word: conceptual content, incidental meaning and sensual value, that is, he included in the LZ components that are now called significat, ethno-cultural component and connotation. Later, the last two components were combined by researchers with the term connotation. According to Erdmann, they arise involuntarily, but are strongly associated with the language [Erdmann K. O., Die Bedeutung des Wortes, 1925].

Based on the foregoing, it seems to us that when using the term connotation in relation to linguoculturology, the most optimal is its understanding as the components of the meaning of LSV accompanying the denotation, a phrase or a sentence that carry stylistic, figurative and axiological information. The connotation is formed in the language, fixed by dictionaries, which makes it possible to take it into account when analyzing the linguistic picture of the world. At the same time, it should be considered against the background of stereotypes that exist in the language, which makes it possible to explain the mechanisms for expanding the connotative potential of a language unit in speech, including a literary one.

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