



## COMPLIMENT CONCEPTUALITY AND SPEECH IMPLEMENTATION

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Article history:	Abstract:
<b>Received:</b> 3 <sup>rd</sup> September 2021 <b>Accepted:</b> 3 <sup>rd</sup> October 2021 <b>Published:</b> 16 <sup>th</sup> November 2021	The article describes the role of cognitive linguistics as an object, formed as one of the important directions of the anthropocentric paradigm in world linguistics. Linguistic universals are general linguistic words specific to all language systems, which study the common features of languages and draw conclusions on the definition of typological commonality.
<b>Key Words:</b> Language Universals, Cognitive Activity, Cognitive Linguistics, Linguoculturology, Culturology, Logic, Cognitive-Semantic, Philosophical-Semantic.	

### INTRODUCTION

There are more than seven thousand languages in the world today, which are grouped into 142 different language families and are classified genealogically and morphologically according to their similarities and differences. Some of the existing languages are spoken by more than a billion, some by several hundred. Six - English, Arabic, Spanish, Chinese, Russian - have the status of official languages registered by the UN. Although these languages differ from each other in their sound system, grammatical structure and lexicon, it is natural that there are similarities and similarities between them. The comparative study of one language with another allows us to explore similarities and differences that have not yet been felt, overlooked. Since the functions of all languages are the same, there will be some similarities in the languages, and they are universals. Hence, language universals are general linguistic words specific to all language systems, which study the common features of languages and are used to determine typological commonality. The advanced philosophical ideas of each period, the achievements of leading scientific theories contribute to the development of science. One of the most interesting and important events in the history of science of the twentieth century was undoubtedly the formation of the direction of Cognitivism or Cognitology on the basis of anthropocentric principles. Naturally, the emergence of each science represents a general advancement in the understanding of the laws of the world, but the emergence of this science has turned out to be particularly important for many reasons, especially for linguistics.

### MATERIALS AND METHODS

However, research in this area in Uzbek linguistics has only just begun.

Language plays a communicative role as a means of communication between people, an expressive means of expressing the feelings of the speaker, an accumulative function as a means of transmission from generation to generation.

Language serves a cognitive (gnoseological) function as a means of understanding the world, collecting information and transmitting it to other people or future generations [1], in the words of N. Mahmudov, language is given to man to understand God and the universe.

Hence, it is clear that language comprehension is a separate cognitive activity. Man, as a "thinker, comprehender, analyst," understands and evaluates all vital information with the help of cognitive processes. Thus, the fields of cognitology and linguistics intersect at a direct point. Cognitive linguistics examines "the system of signs that play a role in the transmission (" coding ") and reception of information, the relationship between language and thought, the basic functions of language, the place of man in language and the role of language for man" [2]. ES Kubryakova describes this new direction as a cognitive-discursive paradigm [3].

Cognitive linguistics is developing rapidly on the basis of modern trends and is gaining an increasingly strong position. The theory of cognitive linguistics is important in that linguistics is "what is language?". not only the question, but "how does man act through language?" also helps to solve the problem.

What is cognition itself to fully understand the essence of the matter at this point? will have to find an answer to the question.

Cognition (cognition, cognition) is a central concept of cognitive science that combines the meanings of the terms cognitio and cogitatio to mean "knowing", "perception" (i.e. defining the process and outcomes of knowledge and experience), as well as "thinking", "reasoning". , Means "to be able to understand", "to be able to feel". Often, it refers to a cognitive process or set of mental (mental, thinking) processes - different perceptions of a person, such as understanding the world, simple observation of the environment, categorization, thinking, speech - coming through

perceptual channels or already existing in perception and reinterpreted by man serves to receive data. Cognition is the manifestation of human mental, intellectual abilities, and includes self-awareness, self-assessment, self-assessment, and the creation of a unique image of the world - a set of things that serve as the basis for rational and meaningful human behavior. [4]

### RESULTS AND DISCUSSION

Cognition corresponds to both the conscious and special processes of scientific knowledge of the world, as well as to the simple (and sometimes - unconscious, unconscious) perception of the reality that surrounds man.

