

INTERPRETATION OF THE CONCEPT “MONEY” IN COGNITIVE LINGUISTICS

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The analysis of works on the structure of the concept allows us to conclude that researchers from different scientific schools single out some similar basic components in its composition: image, concept and additional features (value component (V.I. Karasik), significance component (S.G. Vorkachev), cognitive and pragmatic implicational (M.V. Nikitin), interpretive field (Z.D. Popova, I.A. Sternin), etc.).

In our study, we will consider the concept of “money” in the Russian national consciousness and, following Z.D. Popova and I.A. Sternin, we will try to single out figurative, informational and interpretive concepts in the structure of the concept.

According to Z.D. Popova and I.A. Sternin, the presence of a figurative component in the concept is determined by the very neurolinguistic nature of the universal subject code: the sensory image encodes the concept, forming a unit of the universal subject code [Popova, Sternin 2007: 106]. The authors single out perceptual and cognitive components in a sensual image. A perceptual image is formed in the mind of a native speaker as a result of his reflection of the surrounding reality with the help of the senses (tactile, taste, sound, olfactory images). The cognitive image is formed by metaphorical comprehension of the corresponding object or phenomenon. Despite the fact that cognitive images are usually more numerous, both components in equally reflect the figurative characteristics of the conceptualized object or phenomenon.

The information content of the concept is similar to the dictionary definition of the keyword of the concept, it includes only the features that differentiate the denotation of the concept and excludes random, optional, evaluative ones.

The interpretive field includes cognitive features that interpret, evaluate the concept and represent some kind of inferential knowledge. Z.D. Popova, I.A. Sternin distinguish the following zones in the composition of the interpretation field: evaluation zone, encyclopedic zone, utilitarian zone, regulatory zone, socio-cultural zone, paremiological zone. In our work the paremiological zone of the concept is not considered, since at this stage we do not aim to analyze national proverbs.

In the form for conducting an associative experiment, it was necessary to indicate age, gender and specialty. The experiment consisted of 3 parts: 1) a free association experiment in which the informants were asked to write the first thing that comes to mind when they hear the word “money”; 2) an experiment on subjective definitions, in which the subjects it was proposed to finish the phrase “money is...”; 3) directed associative experiment, in which respondents were asked to write 5 adjectives and verbs that they associate with the word “money”.

Summarizing the data of free and directed experiments, we identified those associative reactions that explicate the figurative layer in the content of the concept.

The perceptual image of the concept “money” can be represented by visual images: green 19, paper 10, large 8, small 5, different 3, gold 3, new 2, iron 2, old, foreign, wrinkled, money bag with \$ sign, bank card, bank 1; sound images: crispy 5, rustling 4, ringing 1; rustle, rattle 2; tactile images: rough 1.

Next to the word, we indicate the number of reactions, which determines the brightness of the corresponding features in the structure of the concept. The sensory image in the mind of a native speaker is individual, and here we can only speak of a figurative “loading” of different sense organs. The most interesting in the perceptual image of the concept “money” is a cognitive feature – green, identified during directed associative experiment. This sign, of course, is included in the core of the concept on the basis of brightness. Here we find that native speakers of Russian language, *money* is associated primarily with American *dollars*, since in a colloquial familiar style the word “*green*”, “*ko‘kat*” is used as a synonym for dollars. Another reason for the brightness of this sign may be green. Russian banknote with a face value of one thousand rubles.

The cognitive image of the concept “money” is the assignment of human qualities to money, such as moral qualities: honest 2, omnipotent, influential, insidious 1; mental qualities: crazy 8, funny, unpredictable 1; physical qualities: big 25, dirty 17, light 8, bloody 2, heavy, pleasant, unpleasant, lively 1.

A feature of the results of the directed associative experiment, where the subjects were asked to write 5 adjectives that they associate with the word “money” (what?), Was that some informants answered the question “what?” (big, prosperous, independent, smart, cunning, greedy, generous, carefree), describing the signs of a rich person.

We can also fix that in the cognitive features of the concept “money” there is a phenomenon of ambivalence, including such contradictory features as pleasant – unpleasant, dirty; light – heavy. At the third stage experiment, a similar contradiction is traced pleasant (to allow, relax, win, acquire, travel, rejoice, be happy, enjoy, do not deny yourself anything; honestly earned) – unpleasant, dirty (launder, drain, steal; fake); easy (find, win, snatch, cut down, money does not smell, laugh; left, superfluous, free) – heavy (work, earn, work, plow, work hard, suffer; hard-to-get, last, hard-earned). It can be assumed that the carriers

Russian language traces a negative attitude towards money. The experimental data are also confirmed by the data of phraseological dictionaries and dictionaries proverbs and sayings, where in most Russian phraseological units, proverbs and sayings there is a negative connotation of the lexeme “money”, although there is no doubt the fact that money is still an important component of people's lives and gives comfort, opportunities, freedom. Contradiction light – heavy, probably possible explain how the money was made.

During the experiment on subjective definitions, it was revealed that the information content of the concept “money” is formed by the following cognitive features: coins and banknotes, wealth, means of subsistence, wealth, means of circulation, universal equivalent, financial unit, universal payment method, currency, medium of exchange.

Thus, the data obtained during the experiment are similar to the dictionary interpretations of the lexeme and highlight some additional features of the concept under study: currency, means of circulation, means of subsistence. The interpretive

field of the concept “money” was revealed on the basis of the analysis of the results of free and directed associative experiments. The interpretative field is quite large, and we will try to distribute cognitive features in the appropriate zones.

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