

CONCEPTUAL SEMANTICS OF INTENSIFICATION/DEINTENSIFICATION AND ITS COGNITIVE TYPOLOGICAL STATUS

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ABSTRACT

This article touches upon conceptual semantics of intensification/deintensification and its cognitive typological status for the first time in Modern English, which allowed the author to reveal the universal features of the verbalizers and the factors preconditioning the latter. Conceptual semantics of "intensification/deintensification", like a number of other semantics, is a macro-semantic category based on the opposition of conceptual micro-semantics such as intensification/enlargement and diminution (reduction or weakening). "enhance/increase/ or decrease (reduce or weaken) is used to reduce. From the cognitive typological point of view, the conceptual semantics of "intensification/deintensification" based on conceptual opposition is a semantics that exists in the thinking - conceptsphere of the speaker/writer of every language, and it has a universal nature.

Key words and expressions: intensification, deintensification, conceptual semantics, universal category, object movements, concepts (conceptual semantics), conceptsphere.

It is known, intensification/deintensification is a universal category, and in order to fully realize the conceptual semantics of intensification/deintensification, which is related to the need to strengthen/weaken one or another description of an object or event, in order to sufficiently influence the interlocutor in the process of communication, this conceptual semantics with the help of which he tries to make the speech effective and expressive. For example, "I am awfully tired" can be proof of our opinion.

The universal nature of the category of intensification/deintensification is related to such an important factor that the conceptual semantics of "intensification/deintensification", which is its linguo-cognitive basis, is present in the thinking of a person who speaks/writes a language, is normalized by the received society, and therefore is expressed in their conceptsphere. is a perceptual phenomenon, and such semantics cannot be realized in any living language through a unique system of verbal and non-verbal means [6; 74-75].

Thus, any cognitive/conceptual semantics must be expressed through verbal means [7; 21-24], such semantics can also be partially expressed through nonverbal means [8; 32-35] depending on the communication situation.

It is known that a person is not limited to neutrally feeling the normal state of the events that exist in nature and society. In the mind of a person, subtle aspects such as more or less of a sign's potential limit, sudden occurrence of movement, duration, tension are also reflected. Also, the speaker has a subjective attitude towards reality or the interlocutor.

From a philosophical point of view, objects are objective, and signs in the object and its movement are mutually relative. For example, "big" is compared to "small", "wide" is compared to "narrow", "few" is compared to "many". That is, any sign is compared to its opposite sign and other signs. While signs are

relative to their opposite sign or other signs (we are talking about different signs specific to the same object or action), there are also relativities within the same sign.

For example, if the "big" sign is normally considered to be within the potential limit, then "biggest", "very big", "larger", "biggest" are relative to the normal state of the sign, its position (size) within the potential limit.

Object movements do not occur in the same conditions, at the same pace, but in different conditions, at different tempos. A person tries to study more deeply the phenomena that exist in the objective existence, such as the levels of signs, the action that takes place, its level (tempo). Such relative situations in objective existence are reflected in the human mind through comparison [1; 54-56].

In fact, comparison is the basis of any, especially life and scientific knowledge. To know means to understand the characteristics and signs of a thing (phenomenon) and in this way to distinguish one subject (phenomenon) from another. The distinction is made on the basis of comparison (identification). In this way, similar and dissimilar (different) signs of any known thing (phenomenon) are determined. The objective connection between things, signs, events is determined as a product of comparison of similarities, differences or contrasts, in other words, when a person sees an unknown, new thing, he compares it to something already known and tries to learn something new with different signs. Which of the things, symbols, events is compatible, strong, or, on the contrary, which is inconsistent, weak, is clarified by comparison [5; 32-35].

Since the language is inextricably linked with the development of society, human thinking, feelings, such concepts and subjective relations that appear in the human mind in the process of comparison, come to the surface through speech.

The attitude of the speaker to the reality is understood as the moods of caressing, respect, belittling, modesty, cursing, teasing, as well as cases of exaggerating, amplifying and emphasizing one's opinion. The meanings listed above are expressed in the context through the whole sentence or a part of it [4; 65-68].

Intensification/deintensification refers to the meanings of the subject and action signs, such as more/less than the usual potential limit, strong/weakness, immediate/slow execution of the action, duration/shortness, faster/slower than usual, the speaker's impressively expressed thoughts.

Therefore, the conceptual semantics of "intensification/deintensification" based on conceptual opposition is a semantics that exists in the thinking - conceptsphere of the speaker/writer of every language, and it has a universal nature.

Conceptual semantics of "intensification/deintensification", like a number of other semantics, is a macro-semantic category based on the opposition of conceptual micro-semantics such as intensification/enlargement and diminution (reduction or weakening). "enhance/increase/ or decrease (reduce or weaken) is used to reduce [3; 21-25].

Intensification and deintensification are products of the same phenomenon, and the differences depend only on the direction (up or down) on the gradation scale.

Therefore, the category of intensification represents the change in the amount of the sign in 2 directions - increasing or decreasing (weakening) the scale of intensity. The higher side of the scale is intensification, and the reverse process, i.e. below the norm, is the deintensification process. A certain set of lexical-grammatical tools participates in expressing the meaning of lexemes, which provide the process of intensification and deintensification. It is appropriate to call these units intensifiers or deintensifiers according to the function they perform.

It is known that in recent years, as a result of comparing the processes occurring in the human mind, i.e. studying the processes of conceptualization and categorization, new directions such as cognitive typology and cognitive stylistics are emerging in linguistics [5; 63-66].

In cognitive typology, "concepts (conceptual semantics)" are considered as the consequences of processes such as conceptualization and categorization in the perception of objective existence (Langacker 1987; Kasevich 1993, Demyankov 1994; Jackendoff 1998; Kubryakova 2001; Sternin 2001; Maslova 2004; Safarov 2006; Popova 2007; Yusupov 2007; Hoshimov 2010; Mamatov 2012, etc.), in the existing languages, their eventing techniques, specific methods and tools are studied, finally, their isomorphic and allomorphic aspects are determined, and the factors that require them are revealed.

So, comparative-historical, comparative-typological, cross-linguistics, cognitive typologies were created as a result of the use of the comparative method for different purposes. These related sciences (fields) of linguistics also influenced each other's formation.

Therefore, the comparative method is a method that forms the types (fields) of linguistics, and the formation of new fields depends on the goals and tasks of comparison. On the basis of these, comparative-historical, cross-linguistics, and within this, universality and uniqueness linguistics were formed.

From the cognitive typological point of view, the conceptual semantics of "intensification/deintensification" based on conceptual opposition is a semantics that exists in the thinking - conceptosphere of the speaker/writer of every language, and it has a universal nature.

Conceptual semantics of "intensification/deintensification", like a number of other semantics, is a macrosemantic category based on the opposition of conceptual microsemantics such as "intensification/increase/" and "reduction (reduction or weakening)/reduce/", which is an object of objective existence (human, animal, event). the level of description of etc. is expressed to "enhance/increase or reduce (reduce or weaken)" in a certain way.

Our comparative-typological observations showed that the conceptual macro-semantics of "intensification/deintensification" has its own system of special means of expression in all languages, because it is among the communicatively important conceptual semantics, and such semantics is reflected in the minds, or rather, in the thinking of all people who speak/write in the language. is a semantic reality, as a special concept, which indicates that it has a special place in their conceptosphere. From this point of view, the conceptual macrosemantics of "intensification/deintensification" is the direct linguistic-cognitive basis of this concept.

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