

THE INVESTIGATION OF POLITICAL LINGUISTICS AND DIFFERENT SCIENTIFIC VIEWS IN THE POLITICAL DISCOURSE

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Annotation. *This article is devoted to the investigation of Political linguistics and different scientific views in the political discourse. In addition, it discusses the concept of discourse and specific features of political communication.*

Key words: *political discourse, terminology, scientific and humanitarian value, propaganda, phonetic and rhythmic features.*

Political interaction as a communicative sphere, the main topic and the driving motive of which is the struggle for power, became the focus of Russian scientific interest mainly in the mid-1980s, when the coexistence of political elites ceased to be purely ritualistic and acquired the shape of one of the ways of functioning of society. Today, the problems of the relationship between language and power, language and ideology, the role of myth in political communication and linguistic manipulation proper are attracting the attention of an increasing number of linguists. This is largely due to the fact that politics (as opposed to other areas of human activity) is inherently discursive and political actions are, as a rule, speech actions. Attempts of scientists to give a correct definition of the concept of "political discourse" have led to the emergence of many definitions: this is "the totality of all speech acts used in political discussions, as well as the rules of public politicians illuminated by tradition and proven experience"⁸

1. Research of political communication within the framework of traditional rhetoric and stylistics. Initially (that is, even before the emergence of political linguistics as a special scientific field), publications on the problems of political communication were perceived as a kind of stylistic or rhetorical research. The corresponding publications were mostly "prescription", praising or critical (discrediting) in nature⁹.

In publications of the first type, the authors they tried to show their readers how to achieve success in public speaking or other public speech activities, including in the political sphere. Among the most striking examples of publications of a prescription nature are the works of Dale Carnegie and

⁸ Баранов А.Н., Казакевич Е.Г. Парламентские дебаты: традиции и новации. М.: Знание, 1991. 42 с

⁹ Чудинов, А. П. Политическая лингвистика : учеб. пособие / А. П. Чудинов. — М. : Флинта : Наука, 2006. — 256 с.

Paul Soper, which reviewed a variety of specific presentations and publications, as well as offered fairly effective recommendations. In such publications, the metaphor was presented as a very useful "decoration" of speech, the skillful use of which can bring a significant pragmatic effect.

The second type of publication focused on a detailed description of the advantages and, to a lesser extent, disadvantages in the speech activities of specific political figures. Have been extensively studied on a variety of aspects the rhetorical skill of political leaders. The reasons for the persuasiveness of presidential speeches were sought in phonetic and rhythmic features, wit, sincerity, openness, simplicity, imagery, and other qualities of speech. In the works of critical orientation, the main focus has traditionally been on "exposing" the unscrupulous tricks of political opponents, as well as their tongue-tied, lack of education and speech negligence. A significant number of critical publications were devoted to the "spoilage" of the native language, among the reasons for which some political reasons were usually mentioned events, as well as the General decline in morals, loss of spiritual foundations and respect for national traditions¹⁰.

2. The Emergence and formation of political linguistics (the twenties and fifties of the twentieth century). The history of the origin and formation of any scientific discipline is inextricably linked with the history of society, and political linguistics is no exception. In a series of events of the XX century, the starting point for the formation of political linguistics was the First world war, which led to unprecedented human losses and a radical change in the worldview of mankind. In new conditions the need to study political communication and its relationship with socio-political processes became more and more obvious.

After the experience of unprecedented propaganda confrontation between warring countries, knowledge about the mechanisms of manipulating public opinion becomes highly scientific and humanitarian value. Therefore, it is not surprising that after the war, the attention of researchers of the language of politics was directed to the study of ways to form public opinion, the effectiveness of political agitation and military propaganda. The most significant works of this period are related to activities of Walter Lippmann, Paul Lazarsfeld, Harold.

During the First world war, Lasswell, W. Lippmann wrote propaganda leaflets for the allied army in France, after the war he studied propaganda

¹⁰Lakoff, G. *Metaphors We Live by* / G. Lakoff, M. Johnson. — Chicago : Univ. of Chicago Pr., 1980. — 242 p.

and agitation issues, and served as an adviser to twelve US presidents. Modern political linguistics uses the concept of "agenda setting process" proposed by

W. Lippmann, i.e. highlighting some issues in political communication and silencing others. Thus, the scientist distinguished the real relevance of a particular problem and its "importance" in the perception of society. Also, W. Lippmann holds the primacy in the use of content analysis as a method for studying public perceptions of the political picture of the world. In particular, in 1920. W. Lippmann published a study of the corpus of texts of the newspaper "The New York Times", which were dedicated to the October revolution. One thousand nine hundred seventeen. As W. Lippmann showed, it was impossible for the average American to form any objective opinion about what was happening in the world of events due to the anti-Bolshevik bias of the analyzed texts.

