ANALYZING POLITICAL LANGUAGE TOWARD COGNITIVE APPROACH

Zarifa Khudoyorovna Shamirzayeva
Chirchik State Pedagogical Institute of Tashkent region

ABSTRACT

The aim of this article is to analyze political language through cognitive approach, cognitive paradigm of linguistics. To understand cognitive research aimed at modeling metaphorical relations between conceptual structures and methods of metaphorical modeling.

Keywords: Cognition, political cognition, cognitive methodology, the methods of metaphorical modeling, conceptual metaphors,

INTRODUCTION

Still human being is alive, everything around us comes to our brain through cognition if it is object, concept or anything else. Cognition refers to mental activity including thinking, remembering, learning and using language. When we apply a cognitive approach to learning and teaching, we focus on the understanding of information and concepts. If we are able to understand the connections between concepts, break down information and rebuild with logical connections, then our rention of material and understanding will increase. When we are aware of these mental actions, monitor them and control our learning processes it is called metacognition, which varies from situation to situation, will greatly effect how individuals behave in a given situation. According to Kate McGilly (1996), students are not learning to their full potential due to the fact that more often than not, they use rote memory procedures in the classroom. With the increased competition in the work force and jobs becoming more demanding, students need to be more prepared for higher learning and the job market with skills that evolve from cognitive theory. These skills, including study skills, social skills, problem solving, and organizational skills to name a few, should be taught and integrated across the curriculum. Political cognition refers to the study of how individuals come to understand the political world, and how this understanding leads to political behavior. Some of the processes studied under the umbrella of political cognition include attention, interpretation, judgment, and memory. Most of the advancements in the area have been made by scholars in the fields of social psychology, political science, and communication studies.

METHODOLOGY

As mentioned above, the existing conditions and traditions of political communication in our country differ significantly from their foreign counterparts, and therefore the foreign experience is not always applicable in our country. At the same time, many ideas, heuristics and methods of foreign political linguistics can be used in the practice of domestic science. In this regard, we will turn to the consideration of the leading directions of foreign science on political communication.

The leading methodological approaches to the study of political communication in foreign linguistics include:

- cognitive methodology;
- rhetorical methodology;
- critical discourse analysis;
- psycholinguistic methodology;
- content analysis and corpus linguistics (quantitative methods).

A distinctive feature of many modern studies in the field of political communication is the appeal to the heuristics of the cognitive paradigm of linguistics. A significant role in the formation of this paradigm was played by the theory of conceptual metaphor by J. Lakoff and M. Johnson [Lakoff, Johnson 1980], which caused the transition of political metaphorology to a qualitatively new level and initiated a boom in research in the field of interaction of linguistic and mental phenomena. At the present stage, the cognitive approach to metaphorical argumentation continues to develop in the neural theory of metaphor [Lakoff 2012], the analysis of" embodied simulations " (Gibbs 2015). Attempts are made to combine the classical and cognitive theories of metaphor for the analysis of political speech [Schoor 2015]. It is suggested that heuristics of metaphorical and critical analysis should be combined [Musolff 2012]. Particular attention is drawn to the problems of studying metaphorical clusters that do not have a common cognitive basis [Kimmel 2010], and the deployment of metaphorical frames [Reijnierse et al. 2015]. Despite the considerable amount of accumulated knowledge about the political metaphor, interest in this topic is not weaken. The theory, methodology and practice of the study of conceptual metaphor in political discourse in foreign linguistics were discussed in detail in a series of monographs covering the period from the emergence of the theory of conceptual metaphor to the end of the first decade of the XXI century [Budaev, Chudinov 2006a, 2008; Budaev 2010b].

For this reason, we focus on the latest cognitive research in this area (2010-2016). Cognitive linguistics studies conceptual structures and projections that cannot be considered directly, but can be reconstructed based on the analysis of language data,

so the leading method of the cognitive approach is modeling. Cognitive scientists model single concepts, conceptual structures (frames, slots, scenarios, domains, etc.), conceptual projections, and relationships between conceptual structures. Most of the foreign cognitive research is aimed at modeling metaphorical relations between conceptual structures, so let's start by considering the methods of metaphorical modeling.

