

LINGUISTIC AND COGNITIVE ASPECTS OF ALLUSION

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Annotation

This article is devoted to the study of allusion from the standpoint of cognitive linguistics. We rely on the position of cognitive linguistics that the cognition of reality occurs in a certain cultural context and is conditioned by historical and socio-cultural factors. The problem of systematization of semantic, functional, cultural characteristics of allusion and the adequacy of translation of allusive titles from English into Russian is considered.

Key words

Allusion, allusive unit, micro and macro-context allusion, lexical substitution, transformation, metaphoric transfer

Introduction. Allusion is a common means of increasing the semantic and emotional-aesthetic content of a work of verbal art. This work is devoted to clarifying the linguistic mechanism of creating imagery, describing the lexical, grammatical and pragmatic mechanisms of nomination of an allusive unit, creating a stylistic classification of sources of allusive titles, studying the role of allusive titles in journalistic texts, conducting a comparative analysis of allusions in journalistic texts of English and Russian magazines. In addition, in the course of the study, a stylistic classification of sources of allusions was developed, which formed the basis for creating a classification of translation techniques of allusions.

The identification of the cultural role of allusion, the appeal to the cognitive mechanism of its creation, as we hope, allowed us to open up new perspectives in the study of the problem of interaction between language and culture, where the relationship between the conceptual and linguistic aspects of the dictionary comes to the fore.

The stylistic device of allusion consists in the deliberate inclusion in the text of lexical units that perform a nominative function, and quotations that indirectly relate to the facts of social development of society and are of an emotional and evaluative nature. Unfolding within the framework of micro and macro-context,

allusions become a figurative means of transmitting information and one of the most important methods of creating figurative implication.

This article proposes a comprehensive approach to the study of the semantics of allusive units, a comparative study of allusive titles of English and Russian journal articles, the definition of universal and nationally specific components of the meaning of allusive units, and the systematization of methods for translating allusions from English into Russian.

An analysis of the lexical functions of the allusive word allowed us to define it as a means of double reference: in relation to the contextual indicator in the secondary text (lexical parameter); and in relation to its source in the proto word (lexical substitution). At the origins of the generation of an allusive sign are conceptual knowledge contained in its context. It has been confirmed that context plays a major role in the creation of an allusive meaning, it predetermines the choice of one or another source with similar conceptual structures, gives the source a new form (changes its exponent) in accordance with its content, actualizes those source concepts that are important in the construction of a secondary text. The context enriches the unit of secondary nomination with new concepts of meaning, derived from the content of the secondary text, and additional concepts of the author's assessment. The allusive sign is the conceptual knowledge contained in its source. It has been established that the basis of the expressive-figurative renaming of allusion is the correlation with some object through an indication of another object or feature, which presupposes a comparison of two objects (things, phenomena, processes, etc.) or two features of objects based on various relationships that exist between them in reality or in the imagination of the speaker. The meaning of an allusion becomes a separate concept, organized from complex conceptual structures (contextual indicator and source). Based on these provisions, the mechanism of figurative renaming of an allusion is considered as a fundamental cognitive operation that ensures the transfer of figurative schemes from one conceptual sphere to another. It is proposed to describe the mechanism of associative renaming of allusion as a conceptual combination of metaphor and metonymy. Metaphorical transfer is the transfer involving a common conceptual feature of the allusion and its source. Metonymic transfer implements one of the concepts of the source meaning by imposing it on the entire text of the allusion. It is this conceptual feature that introduces a new meaning into the text.

An analysis of the grammatical characteristics of an allusive word has shown that allusion is a means of double reference: in relation to a contextual indicator in a secondary text (repeated nomination); and in relation to its source in the proto word (secondary nomination).

In relation to the horizontal context, allusion is a unit of repeated nomination (allusion is a contextual indicator). Syntactic connections between allusion and contextual indicator can be realized within the micro- and macro-context, which allowed us to consider their various functions in the text. The position on the existence of three types of units of repeated nomination: conjugated, distant, refrain - allowed us to compile a textual classification of allusive units.

Five methods of source transformation have been identified: full reproduction of the morphological and syntactic form of the source in a new context; change in the morphological form of a word in such a way that the formation of an allusive word occurs according to the same word-formation model as the formation of the source; change in the syntactic form of an allusive utterance by substituting a new lexical unit while maintaining the rhythmic-syntagmatic structure of the source; affixation; reduction and abbreviation. An analysis of the pragmatic characteristics of an allusive word allowed us to define it as a means of actualizing the characteristics of a communicative situation that generates an allusion (concepts of a contextual indicator), on the one hand, and, on the other hand, background knowledge and cultural stereotypes that implement the allusion (concepts of a source). Pragmatic characteristics of the communicative situation that generates the allusion, allowed us to study the information stock of the allusion as a context unit, the quantitative level of which influences the transformation of the surface structures of the utterance into deep ones. Allusion as a stylistic device of figurative implication requires textual signals that facilitate its detection and decoding of the information implied in it. This function can be performed by explicitly expressed signals - elements of quantization. If the recipient recognizes the author's intention, then he builds up the quantitative level of information in the utterance to the necessary and sufficient one. If this does not happen, then the insufficient amount of information contained in the surface structure of the utterance does not allow him to understand the deep meaning of the message.

Identification of pragmatic characteristics of background knowledge and cultural stereotypes involved in the formation of allusion allowed us to determine its place in the system of secondary texts. Based on the study of the nature of the author's assessment, the way of depicting an object in a secondary text, the form of reproduction of semantic and stylistic features of the proto-word, we propose to consider allusion as one of the types of periphrasis, which is a broader concept, since it combines different ways of replacing one expression with a descriptive expression.

The nomination of allusion is associated with the formation of special evaluative connotations created by this technique. It has been established that the

evaluative component of the pragmatic semantics of allusion has a two-stage structure. There is a process of subjective evaluation of the feature already assessed during the primary naming with the auxiliary role of other descriptive features. Allusion is a way of introducing new evaluative concepts using signs already present in the semiotic system of the language.

Thus, the study of allusive units in the texts, which is of a cultural nature, as well as the possibility of using the proposed classifications of allusive sources and an integrated approach to the translation of allusions, allows us to use the material for practical purposes in translations, as well as to develop theoretical research in the field of studying semantics, stylistics and dialogue of cultures. Identifying the cultural role of allusion, turning to the cognitive mechanism of its creation allows us to open up new perspectives in studying the problem of interaction between language and culture.

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