Another significant precursor to political linguistics was Paul Lazarsfeld, who was active in the study of propaganda at Columbia University. In 1937, he led a research project on the impact of broadcasting information on American audiences. Subsequently, this project resulted in the creation of the "Bureau of applied social research" – the only University-based research Institute at that time that dealt with political issues and mass communication.

Together with his colleague R. Merton, P. Lazarsfeld developed a focus group survey method¹ that was used to collect data on the attitude of ordinary Americans to government radio calls to plant "victory gardens"² or purchase war loan bonds. It is noteworthy that these government programs were developed and analyzed both by P. Lazarsfeld and other researchers (including Harold Lasswell). P. Lazarsfeld holds the primacy in the application of content analysis to the study of the dependence of the electoral behavior from election campaigning in the media. His most famous research was conducted in Erie County (Ohio).

As the science of linguistics developed and expanded its scope of research. The study of terms has become one of its most important and integral parts. Nowadays, the study of terms is a separate branch of linguistics -formed the terminology. But it is also worth noting that in the process terms from English to Russian, from Russian to Uzbek, without place, artificially with new constructions or Arabic and Persian-Tajik words replacement cases are also observed. For example (appendix 1)

During the six months leading up to the 1940 presidential election, P. Lazarsfeld and his colleagues conducted a survey of a focus group of 600

people in order to determine the effectiveness of the propaganda impact of political media texts on American citizens. To the researchers' surprise, only 54 participants in the experiment changed their preferences in favor of another presidential candidate in six months, and even fewer respondents did so under the direct influence of newspapers, magazines and radio broadcasts. This experiment led to doubts about the hitherto taken-for-granted position about the total nature of the impact of media on the voter. Subsequently, P. Lazarsfeld and other researchers developed a model of two-level communication, according to which in any society there are susceptible to influence political propaganda "opinion leaders", which distribute political information through interpersonal communication channels.

The method of P. Lazarsfeld received significant distribution and is used up to the present time. Although the researchers pointed to an underestimation of the propaganda role of the media, the development of P. Lazarsfeld initiated interest in the study of additional factors of communication impact on the voter. Among the forerunners of modern political linguistics also Harold Lasswell, who is the significant development of the content analysis methodology and its effective application to the study of the language of politics is credited. Using content analysis, Lasswell was able to demonstrate the relationship between the style of political language and the political regime in which this language is used.

According to the researcher, the discourse of democratic politicians is very close to the discourse of the voters they address, while non-democratic elites strive for superiority and distance from ordinary members of society, which is inevitably reflected in stylistic features of the political language of power. Language innovations precede social transformations, so changes in the style of political language serve as an indicator of the approaching democratization of society or the crisis of democracy. The research potential of quantitative semantics methods demonstrated by G. Lasswell has become widespread.

So, in the 40s of the XX century, G. Lasswell, N. Leites, P. Jacobson and other researchers identified various interdependencies between the semantics of language units and political processes based on the analysis of Soviet slogans, language of the international, texts of fascist propaganda. During this period, there is an additional impulse to understand the role of language in politics, associated with the practice of totalitarianism and a new, even more destructive world war. Considering this stage of development of political linguistics, historians of science name, in addition to

communication specialists, the English writer George Orwell and the German literary critic Victor Klemperer, who turned to a critical study of totalitarian discourse. The first of them wrote in 1948 a dystopian novel "1984", which described the principle of "doublethink" (doublethink) and Newspeak dictionary, that is, specific examples were used to describe ways of speech manipulation of human consciousness in order to gain and retain political power in a totalitarian state. George Orwell clearly showed how language can be used to make a person believe a lie and consider it to be the true truth, and how the oxymoronic slogans "War is peace", "Freedom is slavery" and "Ignorance is power" can be used as the basis of state ideology¹¹.

