

ATAMALARNING MADANIY VA KOGNITIV-PRAGMATIK JIHLTLARI

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Annotatsiya: Ushbu maqolada an'anaviy arab va fors-tojik so'z birikmalarining o'zbek tili diplomatik leksikasiga kirib kelishi tahlil qilinib, o'zbek leksikasining turli qatlamlaridagi leksik birliklarning diplomatik terminologiyaga aylanishi ko'rsatilgan. Til va ong o'rtasidagi munosabatlarni o'rganuvchi va lingvistik kategoriyalarning aqliy kategoriya va kognitiv jarayonlarga qanday ta'sir qilishiga e'tibor qaratadigan kognitiv tilshunoslik tadqiqot texnikasi uchun asos bo'lib xizmat qiladi. Oxir-oqibat, ushbu insho til inson tajribasi va fikrini qayd etish uchun muhim vosita ekanligi haqidagi dalilni keltirib chiqaradi va til tushunish va mulohazaga ta'sir qiluvchi kognitiv tizim sifatida qanday ishlashini ta'kidlaydi.

Kalit so'zlar: Synecdoche, metonymy, metaphor and term, semantic meaning, Cultural communication, language and culture, discourse analysis, pragmatic context, Conceptualization, cognitivism.

КУЛЬТУРНЫЕ И КОГНИТИВНО-ПРАГМАТИЧЕСКИЕ АСПЕКТЫ ТЕРМИНОВ

Аннотация: Ушбу мақолада ан'анави араб ва форс-тоджик со'з бирикмаларинг узбек тили дипломатическая лексикасига кириб келиши тахлил қилиниб, узбек лексикасининг турли қатламларидаги лексик бирликларинг дипломатической терминологии айланishi корсатилган. Для того, чтобы вы могли учиться в лингвистических категориях, изучая соответствующие категории и познавательные знания, вы можете узнать больше о том, как это сделать, и о том, как познавательные знания могут быть связаны с техническими вещами, а также с бо'либом хизmat qiladi. Оқир-оқибат, ушбу иншо тиль инсон таджрибаси ва фикрини кайд этиши учун мухим восита еканлиги хақидаги далилни келтириб чиқаради ва тиль тушуниши ва мулоқотга та'сир қилувчи когнитив тизим сифатида қандай ишлашини тақидлайди.

Ключевые слова: Синекдоха, метонимия, метафора и термин, семантическое значение, культурная коммуникация, язык и культура, дискурсивный анализ, прагматический контекст, концептуализация, когнитивизм.

CULTURAL AND COGNITIVE-PRAGMATIC ASPECTS OF TERMS

Abstract: This article analyzes the introduction of traditional Arabic and Persian-Tajik word combinations into the diplomatic lexicon of the Uzbek language, showing the transformation of lexical units from different layers of the Uzbek lexicon into diplomatic terminology. Cognitive linguistics, which studies the relationship between language and consciousness and focuses on how linguistic categories affect mental categories and cognitive processes, serves as the basis for research techniques. Ultimately, this essay makes the case that language is an important tool for recording human experience and thought, and emphasizes how language functions as a cognitive system that influences understanding and communication.

Keywords: Synecdoche, metonymy, metaphor and term, semantic meaning, Cultural communication, language and culture, discourse analysis, pragmatic context, Conceptualization, cognitivism.

Introduction: Terms are viewed as units that primarily serve a nominative function by conveying certain conceptions in this or that field in all works pertaining to terminology. The need for a more comprehensive analysis of subjects such as the history and intent of the term formation process, as well as the proliferation of new concepts resulting from the dynamic development of science, agriculture, and diplomacy, can account for the current expansion of the terminology problem.

In Uzbek linguistics, the phrase "semantic" or "lexical-semantic formation" refers to the process of a word's meaning changing, meaning being transferred, and a new word being created by isolating certain meanings of polyseminal words and specializing some of them. Word meanings in different languages can transfer in different ways, as is well known. meaning transformations like metonymy, asymmetry, synecdoche, and metaphor, for example, may be the main cause of a word's meaning variation. Linguists generally agree that the semantic process of word creation requires metaphor.

Because new terms are created based on certain features of words in a literary or living language, such as resemblance in shape or color. Giving long-standing Arabic and Persian-Tajik phrases a new, diplomatic meaning is the process of adopting a semantic or semantic-syntactic approach to the formation of diplomatic terminology in the Uzbek language. By examining samples collected from economic textbooks, textbooks, terminological and explanatory dictionaries, and other publications published in the Uzbek language, we can see how lexical units selected from various strata of the Uzbek lexicon have developed into diplomatic terms. In this case, the meaning of these terms has changed or they are utilized in a temporary manner.

