



The Cognitive-Semantic Approach As A Methodological Basis For The Study Of Foregrounding Tools.

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ABSTRACT

The article contains opinions on the feature of foregrounding, as a tools for cognitive semantics, ongoing research's held for the readers to send or accept information, the implementation of stylistic methods of accepting the world or fasten cognitive ability.

Keywords:

Cognitive semantics, foregrounding, prototype theory, conceptual metaphors, and frame semantics.

Introduction. The field of cognitive linguistics includes cognitive semantics. The study of linguistic meaning is known as semantics. According to cognitive semantics, language can only explain the world as humans see it because it is a component of a more universal human cognitive ability [1,6]. It is implied that different linguistic communities (different cultures) conceptualize commonplace things and processes in the universe in different ways, rather than that there is a discrepancy between one's conceptual world and reality (erroneous views).

Since the mid of 19s century, the linguistic paradigm/framework has produced the most research in lexical semantics. This includes numerous discoveries like prototype theory, conceptual metaphors, and frame semantics [2,6,7]. The cognitive semantics method, which belongs to the discipline of cognitive linguistics, rejects the conventional division of linguistics into phonology, morphology, syntax, pragmatics, etc. Instead, it divides semantics into knowledge representation and meaning production. As a result, a large portion of the field of pragmatics

and semantics is studied by cognitive semantics.

Materials and methods .Dirk Geeraerts, George Lakoff, and Leonard Talmy made a great contribution on lexical investigations to employ approaches from cognitive semantics. Some cognitive semantic frameworks also consider syntactic structures, such as the one created by Talmy.

Semantics as a field is concerned with three majors, to find answer , we should look through the following issues : what does it mean for linguistic building blocks known as lexemes to have "meaning"? What does it signify when a sentence is meaningful? And finally, how can meaningful parts fit together to form full sentences? These are the primary research questions in the fields of lexical semantics, structural semantics, and compositionality theories, respectively. Traditional theories appear to conflict with cognitive semanticists' explanations in each category.

Alfred Tarski and Donald Davidson analyzed classic speculations in semantics, they

have tended to clarify the meaning of parts in terms of fundamental and adequate conditions, sentences in terms of truth-conditions, and composition in terms of propositional capacities. Each of these positions is firmly related to the others. Agreeing to these conventional speculations, the meaning of a specific sentence may be caught on as the conditions beneath which the suggestion passed on by the sentence hold genuine. For occurrence, the expression "snow is white" is genuine in case and as it were in case snow is, in truth, white. Lexical units can be caught on as holding meaning either by ethicalness of set of things they may apply to (called the "expansion" of the word), or in terms of the common properties that hold between these things (called its "intension"). The intension gives an conversationalist with the vital and adequate conditions that let a thing qualify as a part of a few lexical unit's expansion. Generally, propositional capacities are those unique enlightening that direct the mediator in taking the free factors in an open sentence and filling them in, coming about in a redress understanding of the sentence as a entire.

Another characteristic of cognitive semantics is the acknowledgment that meaning isn't settled but a matter of construal and conventionalization. The forms of etymological construal, it is contended, are the same psychological processes included within the handling of broad information and in recognition. This see has suggestions for the issue of compositionality. An account in cognitive semantics called the energetic construal hypothesis makes the claim that words themselves are without meaning: they have, at best, "default construals," which are truly fair ways of utilizing words. Along these lines, cognitive semantics contends that compositionality can as it were be comprehensibly on the off chance that practical components like setting and deliberate are taken into thought" [6,9].

Cognitive semantics has looked for to challenge conventional speculations in two ways: to begin with, by giving an account of the meaning of sentences by going past truth-conditional accounts; and moment, by

endeavoring to go past accounts of word meaning that request to vital and adequate conditions. It fulfills both by analyzing the structure of concepts.

Charles J. Fillmore had a great contribution to distinguish frame semantics, he endeavors "to clarify meaning in terms of their connection to common understanding, not fair within the terms laid out by truth-conditional semantics. Fillmore clarifies meaning in common (counting the meaning of lexemes) in terms of "outlines". By "outline" is implied any concept that can as it were be caught on in the event that a larger system of concepts is additionally caught on" [3,4].

A major isolate within the approaches to cognitive semantics lies within the perplex surrounding the nature of category structure. As specified within the past area, semantic highlight investigations drop brief of accounting for the outlines that categories may have. An elective proposition would got to go past the moderate models given by classical accounts, and clarify the lavishness of detail in meaning that dialect speakers property to categories.

Eleanor Rosch explored : "model speculations, he has given a few reason to assume that numerous normal lexical category structures are evaluated, i.e., they have prototypical individuals that are considered to be "way better fit" the category than other cases. For occasion, robins are by and large seen as superior cases of the category "fowl" than, say, penguins. In case this see of category structure is the case, at that point categories can be caught on to have central and fringe individuals, and not fair be assessed in terms of individuals and non-members" [6].