In cognitive linguistics, linguistic knowledge is the study of the mental activity of speech activity and its comprehension, which deals with the processing of information, and language phenomena are viewed through the prism of human cognition. Research in this area "provides the key to unlocking the mechanisms of human cognition in general." [5] Thus, cognitive linguistics is one of the interdisciplinary areas of cognitive science.

Cognitive linguistics was first mentioned in 1975 in Lakoff's work. [6] R. Langacker developed the basics of cognitive grammar. [7] One by one, research began on conceptual metaphors, language categorization, cognitive grammar, and mental reality. [8] The International Cognitive Linguistics Association (ICLA) was founded in 1989 as the international scientific community of experts in the field of cognitive linguistics, and in 1990 the first issue of Cognitive Linguistics was published. ICLA organizes the publication of conferences, scientific journals and books on related topics, publishes research on a website and discussion forum, and supports regional affiliates. [9] In 2003, the Russian Association of Cognitive Linguists (Rossiyskaya Association of Linguists-Cognitologists - RALK) and the journal Voprosy kognitivnoy lingvistiki (Questions of Cognitive Linguistics) were established. [10]

Linguists such as Sh.S.Safarov, O.K.Yusupov, A.E.Mamatov, G.M.Hoshimov, D.U.Ashurova are conducting scientific researches in this direction in Uzbek linguistics. [11]

In the textbook "Introduction to cognitive linguistics" KS Shilyaev emphasizes that the field of cognitive linguistics is divided into two major blocks: cognitive semantics and cognitive grammar. Many concepts emphasize the importance of meaning rather than form, so R. Langacker describes the semantic component of language in the first place, even within the framework of cognitive grammar. Cognitive semantic concepts explore the relationship between experience, conceptual system, and semantic structure encoded in language. These relationships are explored through linguistic categorization concepts, idealized cognitive models, frames and domains, conceptual metaphor and its variants, figurative schemes, mental fields, and conceptual integration.

In the context of cognitive grammar, researchers focus on general principles that determine the grammatical organization of linguistic stimuli, or an inventory of the grammatical means of a particular language in the form of constructive grammar. [12]

American classical cognitivism and Russian structural-semantic research - developed independently of each other and using different terms. However, the categories found in these studies intersect in many ways. This phenomenon is well illustrated in the works of EV Rakhilina, who tried to link the terminology of American cognitive linguists and Yu.D. Apresyan's Moscow School of Semantics. [13]

Modern cognitive linguistics is developing rapidly in different scientific centers of the world, which leads to certain differences in the categorical and terminological approach, understanding the main tasks of cognitive linguistics and the use of different research methods.

Z.D.Popova and I.A.Sternin classify the following directions of cognitive linguistics:

- lingvokulturologik
- culturological
- makes sense
- cognitive-semantic
- philosophical-semantic.

These fields can be considered already formed in modern linguistics, all of which have their own methodological principles (all of which are united, first of all, by the theory of "conceptual unity") and enough representatives of popular scientific schools among supporters of cognitive linguists. [14]

It can be said that cognitive linguistics was formed on the basis of the theoretical foundations of psycholinguistics. It is psycholinguists who have argued that nonverbal thinking, that is, the existence in the human mind of concepts that are constantly changing and renewing, consists of the conceptosphere - the quantum of knowledge. It turns out that language signs are created by people to share important information, i.e. the most common and communicatively required concepts represent much larger and broader conceptual meanings than the part represented by its linguistic means. Such theoretical achievements of psycholinguistics became the basis for the creation of a methodology of cognitive linguistics. [15]

Although the study of the nature of a concept is considered a primary task in cognitive linguistics, there is no leading definition of this term based on a particular idea in modern linguistics. Linguistic conceptology uses the concept of concept as units of national cognitive consciousness modeled using linguistic means and descriptions of the national conceptosphere.

Human cognitive activity is based on the understanding of concepts, grouping on the basis of similarities and differences of different objects. Hence, the formation of concepts is related to the perception of the world, the perception of the universe. Language speakers are the owners of a conceptual system within a particular national-cultural context.

Concepts are mental in nature. Each concept combines very important knowledge about the universe for man, and the system of concepts creates an image of the universe, which reflects man's understanding of reality, on the basis of which man thinks about the universe.