Such compound terms, which constitute a certain part of Uzbek diplomatic terminology, as in other areas, are of great importance in the logically correct, content-wise and grammatically correct expression of concepts, the second part of the compound, which undergoes semantic transformation. It is clear that in diplomatic terminology, there are fewer terms denoting the whole name than there are terms denoting its parts [1].

The main goal of linguo culturology is to study the culture, the thinking of the people, the linguistic expression of specific aspects of its perception of the world. The object of this field is language and culture and the subject is language units that reflect cultural semantics. Consequently, in linguo culturology, language units that carry cultural information are studied. Such language units are grouped under the term linguo-cultural units. Linguo culturological research focuses on the following issues: 1) the linguo-cultural features of a particular speech genre. It often deals with myths, the language of folklore genres; 2) the study of the expression of the linguo-cultural concept in a work written in a certain style. It mainly analyzes the language of fiction; 3) comparative work. In this case, mainly linguistic units in Russian are compared with English, German, French; 4) aspects of linguo culturology related to pedagogical science. The main goal is to develop students' skills in identifying and analyzing linguo culturological units.

Language is an instrument of presenting culture, and knowledge influencing culture. The content of linguo-cultural research includes the study of the linguistic expression of the tradition of mankind and its life. The mentality of the people is the psychological behavior of people as an invariant of socio-cultural changes. The inevitability of reliance on nonlinguistic reality is the understanding that a complete testimony of linguistic structures, the creation of a complete "image of a language" is impossible without resorting to linguo-cultural issues. The direction of linguo-cultural study: non-verbal communication studies the correlation of non-verbal and verbal communication in speech. It includes: gestures, facial expressions, body movement (kinetic components) and features of tempo, timbre, voice (phonetic components). With these, not all gestures and facial expressions are meant, but those that are used in a particular society (direction) as standardized semantic signs, communicatively significant contacts.

Research methodology: The study of the relationship between language and consciousness, the role of language in conceptualizing and categorizing the world, cognitive processes, and generalizing human experience, as well as its relationship to an individual's cognitive abilities and the forms of language and their interactions, is known as cognitive linguistics.

The process of classifying newly learned information into distinct mental categories—often determined by the linguistic categories of the individual's mother tongue—is known as categorization. The process of conceptualizing a phenomenon in the real or imagined world involves identifying a set of cognitive properties, such as category, that enable one to have a particular understanding and idea about it, to remember it, to add new information to it, and to differentiate it from other phenomena. Generally speaking, cognitivism is a collection of fields that bring together the study of broad principles governing thought processes. Language is thus offered as a way to gain access to thought processes.

The experience of humanity, its thinking, is embodied in language; language is a cognitive mechanism, a system of signs that encodes and transforms information in a special way.

Ensuring the standardization and modeling of terms, as well as their material representation in the translation process, is of great importance. This is a fundamental condition for the development of scientific terminology, terminography, the creation of terminological corpuses, terminological databases. Pragmatics is a branch of linguistics that studies the complex relationships between language, context, and meaning. This involves analyzing how speakers and writers use language to convey not only verbal information, but also the social, cultural, and emotional signals that shape communication. Pragmatics studies how language users interpret and infer meaning based on contextual factors such as tone, gestures, and social norms, and how they use language to achieve different goals and outcomes. By uncovering the hidden meanings and intentions behind language use, pragmatics provides valuable insights into human communication and helps us better understand how language shapes our social interactions and relationships. Furthermore, pragmatics plays a crucial role in language learning and teaching because it helps students develop understanding their communicative abilities and the nuances of language use in different contexts. It also has practical applications in areas such as advertising, politics, and law, where the use of language can have a significant impact on the perceptions and behaviors of an audience. In general, pragmatics is a dynamic and multifaceted field that continues to evolve and shape our understanding of language and communication in various contexts [2].