George Lakoff, taking afterward Ludwig Wittgenstein, famous that a few categories are as "it were associated to one another by way of family likenesses. Whereas a few classical categories may exist, i.e., which are organized by vital and adequate conditions, there are at slightest two other sorts: generative and spiral" [5,6,8].

Collection of expressive and descriptive means, or rhetorical figures and stylistic devices, studied since Aristotle. Recognition of

stylistic devices for the highest level of interpretation of the text displays knowledge of the type of individual elements consideration. It points out before structural and systematic level of analysis. In the description of the text as a whole unit needs a broader scope.

For such principles, the style decoding offers foregrounding principles. Separately and independently each other of them were developed by many authors, but in the style they are decoding in and incorporated as a specific level, higher than the level of stylistic devices. We see this phenomenon in a formal main emphasis in content. For proposing further understood how a formal organization of the text, focusing the reader's attention on certain elements of the message and establish the relevant semantic relationships between the elements of one or more different levels.

According to I.V. Arnold, general functions of foregrounding in stylistics are:

1. establish a hierarchy of values and elements within the text, ie highlight the particular importance of the message.

2. ensure continuity and integrity of the text and at the same time segmenting the text, making it more comfortable to read, and establish relationships between parts of the text and the text between the whole and its individual components.

3. protect the message from interference and facilitate decoding, creating such ordering information, through which the reader can decipher previously unknown to him the code elements.

4. In addition to those already listed, foregrounding forms aesthetic context and performs a variety of semantic functions, one of which is expressive. Under the expressivity we mean a property of the text or text that conveys meaning with increased intensity and has resulted in emotional or logical gain which may or may not be shaped" [10].

Hierarchy can be seen as a form of order text. Streamlined text not only shows the hierarchy, it creates an aesthetic effect, facilitates the perception and memory, promotes immunity and effectiveness of communication, that is, the maximum signal transfer in the least time.

According to N.M. Džusupov " means advances in the text are the driving force for its further understanding. In this connection it should be emphasized that the choice of principles for the foregrounding and the whole theory of foregrounding as a priority cognitive style seems reasonable in terms of results promising as ways to achieve language foregrounding in the text is extremely diverse and largely depend on the style of the author (the sender messages). In addition to language translation features stylistic information in the text, cognitive oriented foregrounding study can reveal some aspects of cognitive stylistic categories of text, in particular, cognitive features of an author's style (ideostyle). Speaking about the foregrounding and functions of its important role in the interpretation of linguistic communication, we can't agree that it (foregrounding) "direct interpretation of the text, activates not only knowledge but also the opinions, attitudes and emotions, facilitates the search for relevant information, reducing the need for large amounts of information" [11].

Result and discussion. A major isolate within the approaches to cognitive semantics lies within the perplex surrounding the nature of category structure. As specified within the past area, semantic highlight investigations drop brief of accounting for the outlines that categories may have. An elective proposition would got to go past the moderate models given by classical accounts, and clarify the lavishness of detail in meaning that dialect speakers property to categories.

Generative categories can be shaped by taking central cases and applying certain standards to assign category participation. The guideline of likeness is one illustration of a run the show that might create a broader category from given models.

Outspread categories are categories persuaded by traditions, but not unsurprising from rules. The concept of "mother", for case, may be clarified in terms of a assortment of conditions that will or may not be adequate. Those conditions may incorporate: being hitched, has continuously been female, gave

birth to the child, supplied half the child's qualities, could be a caregiver, is hitched to the hereditary father, is one era more seasoned than the child, and is the legitimate guardian[3,7]. Any one of the over conditions might not be met: for occurrence, a "single mother" does not ought to be hitched, and a "surrogate mother" does not fundamentally give nurturance. When these perspectives collectively cluster together, they frame a prototypical case of what it implies to be a mother, but all things considered they fall flat to diagram the category freshly. Varieties upon the central meaning are set up by convention by the community of language clients.

Lakoff clarified "model impacts in huge portion due to the impacts of idealized cognitive models. That's , spaces are organized with an perfect idea of the world which will or may not fit reality. For case, the word "lone ranger" is commonly characterized as "single grown-up male". In any case, this concept has been made with a specific perfect of what a single man is like: an grown-up, non-celibate, autonomous, socialized, and unbridled. Reality might either strain the expectations of the concept, or make wrong positives. That's, individuals ordinarily need to extend the meaning of "lone ranger" to incorporate exemptions like "a sexually dynamic seventeen-year-old who lives alone and claims his possess firm" (not actually an grown-up but apparently still a single man), and this could be considered a kind of straining of the definition" [6,8,9]. Model impacts may too be clarified as a work of either basic-level categorization and regularity, closeness to an perfect, or stereotyping.

Conclusion. Cognitive semantic features of foregrounding and their study as a research model were analyzed based on the criterion of conceptual metaphor, frame semantics and conceptual concepts presented by linguists. It is the very criteria that create a unique interpretation of meaning in the framework of cognitive semantics and show that it is a method of studying them fundamentally.

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