The prophetic gift of J. Orwell is constantly noted by modern experts on political propaganda: sometimes it seems that it is according to the recipes of "Newspeak" that the Soviet troops in Afghanistan decided to call a limited contingent, and this war itself – international assistance. Similar techniques were used by American leaders, who called their military actions against Yugoslavia and Iraq "the struggle to establish democracy"¹².

The German philologist Victor Klemperer described in detail the "Newspeak" for which he had misfortune to observe 12 years. His book "LTI. Notizbuch eines Philologen" («LTI. The philologist's notebook») was dedicated to the communicative practice of German fascism, and the letters "LTI" in its name denote "the Language of the Third Empire". It should be noted that the practice of the Nazi "Newspeak" turned out to be much more diverse and sophisticated than the theory created by George Orwell.

For example, it turned out that it is not necessary to prohibit a particular expression- just put it in quotation marks. For example, Heine's "German poet" is no longer a German at all and not quite a poet; respectively writing "outstanding scientist" Einstein allows you to question the genius of an outstanding physicist. Many others were put at the service of the ideas of fascism in Hitler's Germany language tools: Viktor Klemperer describes in particular detail the symbolism and metaphor of fascist propaganda, as well as the practice of banning "objectionable" words and concepts while promoting "new" words and ideas.

In the writings of H. Dadaboyev in the XI-XI U centuries Turkic languages socio-political and socio-economic terminology¹³. Socio-political and socio-political analysis of the Uzbek language, including Turkic languages the

¹¹ <https://www.openculture.com/2017/01/george-orwell-explains-how-newspeak-works.html>

¹² Chudinov, A.P. Linguistic political prognostics: models and scenarios of future- Moscow. P-129

¹³ Hamidov X., Azzamova N., Turkcha ijtimoiy-falsafiy va siyosiy terminlar tarjimasiga doir, Tarjima masalalari, ilmiy maqolalar to'plami. – T.: , 2012. 132– B

emergence of economic terminology and the problems of language use are

comprehensive studied. In particular, the country in the languages of the Turkic peoples in Central Asia, yurt, ulus, baliq (in the sense of "city"), yasaq (in the sense of "law"), ordu, qazi, og`riliq, jaza, yug`rush (vazir manosida).

Later there was a description of the Communist Newspeak and language resistance to it in Poland, East Germany, and the Czech Republic, Russia and other States of the "socialist camp" that existed in the second half of the last century. These studies have revealed many comparable facts and patterns. However, there were also signs of national totalitarian discourses: for example, in the Soviet political discourse, political definitions were very significant, radically transforming the meaning and emotional coloring of the word.

So, in Soviet Newspeak, Bourgeois humanism or Abstract humanism is not humanity at all, but a negatively evaluated manifestation of weakness, insufficient cruelty towards political opponents, representatives of the "exploiting classes" and simply doubters. On the other hand, as a Socialist humanism could be violent actions "against class-alien elements" are presented, especially if these actions were perceived as useful "for the working people" in their "class struggle".

Research on the communicative practice of totalitarian regimes continues to this day. Experts have identified the characteristic features of totalitarian discourse, which, as a rule, is characterized by the centralization of propaganda, claims to absolute truth, ideologization of all aspects of life, slogans and addiction to spells. Among signs of totalitarianism are also distinguished by the ritualism of political communication, the prevalence of the monologue of "leaders" over dialogical forms of communication, propaganda triumphalism, sharp differentiation of one's own and others', propaganda of simple and at the same time extremely effective ways to solve problems.

3. Political linguistics of the sixties-eighties of the XX century. At the next stage of development of political linguistics, foreign experts focused on the study of communication practices in modern Western democracies. These studies have shown, that in the conditions of "freedom" language manipulation of consciousness is constantly used, but this is a more sophisticated manipulation¹⁴.

New political conditions have led to changes in the methods of

¹⁴ Будаев, Э. В. Зарубежная политическая лингвистика : учеб. пособие / Э. В. Будаев, А. П. Чудинов. — М. : Флинта, 2006б. — 252 с.

communication influence, but politics is always a struggle for power, and in this struggle, the winner is usually the one who is better at using communication weapons, who is able to create in the mind of the addressee the necessary picture of the world for the manipulator. For example, an experienced politician will not call for a reduction in social programs for the poor, he will only talk about "tax cuts". However, it is well known what funds are usually used to finance assistance to low-income citizens. Skilled the expert will offer to fight for social justice, for "reducing the gap between rich and poor", and not every voter will immediately understand that this is a call for raising direct or indirect taxes, and not only millionaires have to pay them.