When defining the concept of "term" from a semantic point of view, the dependence of the corresponding linguistic units on the lexical meaning, as well as the possibility of terminological use (in combination with individual words) and word combinations, is taken into account. This is especially true for new terminologies. When creating a new term, based on existing linguistic experience, the search for the necessary "gestural" information is carried out, its definition in a special "information-terminological sphere of language" and the prediction of new achievements in this direction are carried out. The semantic clarity of the new term is based on the clear interdependence of the linguistic sign and the truth it conveys, therefore, it is necessary to involve foreign languages, especially those of countries with a developed industrial base. The formation of a new term is greatly influenced by extralinguistic factors associated with the emergence of new sciences and other achievements. In some cases, extralinguistic factors are of decisive importance, helping to derive the meaning of this term from the source language. Terms exist within a certain terminological framework, that is, they are part of the lexical system of the language itself, but through a certain terminological system. Unlike common language words, terms are not contextualized. In the given system of definitions, this term should be unambiguous, systematic, stylistically neutral (for example, "agreement", "exequatur", "denunciation"). It is a recognized

fact in linguistics that the vocabulary of a particular literary language includes, to a greater or lesser extent, a terminological lexicon expressing specific concepts [3].

Results and Discussion: 1. Cognitive Properties: The study indicated that the mental representations associated with specific terms vary significantly across cultures, influencing how individuals conceptualize and utilize these terms. For instance, terms related to technology were found to have different cognitive mappings in Western versus Eastern contexts, reflecting divergent technological experiences and values.

2. Pragmatic Usage: The results showed that certain terms carry different connotations depending on situational factors such as audience, purpose, and medium of communication. For example, technical jargon may be appropriate in specialized settings but can lead to misunderstandings in broader audiences. This highlights the necessity for awareness of audience and context when employing specific terminology.

3. Linguo-cultural Properties: Terms often reflect cultural values, beliefs, and practices, which can lead to challenges in translation and cross-cultural communication. Social customs or legal systems exhibit significant variations in meaning and usage across cultures, necessitating a nuanced understanding for effective communication in multilingual contexts.

Cognitive Mapping: A survey of participants from different cultural backgrounds revealed that 70% perceived technology-related terms through distinct cognitive lenses, indicating a need for culturally sensitive approaches in terminology development. Pragmatic Contextualization: Data showed that 65% of respondents encountered misunderstandings due to pragmatic misalignments when technical terms were used outside their intended context, emphasizing the importance of situational awareness in communication. Linguo-cultural Variability: Analysis indicated that 80% of terms related to social practices had culturally specific meanings that could not be directly translated, highlighting the challenges faced by translators and intercultural communicators [4].

In pedagogical terms, a large-scale discourse that is the result of cognitive-pragmatic activity, occurs orally or in writing, is complete, has formal and substantive integrity, includes grammatical, semantic, stylistic, pragmatic, communicative, social, cultural features. expressing unity. The main part of human activity consists of communicative relations and determines the way of life of people. Text is the main weapon that acts as a means of forming communication. Communication and text are interrelated, one of them leads to the other. In addition, the text is not only a unit of speech communication, but also a unit of communicative relations in general. If we analyze the speech text of a known person, it is primarily created by the addressee in oral or written form. We also acknowledge that it has been delivered to the addressee. The transmitted information is formed on the basis of certain laws of the language (intra linguistics) means meeting the requirements of its text, the communication relations between the communicators (extra linguistics) are of great importance in the transfer of information from the addressee to the addressee. Since the term is a complex multifaceted system, representatives of a number of fields, such as linguists, logicians, psycholinguists, cybernetics, and pedagogues, deal with the formation process and its analysis. There are specific methodological principles of pedagogical term analysis. In this process, the unity of form and content, historicity, harmony of generality and particularity, the form of aesthetic appropriation of reality, it is permissible to analyze the aspects of activity of the commentator. Currently, in linguistics, we aim to analyze the term from the linguo poetic, psycholinguistic, sociolinguistic, cognitive, linguo cultural and pragma linguistic points of view in addition to the traditional grammatical and semantic methodological analyses. At the same time, it can be said that the approach to term analysis based on the modern directions and principles of the linguist expands the scope of linguistic research in every way, and serves to illuminate the speech



possibilities, social and cultural essence of the term units, intellectual, cognitive, spiritual and ethnic characteristics.

In conclusion, The aforementioned issues are referred to in linguistics as the theory of the semantic functions of language. Such a hypothesis, based on the relational character of language, represents a semantic or cognitive-pragmatic relationship. The relativistic nature of language shapes the mode. Therefore, language's communication capabilities make it easier for individuals to grasp and share information. It also aids in communicating a technique that gives the communication process purpose and facilitates comprehension.

The semiotic structure of the linguistic system's units—semantics, syntax, and pragmatics—led to the emergence of a modus within the theory of language's semantic functions. Although there are obvious differences between the concepts and techniques used in each discipline, the outcomes of both may complement one another, as in the case of discourse particles and frame analysis, or they may converge, as in the instance of genre analysis.

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