LINGUISTIC AND CULTURAL ASPECTS OF ASSOCIATIVE WORDS IN ENGLISH AND UZBEK LANGUAGES

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One of the fundamental mechanisms of memory is association. They can be thought of as natural classifiers of the conceptual content of the language's vocabulary. Ideas and concepts that are available to a man's memory are linked. This relationship is based on a man's past experience and, in the end, more or less accurately reproduces an objectively existing relationship between real-world phenomena.

People have distinguished association since Aristotle by similarity, contrast, and contiguity. The concept of association by similarity is based on the fact that the associated phenomena share some characteristics. It is the result of the generalization of the conditioned connection, in which similar stimuli elicit similar responses. Closely related to association by similarity is association by contrast, the origin of which is explained by the presence of opposite features in phenomena. By contrast, the physiological nature of the association is in the "Mutual induction of neural processes occurs when strong stimuli... cause intense excitement at first, followed by successive inhibition in the same regions of the cerebral cortex. As a result, in the future, one of the contrasting stimuli may cause something that was previously caused by another stimulus (contrast with given one)" (For example, consider the antonym phenomenon: grief – joy, happiness – unhappiness, and so on.)

Figure 1. The sample of associative words in this module.

Also, according to the scientific background of associative words in Uzbek language, it is well known that changes in social life are first reflected in linguistics' lexical layer. Recent scientific research in modern linguistics has revealed that a representative of a nation's worldview, customs, and even dreams are reflected in his speech. As a result, the direct scientific observations of industry representatives lead to new milestones. We will look at a component of the "Associative Dictionary of the Uzbek Language", which was published as a result of years of observations and surveys conducted by D. Lutfullaeva, R. Davlatova, and B. Tadjibayev.

Special emphasis is placed in Uzbek linguistics on the study of language units in relation to external factors such as linguistic consciousness and thinking, psyche, gender, age, national and cultural views, and profession. The inclusion of the category of "language personality" in the scientific paradigm of linguistics in the twenty-first century has resulted in the incorporation of previously excluded but close to linguistic concepts such as personality, mind, thinking, activity, behavior, and situation.

The problem of language-culture interaction emerged in the middle of the last century at the intersection of sociolinguistics, ethnolinguistics, linguistic country studies, cultural studies – cultural linguistics. Modern cultural linguistics' primary tasks are to reflect national consciousness in language, verbalize cultural objects through language, and transmit valuable cultural categories through lexical meanings of words.

The most word association literature focuses on two basic organizing language principles: syntagmatic (chain) and paradigmatic (choice) relations. Syntagmatic associations are those that are linked by a phrase or a syntactic structure. Paradigmatic associations, on the other hand, involve other words that could be used in place of the target word. Previous research has shown that native speakers respond paradigmatically to word association stimuli, whereas non-native speakers respond syntagmatically (Coulthard et al., 2000: 27; Meara, 1982).

According to Leech's theory, Associative words can be classified with 5 types based on their meaning, for instance, there are connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning. Connotative meaning is the communicative value of an expression based on what is referred to, which is greater than the above contents, which are purely conceptual. For example, the conceptual meaning of the word "woman" has three characteristics. "Inson, Erkak, Kishi" (+HUMAN, -MALE, ADULT)' can be further defined as the connotative meaning of "the nature of putative" of reference, caused by the views received by the individual, group, or all members of society. Stylistic meaning is the information that a piece of language conveys about the social context in which it is used. It is meaning that emerges as a result of the use of language. Through some dimensions and levels of language use, we can explain stylistic meaning. The conceptual or connotative content of the words used is frequently used to convey Affective meaning. McDonald's, for example, has the slogan "I'm Lovin' It". The word "Lovin' It" serves as evidence that this sentence accurately describes the writer's and reader's feelings about the product. Leech (2003:29) defines communication as "what is communicated through association with another sense of the same expression or the meaning that arises in the case of multiple conceptual meanings when one sense of word forms part of our response to another sense". It means that the understanding and usage of one sense of a word influences the understanding and usage of all other senses of the world. This is Reflected meaning. The associations a word acquires as a result of the meanings of words that tend to occur in its environment are referred to as Collocative meaning. Consider the words pretty and handsome. Pretty and handsome share the meaning "good looking", but they can be distinguished by the nouns with which they are likely to co-occur or collocate:

- Pretty: girl, boy, woman, flower, garden, color, etc.
- Handsome: boy, man, car, overcoat, airliner, etc.

All associative words in meaning and culture are classified with these five types in linguistics. And these are extremely important when creating associative dictionaries. Associative dictionaries are valuable dictionaries because they provide a broad understanding of linguistic peculiarities specific to actively used lexical units in the given language; they are particularly useful for general linguistics as a science. Furthermore, as previously stated, they convey information about the cognitive knowledge, personal characteristics, social life, national-cultural dignities, social and religious orientations, and so on of native speakers.

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