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#### ANNOTATION

This article highlights the basic concepts, research methods and directions in the field of cognitive linguistics, the history of cognitive science and the place of cognitive linguistics in it, the main concepts within cognitive linguistics (cognitive semantics, cognitive grammar, etc.), the conceptual apparatus of cognitive linguistics, the corresponding terminology, methodology of cognitive linguistics

#### **Keywords and expressions**

language functions, language competence, system structure of language, subject and object of cognitive linguistics, principles of cognitive linguistics, universals and variability in language, embodiment and conceptual structure, frame theory, theory of conceptual domains, categorization, cognitive models, prototype theory, metaphor and metonymy in cognitive semantic

The main part. To date, it has become very important to consider language from a cognitive point of view. Cognitive linguistics or some scientists also call this direction cognitive linguistics, a relatively new phenomenon and therefore there are a lot of unresolved issues in it.

The birth of cognitive linguistics was officially announced in the spring of 1989 in Duisburg at a symposium organized by Rene Dirven and other European scientists. It announced the creation of the International Association of Cognitive Linguistics, the preparation of the publication of the journal "Cognitive Linguistics" and a series of monographs "Research in cognitive Linguistics". In the first issue of the journal Cognitive Linguistics, his Dirk Gererts identified the main tasks for this new linguistic direction - the study of language as a means of organizing, processing and transmitting information. But at the same time, cognitive linguistics relies on the study of the conceptual and empirical (based on human experience) base of language categories and concepts. Language forms that are studied not by themselves, autonomously, but from the standpoint of how they reflect a certain vision of the world by a person and ways of its conceptualization in language, general principles of categorization and information processing mechanisms in terms of how they reflect the entire cognitive experience of a person, as well as the influence of the environment. And we can say that from this day cognitive

linguistics appears as a new scientific direction that answers the same questions as cognitive science, but only in their direct connection with language. If we compare both terms, then cognitive science is a science that primarily deals with cognition, and cognitive linguistics, in turn, deals with cognition in its linguistic reflection. When we are dealing with the analysis of mental or cognitive processes, the appeal to linguistics is inevitable: linguistic data provide the most obvious and natural access to cognitive processes and cognitive mechanisms; their very appearance can be considered as a consequence of a certain process and the action of certain mechanisms associated with mental and cognitive human activity.

By itself, language consciousness is a component of cognitive consciousness that "manages" the mechanisms of human speech activity, it is one of the types of cognitive consciousness that provides such an activity as speech operation. It is formed in a person in the process of language acquisition and is improved throughout his life, as he replenishes his knowledge of the rules and norms of the language, new words, meanings, as communication skills improve in various fields, as he learns new languages.

Communicative consciousness is a set of communicative knowledge and communicative mechanisms that provide the whole complex of human communicative activity. These are communicative attitudes of consciousness, a set of mental communicative categories, as well as a set of norms and rules of communication accepted in society. For a Russian person, this is a set of knowledge about how to communicate in Russia. The communicative consciousness also includes information about foreign languages – attitude to them, their assessment, characteristics degrees of difficulty, knowledge about the communicative behavior of native speakers of these languages, etc.

Different approaches to the interpretation of the problems of cognitive linguistics have created the basis for the existence of several directions, such as:

- linguocultological – consideration of the concept as a component of a certain linguoculture, taking into account national values and cultural specifics ;
- culturological – consideration of the concept as a component of a certain culture with the use of interdisciplinary knowledge;
- semantic-cognitive – consideration of the concept as a complex of lexical and grammatical aspects of language semantics in order to model the conceptual sphere, the relationship of semantic processes with cognitive;
- logical – consideration of the concept using logical methods, without taking into account the language form;
- philosophical-semiotic – a study of the cognitive side of signedness



For cognitive science, it is extremely important to connect it through linguistic semantics to semiotics, i.e. at least taking into account the semiotic aspects of such a unit as a sign. It has always been regarded as a carrier of meaning, and today it can also receive a new interpretation as a carrier of any quantum of information, a special structure of knowledge – a concept.

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