



The Development of Looking at the Word as a Sign

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ABSTRACT

The generalization of all theories about character defining, giving information about the basic base concepts and some classifications of semiology or semiology, recognizing the word as either a kind of sign and highlighting its semiotic significance in linguistics.

Keywords:

Empirical, rational, acoustic phenomenon, interpretant, iconic sign, index sign, symbol.

It is known that consciousness-based knowledge is conditionally divided into two, that is, emotional (empirical) and rational (rational) knowledge. Emotional cognition is different to all kinds of creatures, and mental cognition is different in its originality to humans. Both cognition stages are also seen working on the basis of characters.

Traditionally, when called a sign, it is understood that something affects the consciousness of a person or creature, and through it they can communicate, convey information about something else. The character can be anything or words that you can know with the help of five intuition members.

The character process involves the message of consciousness in its composition, something that affects consciousness, and something else that is formed on the basis of the same thing, etc.

As already mentioned above, consciousness consists of stages of emotional and intellectual cognition, which operate in an inextricably interconnected state. Emotional cognition, based on five senses, is the basis of rational cognition. The signs used by man (for example, words) differ from the emotional (material, predicate) signs used by animals. In emotional cognition, which is the lower stage of consciousness, the signs are used on the basis of

conditional reflexes. For example, if we give the dog food first with a bell, then he begins to wait for food, as soon as he hears the bell ovozini in the next situation. In other words, the ringing sound for the dog is a sign, that is, a means of pre-reporting something. The call in this process builds the image of eating based on previous experiences in the dog's mind. This image, in turn, resets the salivary glands. In this psychophysiological process, an external acoustic phenomenon (ringing sound) forms in the dog's mind, first of all, the image of the reported ringing sound. And this acoustic image gives impetus to the image of food on the basis of nerve connections formed in the previous experiment, and in this way the ringing sound becomes a sign of food, a messenger [3, 78].

It is known that the degree of development of the consciousness of animals varies. In connection with this, the signs based on conditional reflexes are also diverse. In particular, «smart» dogs in the service of internal affairs, «entrepreneurial» Foxes, the message capacity of the characters used by the dolphin Vs, which helps a person with a water crash, differs from other animals with a lower level of consciousness. This can be seen, for example, in the case of “smart” dogs giving

different messages through coughing, sluggish, sluggish or loud snoring.

Thus, things that affect the organs of intuition, such as seeing, hearing, knowing the smell, taste, skin-feeling, provoking them in other living things than man, can fulfill the function of the character[5, 81].

A person is a creature with five senses and a brain that serves for thinking. Therefore, he has the opportunity to work with the characters in the connection of conditional reflex and contemplation. For example, remember a post in the story "The Shum boy": the speaker sees in front of him a child who ate a pomegranate, and the speaker does not grow old. This is due to the fact that the pomegranate in the hands of the child forms the image of the pomegranate in the imagination of the speaker, and he (the image of the pomegranate) uses the salivary glands. Of course, the conditional reflexes associated with the five senses in a person, and the image – characters applied on the basis of which, in contrast to the creatures, will be inextricably linked with thought. In particular, the ringing sound in the school not only reports the entrance to the lesson, if it does not enter, then the consequences will be worse.

This means that the diversity of the organic (living) world, the ownership of living things to different levels of consciousness, has also brought about the diversity of signs used by them. And this caused the interest of the people of Science in the problem of character.

Who is the presenter of semiotics. S. Pierce attaches great importance to the concepts of character meaning and interpretation. As it turned out, the meaning of the sign is the image of the subject in consciousness, which indicates this sign. And the interpreter is the ability of the character to perceive the character of the receiver (interpreter) and to associate it with the subject (object) indicating the character[4, 54].

R. Jacobson reported that Ch. Pierce in his article "new list of categories" divides the characters into the following types according to the state of connection between their material side (expressive) and their meaning (expressed):

1. Iconic sign: the similarity of the expressive and expressed is taken as the basis (the picture of the animal and itself).
2. Index sign: is based on a psychic associative bond (smoke is the index, indicator of the disease of the flame, footprint owner, temperature).
3. Symbolic sign: the link between the expressive and the expressed will be according to mutual agreement, conditional relationship. There may be some kind of similarity in this, material intimacy, or maybe not. Apparently, the term "symbol" in bunda also applies to a sign that has a natural connection with the designation (expressed). Therefore F. De Sassyur had shown much meaningfulness, ambiguity of the term "symbol", which was used up to him in his time. Later, the term "symbol" began to be used only for signs, among which was a conditional, conventionally, non-motivated relationship between the sign and the predicate it indicates[2, 76].

For us, the following thoughts of the scientist about the symbol are valuable:

- a) serves to convey to the mind all sorts of thoughts;
- b) manifests mind-based behavior;
- c) has a common sense, expresses both the species and the individual;
- d) serves the thinking of the interpreter;
- e) is accepted by special conditions, rules.

We Ch to study linguistic signs. As we perceive the teaching of Pierce as a methodology, we should pay special attention to his views on the interaction of the species of characters. According to the scientist, there is no absolute limitation in the types of characters: one character can have the characteristics, status of another type of character. SIM three of the cases of being characteristic of the index to the symbol, the index to the index on the basis of various factors.

So Pierce's service was that he summarized the existing views on the character, and based on his own views, he established the basis of the science of semiotics or semiotics – the basic concepts and some classifications. Recognizing the word also as a kind of sign, he tried to show his semiotic status.

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