According to EI Golovanova, concepts, which are the main elements of the conceptual image of the universe, are meaningful operational units of knowledge. In the process of human thought and speech activity, it is precisely these units and structures that are used. [16]

The term is defined in the Bolshaya Rossiyskaya encyclopedia as follows:

Concept (lat. Conceptus - comprehension, understanding), a structural-semantic unit of consciousness that reflects the knowledge, imagination, generality of ideas about the object of thought. The term "concept" is actively used in various areas of modern linguistics, with some differences in its description and research method. [17]

V.A. Maslova emphasizes that it is not any concept as concepts, but the most important of them, only those that are based on national culture. [18]

M.A. Levina writes about the use of this term in a broad and narrow sense: "In a broad sense, the term concept is defined as any mental construction used in the process of knowing reality. In such an approach, concept is a different view of concept, and the terms concept and concept represent a gender-gender relationship. In the narrow sense, the concept is seen primarily as simple knowledge. [19]

Among the problems posed by cognitive linguistics, the typology of concepts is one of the main theoretical issues. The rapid development of cognitive linguistics, the understanding of the concept of theory and the typology of concepts, the term "umbrella" that combines different mental phenomena to understand what a concept is, and its function is to systematize knowledge in the human mind.

The concept was developed that concepts are units of thought. AP Babushkin distinguishes mental images, schemes, hyperonyms, frames, insights, scenarios, kaleidoscopic concepts. NN Boldyrev clearly classifies in the form of emotional images, imaginations, schemes, concepts, prototypes, frames, scripts or scripts, gestalts. SG Vorkachev divides into high-level (duty, happiness, love, conscience) and simple concepts, and so on. Hence, concepts can be classified on different grounds.

The classification of concept types by Z.D. Popova and I.A. Sternin is characteristic.

Imagination is a generalized emotional-visual representation of an object or event. Imaginative concepts are objectified in lexical units (e.g., the swallow is a sharp-winged, agile, and fast-flying migratory bird).

Scheme - a category of concepts generalized in an abstract graph or contour scheme; is a slightly weakened symbolic hyperonym. Scheme is an intermediate type of intermediate concept between an imaginary type of concept, a certain stage in the development of abstraction (e.g., a schematic representation of a person - head, body part, arms and legs).

A concept is a concept that reflects the most common, important features of an object or event, the result of their rational reflection and understanding (e.g., a square is an equilateral rectangle).

A frame is a volumetric representation of a model knowledge of a multi-component concept, object, or event in which the integrity of the components is assumed, some kind of sum (e.g., store, restaurant, cinema, hospital).

A script is a sequence of several episodes that occur over a period of time; these are stereotypical episodes with signs of movement and development (e.g., a stadium-frame, going to a stadium, showing something in a stadium, repairing a stadium, etc.).

Gestalt (a term coined by the Austrian art critic H. Ehrenfels in the late 19th century) is a complex, holistic functional thinking structure that regulates various individual phenomena in the mind; a holistic symbol that combines emotional and rational elements, generalizing the dynamic and static aspects of the object or event being reflected (e.g., turn, play, suffering, love, destiny, etc.). [20]

There are also types of classifications such as universal and national concepts, social groups (age, gender, professional) and individual concepts, explicit and abstract concepts. In general, concepts form a conceptual system and represent the world in the human mind, while language units encode the content of that system.

## CONCLUSION

In conclusion, Cognitive Linguistics, formed as one of the important directions of the anthropocentric paradigm in world linguistics, is rapidly developing as an object of comprehensive research.

Compliment words are words formed over the centuries that have their place in the language system. These linguistic units are considered in linguistics as a separate reality with its own linguistic, semantic, pragmatic features. The aim of the research is to study language units as a separate aspect within the semantic circle of compliment words by scientifically analyzing how the means of expression of compliment words are expressed in Uzbek and German languages with different morphological structure. Although compliment words are actually universal, it is observed that in the process of translation, based on interlingual transformation, they change their structure (13, 28). It is important to study specific language units that are viewed as compliment words in a positive sense within a specific meaning.

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