Similarly, an experienced politician will not talk about reducing aid to the poor, but about the importance of reducing taxes, but it is easy to assume which budget items will suffer after the reduction in tax revenues. Such facts are widely discussed in critical theory The Frankfurt school, whose representatives: T. Adorno, G. Marcuse, M. Horkheimer began to study the forms of totalitarianism, anti-democracy, and nationalist chauvinism after the end of world war II. Similar materials are also presented in many publications of English-speaking authors.

Political linguistics as modern science of language is characterized by multidiscipline (different science methodologies usage), anthropocentrism (a person, lingual identity is a base point for research of lingual conditions) and interrelation with political science, philosophy (axiology), sociology, culturology, psychology, knowledge engineering. Formation of political linguistics as independent department of science of language has begun in the 20th century but its impetuous development in the end of last century.

E.V. Bakumova, A.N. Baranov, E.V. Budayev, V.I. Karasik, O.L. Mikhaleva, T.A. Svetonosova, A.P. Chudinov, E.I. Sheygal, A.A. Filinsky, T.A. Van Dake, N. Ferklow, R. Vodak and etc. are known with their researches in political linguistics department.

Political linguistics is an independent scientific discipline possessed object and subject of research, interdisciplinary connections, directions of research. The dominant purpose of political linguistics is a study of various connections between language, thinking, communication, entities of political activities and political condition of society and also strategies and tactics of political activities.

Research of works was highlight close links with linguistics directions such as axiological linguistics, pragmalinguistics, psycholinguistics, cognitive linguistics, sociological linguistics, functional linguistics, rhetoric, text linguistics

in a political linguistics direction.

The most important directions of political linguistics are researches of shared problems of political communication, study of political media-discourse and categories of political discourse, separate political concepts, research of communicative strategies, tactics, procedures of political discourse, political discourse's role structure study.

The complement of comprehensive study has been political discourse by the way of: 1) primary needs of linguistic theory adverted to real facts of language system functioning; 2) designation of political discourse's analysis methods necessity for showing up different tendencies in socio-political consciousness sphere; 3) the problems of political science in a political thinking study, its connection with political behavior¹⁵.

Famous linguist A.N.Baranov calls the subject of political linguistics as a political discourse, which is a commonality of discourse practices identified participants of political discourse or formed concrete theme of political communication.

Another magisterial researcher in a political communication field A.P.Chudinov calls more extensional term as a subject of political linguistics – political communication representing speech, focused on propaganda of some or other ideas, emotional impact on citizens of the country and motivate them to definite policy decisions.

Political communication in its turn has own research subjects: political language, political discourse and political narrative¹⁶.

Political language is defined as the special semiotic system being used in a political communication with the aim-formulation of social consensus, political decisions making and foundation in society amid of various points of view¹⁷.

There are two approaches of political discourse research: narrow and extended. A.N.Baranov and E.G.Kazakevich under political discourse term mean “totality of all speech acts in political discussions use and rules of public politics were lightened by traditions and proved by time.” The extended approach was conceived by E.I.Sheygal including “not only institutional but also non-intrusive forms of communications in which one of three constituents belongs to: subject, addressee or content of message”¹⁸.

¹⁵Filinskii A.A. Kriticheskii analiz politicheskogo diskursa predvybornykh kompanii 1999-2000gg.:dis. kand.filol.nauk [Political discourse's critical analysis of electioneering] / A.A.Filinsky. – Tver' – Tver, 2002. – p.163

¹⁶Chudinov A.P. Politicheskaya lingvistika: uchebnoe posobie [Political linguistics] training manual A.P.Chudinov. – 2-e izd., ispr. – M: Flinta: Nauka – Science, 2007. – p.256

¹⁷ Baranov A.N., Kazakevich E.G. *Parlamentskie debaty: traditsii i inovatzii* [Parliamentary debates: traditions and novations] / A.N.Baranov, E.G.Kazakevich – M: Znanie-Knowledge, 1991. – p.42.

