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**REPRESENTATION OF OLFACTORY IN LINGUISTICS**

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**ABSTRACT**

In this article, the theory of cognitive linguistics includes the processes related to the knowledge of a person and the elements of the world, as a result of a person's perception and perception of the elements of the world through the senses, the relationship between conceptual and linguistic scenes occurs, and the sum of concepts collected during the cognitive process creates concepts. , it is thought that concepts are expressed by different means of expression, metaphors are a phenomenon related to the process of cognition, which emerges on the basis of cognitive mechanisms of cognition, which paves the way for the formation of concepts such as cognitive poetics and cognitive metaphors.

**Key words**

cognitive linguistics, cognition, conceptual and linguistic landscapes, concept, cognitive mechanisms of cognition, cognitive poetics, cognitive metaphor.

In the study of means of expression related to the communication system, cognitive approaches are observed, which assume their ontological nature. This shows that there is a need to look at the object of research with the eyes of fields. In this sense, it is important to study the literary text from a general philological point of view. A general philological approach to current research becomes the guiding and basic principles in solving the problems that exist for both fields. The theory of cognitive linguistics includes processes related to the knowledge of a person and the elements of the world. As we know, as a result of a person's perception and perception of the elements of the world through his senses, a relationship between conceptual and linguistic scenes occurs. This attitude is reflected in the artistic expression in the harmony of language and thought. "Existing information is processed in the mind of the author, turns into a synthesis of poetic thinking and appears as a product of cognitive knowledge" [1,78]. The artistic expression of cognitive knowledge in the human mind is studied within the framework of literary studies and linguistics. no one has ever denied the fact that language is its primary element. In the history of humanity, the art of visual perception of the world, called literature, was created, and the word, the means of expression of this



art, is a painstaking work that completely interprets the language, and constantly occupies the human imagination and thinking" [2,3-4]. Just as language cannot be imagined without literature and literature without language, artistic texts cannot be formed without a combination of linguistic and non-linguistic means. Especially in this regard, the units expressed in the text cannot be perceived without their linguopoetic functions. In his linguistic views, Professor N. Mahmudov distinguishes two periods of metaphor research. According to him, "metaphor, as a phenomenon alien to scientific language and terminology, has not been taken out of the scope of art, stylistics, and rhetoric" [3,118]. On the basis of looking at this phenomenon from the perspective of the theory of knowledge, its unique new aspects began to emerge. The emergence of the theory of cognitive linguistics is the processes related to knowledge of the world and its elements.

A set of concepts gathered during the cognitive process creates concepts. Concepts are represented by various means of expression. Metaphors are a phenomenon related to the cognitive process, which emerges based on the cognitive mechanisms of cognition. This indicates that conceptual views of the world play a key role in the creation of metaphors. This paves the way for the formation of concepts such as cognitive poetics and cognitive metaphor.

In the analysis of current literature, several types of metaphors are noted on the basis of cognitive "... scientific concepts based on the principles of the human factor. In particular, such types of phenomenon as physiological metaphor, conventional metaphor, biomorphic metaphor, morbid metaphor, anthropomorphic metaphor, ontological metaphor, traditional metaphor, and zoomorphic metaphor are distinguished. All physiological states are syncretic metaphors" [4,140]. From the point of view of the research direction, it is important to talk about the metaphORIZATION of olfactory units in the system of non-verbal semiotics (the transfer of the meaning of lexical units related to the sense of smell based on similarity), poetics, linguopoetics.

There is a gap in the expression of concepts related to the world of smells in the field for the description of olfactory tools, which is called the olfactory "lacuna (lexical gap)" [5,11] in scientific language. That is why in this layer, which belongs to the lexical structure of the language, although there is a lot of talk about different smells, when expressing the concepts of this system, it is observed that lexical units are given with their determiner. On the one hand, this serves to express the sources of natural odors that belong to denotative and denotative realities, and on the other hand, the lack of specific names for natural and artificial odor expressions related to the olfactory system in human life, the lack of which is the lack of development of expressions related to the naming of industrially created artificial odors used in



human life and everyday life. It can be estimated that, therefore, replacing names that do not exist in the language with lexical gaps, naming each smell related to the olfactory system, enriching the lexical layer of the language is one of the urgent issues of today. According to the linguistic point of view, the metaphor entered the olfactory system as a result of a "lexical lacuna" [6,100], that is, a lack of words for the expression of concepts related to the world of odors. Indeed, due to the paucity of nouns related to the olfactory system, they are regularly used with their identifier.

My breath is fragrant like a bride sprinkled with perfume,  
The sweet meadows sing at the foot of the palm.  
Like a playful child, the moon sprinkles powder from the blue,  
Heavenly sas oils from a brown sieve.

Cicero's metaphorical expression is cited for the image of metaphor: "Just as clothing was first invented to protect against the cold, and later became used as a decoration of the body and a distinguishing sign of the person, so metaphorical expressions were created to fill the lack of words in the language, and then became used for more pleasure" [ 7,119]. In this sense, the theory of the transfer of word meanings based on similarity plays an important role in filling the deficit of lexical units related to the olfactory system. This task is one of the phenomena that has been attracting the interest of linguists since 2000. The phenomenon of metaphor is the transfer of several symbols related to one object to another object based on similarity. The concept of olfactory metaphor refers to the transfer of word meanings based on the signs of smell. In fact, it is more correct to call it not the meanings of words, but the linguistic realization of concepts formed in the imagination of the owner of the language and this community

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