RESULTS

In the application of this technique, three options can be distinguished. In the first case, the author chooses a certain conceptual domain (source domain) and analyzes the metaphorical actualization of the concepts of this domain in political discourse. An example of this approach is the monograph by A. Tjarks "Familienbilder gleich Weltbilder. Wie familiäre Metaphern unser politisches Denken und Handeln bestim-men» [Tjarks 2011]. Choosing the familie source sphere as a reference point, the author traces how the images of the family are actualized in the german political discourse. The second variant of this technique is associated with the analysis of metaphors that are limited to the framework of a certain frame. So, K. Leonhardt 200. I studied metaphors with the source sphere KÖRPER (body) in the German press [Leonhardt 2012]. Not only declarative, but also procedural frames (scripts) are analyzed. For example, in the monograph of A. Musolff, individual scenarios from the FAMILY source sphere implemented in the British political discourse are considered in detail [Musolff 2016]. In the third case, the linguist chooses not the source sphere or its structural components (frames, slots), but a separate concept of the source sphere. This version of the method is used in the study of metaphors PARASITEN (parasites) in the fascist discourse [Mu-solff 2011], HEART (HEART) in the discourse of the European press [Musolff 2013], BEEHIVE (beehive) in the history of conceptualization of society [Damele 2016]. This approach allows you to focus on The Selected Concept and Analyze it in detail. For example, in the study of J. Damele showed [Damele 2016] that the metaphor is very well suited to describe hierarchical societies, so it was used to bring the sense of naturalness of such a world order to the conceptualization of monarchical forms of government. The same technique is used for diachronic comparison of metaphorical understanding of political concepts. An example is the study of M. Nagel, who traced the evolution of metaphorical understanding of violence in German newspapers and magazines of the XVII-XVIII centuries [Nagel 2014], and the publication of G. Kemper [Kemper 2014] on the evolution of metaphorical conceptualization of violence from the emergence of an idea to its implementation in civil disobedience actions in the United States. In the study of

E. V. Budaev [Budaev 2010b], the principle of universalism, which is often used in comparative metaphorological research in Western linguistics, was criticized.

DISCUSSION

The theory of conceptual metaphor was developed on the example of the English language, so its postulates were often extrapolated to all other languages of the world. Linguists, comparing the spheres-sources of metaphorical expansion, sought confirmation of the universality of conceptual metaphors, often ignoring cross-cultural differences. Currently, there is a revision of "cultural universalism" in relation to political communication [Kou, Farkas 2014; Jäkel 2014]. In modern political metaphorology, the concept of "false friends-metaphors" appears, creating an illusion of metaphorical universals for comparativists, but in practice they are culturally specific phenomena [Musolff 2014]. When using this technique, the author chooses a specific conceptual metaphor for a thorough study, i.e., it initially restricts the conceptual structures in both the source and target spheres. This technique is used in A. Musolff's monograph " Meta-phor, Nation and the Holocaust. The Concept of the Body Politic» [Mu-solff 2010]. Choosing as a starting point the conceptual meta-form of THE STATE IS THE BODY, the author examines in detail the history of this image in the Middle Ages, the Renaissance, Modern times and the period of Fascist Germany, covering examples of the actualization of the metaphor in Latin, German and English. A similar technique is used in the analysis of the metaphor "NATIONAL DEVELOPMENT IS A JOURNEY" in Lithuanian political discourse [Cibulskienė 2012] and "NATION-FAMILY" in British political discourse [Musolff 2016]. This approach is usually used for conceptual metaphors rooted in a particular culture or civilization, which have high frequency indicators in political discourse.

CONCLUSION

At the end of the review of cognitive methods for analyzing political discourse and political metaphors, we note that cognitive methodology is one of the leading areas of research in modern linguistics. The authors ' position is not to reject cognitive heuristics, but to supplement them with discursive heuristics, an analysis of how a cognitive or linguistic metaphor correlates with a person as a member of the social world. The Russian approach, which synthesizes the achievements of cognitive linguistics and political discourse analysis (cognitive-discursive approach), has not only been developed for a long time, but is also considered one of the leading trends in Russian political metaphorology. In this regard, it can be argued that strategically political metaphorology in Russia and abroad are developing in a similar way.

REFERENCES

1. Баранов, А. Н. Политическая метафорика публицистического текста: возможности лингвистического мониторинга / А. Н. Баранов // Язык массовой информации как объект междисциплинарного исследования. — М., 2001. — С. 134—140.
2. Будаев, Э. В. Зарубежная политическая лингвистика : учеб. пособие / Э. В. Будаев, А. П. Чудинов. — М. : Флинта, 2006б. — 252 с.
3. Кондратьева, О. Н. Динамика метафорических моделей в политической коммуникации (на примере выступлений Ю. Тимошенко) / О. Н. Кондратьева, К. А. Ковалева // Политическая лингвистика. — 2016. — № 4 (58). — С. 40—54.
4. Лакофф, Дж. Метафоры, которыми мы живем : пер. с англ. / Дж. Лакофф, М. Джонсон ; под ред. и с предисл. А. Н. Баранова. — М. : Еди-ториал УРСС, 2004. — 256 с.
5. Мусолфф, А. Политическая «терапия» посредством геноцида: антисе-митские концептуальные образы в книге Гитлера «Mein Kampf» / А. Мусолфф // Современная политическая лингвистика / Э. В. Будаев, А. П. Чудинов ; Урал. гос. пед. ун-т. — Екатеринбург, 2006. — С. 151—171.
6. Чудинов, А. П. Россия в метафорическом зеркале: когнитивное исследо-вание политической метафоры (1991—2000) : моногр. / А. П. Чудинов. — Екатеринбург : Урал. гос. пед. ун-т., 2001. — 238 с.