¹⁸Sheygal E.I., Bakumova E.V. Ideologema as a means of politician's identification. Materiali Vserossiiskoi nauchnoi konferentsii

Political narrative is whole of political texts by A.P.Chudinov, concentrating around definite political event.

A lot of research works about suggestiveness and complexity of the “discourse” term were written. Developing of discourse concepts does not alone in linguistics but in political science, philosophy, psychology, history, literary studies and etc.

Since research paradigm in study of language has been changed to the anthropo-centralism the term “text” has been inadequate for imaging of all variety constituent of event’s communicative practice.

Native and foreign linguists define the “texts” in different ways but all don't concur that the “discourse” is more volume term than “text”. For example, I.P.Susov defines “discourse” as “connected sequences of speech acts. Delivered comment from speaker to listener (or propositional sequences) becomes the text when it is fixed on writing (or using recorder). In this way the text is as “informative track” of accomplished discourse”¹⁹. T.Van Dake delimits exactly the “text” and “discourse” conceptions, defining “discourse” as articulated topical text and “text” as abstract grammatical structure of articulated speech²⁰.

The most widespread dichotomies in linguistics approaches to text's and discourse's differentiations are presented in a E.I.Sheygal's monography “Significs of political discourse” :

1. *Category of discourse defines to linguo-social sphere when the text to linguistic* (N.D.Arutyunova, A.K.Mikhalskaya, E.Benvenist, G. Brown, G. Cook, G. Kress, G. Yule) In this approach the text is regarded as verbal image (“oral record”) of communicative event when the discourse as “the text in eventive aspect”, “the speech wrapped up in a life”, “function of the language in an alive relationship” ²¹. Taken as a whole approach is expressed by the formula “discourse = text + context (linguistic and extralinguistic)”.

2. Discourse and text are contradistinguished as a process and result (O.V.Alexandrova, M.K.Bisimaliyeva, M.Ya.Dymarskiy, E.S.Kubryakova, G.Brown, G.Kress, G.Yule). In the given approach the discourse is functional, processual event, which connect with real speech production and the text

(Penza, 15-19 maya 2001goda) Ideologema *kak sredstvo identifikatzii politika Yazik I mishlenie*: [Psychological and linguistic aspects] Institute of psychology and Study of language Institute of the Russian Academy of Sciences; Penza, 2001 – p.227-230

¹⁹ Susov I.P. Vvedenie v Yazikoznanie: uchebnik dl'a studentov lingvisticheskikh ifilologicheskikh special'nostei [Introduction to the science of language] / I.P.Susov. – M: Vostok-Zapad – West-East, 2007. – p.378

²⁰ Dake T.A. van Discourse Semantics and Ideology [Semantika diskursa I ideologii] Discourse and Society. Vol.6, No.2, 1995. - p. 243-285

²¹ Benvenist E. Obsh'aya lingvistika. Per.s frantz. [General linguistics]. Transl. from French/ E.Benfist. – M: Progress-Progress, 1974. – p.447

is considered as a product of speech production, which has the definite completed and fixed form.

3. *The discourse and the text are opposed in actuality and virtuality* (V.Ya.Dymarsky, V.P.Koneckaya, T.A.van Dake, D.Schiffrin). Supporters of this approach are considered the discourse as real speech event, current speech activity in the given sphere, connected text created in the text. The text hasn't definite connection with real time but presents as abstractive mental construct which realizes in discourse.

4. Opposition "oral<->written" (V.V.Bogdanov, Z.Turayeva, M.Coulthard, M.Hoey). In the given approach the discourse associates only with sounding oral speech but the text with written form. We are in sympathy with E.I.Sheygal in a view that this approach is limited and successful continuation the given approach gets by V.V.Bogdanov who thinks that the terms "speech" and "text" are hyponyms with regard to "discourse" hyponym. The speech is spontaneous, non-normative, elliptical sound substance characterized with interlocutory while the text prepared, normative, fully-fledged, monologic or interlocutory, is distinguished from the speech by graphical representation of language material ²². Discourse in this way includes all parameters relating to the speech and the text that correlates with discourse's concept is presented by E.I.Sheygal.

Professor U.A.Dubrovsky considers four avowed parameters of the text: integrity, coherence, visibility and irreducibility. Integrity is understood as unity of text's architectonics interosculant it in the form of story. Coherence presupposes impossibility of text components' interchange. Mostly visibility and irreducibility are considered in connection with values of literary texts including exposition, beginning of the action, the development of the action, culmination, outcome, conclusion and epilogue ²³. Discourse doesn't restrict to so in gathering parameters and is more volumetric and multilevel term.

The ratio of the terms "discourse", "text", "speech" is built as follows: the text and the speech are result of such difficult communicative phenomenon as a discourse.

Such types of a discourse as a scientific, pedagogical, religious, medical, legal, art, poetic, political discourse are investigated in modern linguistics.

²² Bogdanov V.V. *Tekst i tekstovoe obsh'enie* [The text and text intercourse] / V.V.Bogdanov. – St. Petersburg: Izdatel'stvo sankt-Peterburgskogo universiteta - publishing office of St. Petersburg's Un-ty, 1993. – p.67

²³ Dubovskiy Yu.A. *O sodержatel'nykh svoystvakh teksta kak yedinitzi analiza* [About informative properties of the text as the unit of analysis] // *Novie idei v lingvistike XXI veka. Materiali I Mezhdunarodnoi nauchnoi konferentsii, posvyatshenoi pam'ati professora V.A.Chom'akova. Chast' I* [The new ideas in linguistic of the XXI st century]. – Pyatigorsk: PSLU, 2009. – p.21-31

A.A. Filinsky defines "a political discourse" as speech activity of political subjects within their institutional communication ²⁴.

The main function of a political discourse as E.I. Sheygal and A.P. Chudinov consider, is fight for the political power by using of communicative activity, that is the political discourse is used as the tool of the political power.

4. Research of institutional, media and other types of political discourse.

When selecting text materials (corpus) for research in political linguistics, there are two polar approaches – narrow and broad. In the first case, only texts directly created by politicians and used in political communication are used as research sources. Such texts are among the institutional ones and have very significant specifics. A broad approach to the selection of sources for the study of political communication uses not only texts created by politicians themselves, but also other texts devoted to political issues. As P. Serio notes, there is no statement "in which one cannot fail to see cultural conditionality and which cannot thereby be associated with the characteristics, interests, and values inherent in a certain society or a certain social group that recognizes them as its own. In any statement, you can discover power relations. However, it is important to keep in mind that the content of the message is often implicitly related to the policy area.

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²⁴ Filinskii A.A. Kriticheskii analiz politicheskogo diskursa predvybornykh kompanii 1999-2000gg.:dis. kand.filol.nauk [Political discourse's critical analysis of electioneering] / A.A.Filinsky. – Tver' – Twer, 2002. – p.163

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THEORY OF CONCEPT IN COGNITIVE LINGUISTICS

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Annotation. *This article deals with the investigation of concept in Modern Linguistics which discusses theory of concept in Cognitive linguistics. In addition, it gives some information about basic characteristics and general definitions of the concept.*

Key words: *concept, semantics, grammar, conceptual structure, conceptualization, linguistic cognition, contextual realization.*

Having analyzed a great number of researches works we have found out that Cognitive linguistics is one of the most interesting and disputable branches of linguistics that studies mental processes and their linguistic reflection in people's daily life. This science pays its prime attention to the language as a communicative unit which differs not only from the point of view of the nations and cultures, but also from one person to another. Every human being has its own communicative aim and language pragmatic peculiarities, which reflect his picture of the world that comes from the process of syntheses of everything around him in his mind. Our research work is devoted to the analysis of the one of the aspects of the study in cognitive linguistics- concept. In order to make the notion of cognitive linguistics more clearly, we want to mention some additional information taken from the internet resources that help us to define this branch of the linguistic science:

“Cognitive linguistics is a reaction of modern linguists to truth-conditional (objectivist) semantics and generative grammar, which were the dominant approaches to the study of language meaning and grammatical forms since the middle of the last century. Its major assumptions are that language is not an autonomous cognitive faculty but an integral part of human cognition and that linguistic knowledge of meaning and form is basically conceptual structure.

Language is a distinct human cognitive ability but the cognitive processes responsible for the storage and retrieval of linguistic and non-linguistic knowledge are basically the same. As a consequence, much cognitive linguistic research has focused on describing how concepts are organized (frames, domains, profiles and etc) and the range of conceptualization or construal operations as instances of more general