

METHODS OF PERFORMING COGNITIVE LINGUISTIC COMPRESSIONS

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ABSTRACT

The analysis of the material showed that the principle of linguistic compression is one of the leading features that form the language of mass communication (language of press, radio and television) and reflects all the events and processes that take place in language at certain stages of its development. It should be noted that it has the following distinctive features: a peculiar confusion of informative and expressive functions, brevity and clarity of expression, and a combination of elements of different styles.

Keywords: *problems of linguistics, theory and practice language system, phonetics, morphology, syntax, word formation.*

АННОТАЦИЯ

Анализ материала показал, что принцип языковой компрессии является одной из ведущих черт, формирующих язык массовых коммуникаций (язык печати, радио и телевидения) и отражающих все события и процессы, происходящие в языке на определенных этапах его развития. Следует отметить, что ему присущи следующие отличительные черты: своеобразное смешение информативной и выразительной функций, краткость и ясность выражения, сочетание элементов разных стилей.

Ключевые слова: *проблемы языкознания, теория и практика языковой системы, фонетика, морфология, синтаксис, словообразование.*

INTRODUCTION

From the first years of independence, Uzbekistan has paid great attention to education. In particular, realizing that Uzbekistan cannot determine its future without international relations with foreign countries, he focused on the language, culture, art, state structure and location of foreign peoples.

The problem of language compression has long attracted the attention of scholars and has received a wide range of explanations in linguistics.

In essence, language compression, which is determined by the language system itself, is a kind of universal phenomenon aimed at accelerating and facilitating communication processes. This phenomenon is based on the variability of language

tools, namely the possibility of changing language units into relatively compact compression structures.

Modern means of mass communication, mainly television, have taken on a global character, reaching millions of viewers, and on this basis a new type of culture - audiovisual culture - is being formed. These and other peculiarities and functions of them have been the object of study of the sociology of popular culture in the West since the 1920s, which is a developed and wide-ranging branch of science. Experts in the field believe that its foundation was laid in 1910 by the German sociologist M. Weber. He methodologically stressed the need for sociology of the press, showing the scope of its problems: its orientation to different social and ethnocultural groups, its contribution to the formation of man, social requirements for the journalist, methods of press analysis. In the works of the sociologist W. Parston, in particular, K. Mannheim, the tendency to study the ideological manipulation of public consciousness through mass communication is growing.

MATERIAL AND METHODS

Linguistically, however, communication is considered to be the most valuable level as a symbolic (symbolic) communication, a conceptual or figurative process, as semiotic and cultural problems come to the fore in the analysis of communication as a field of symbolic communication.

The increased use of compressed constructions in mass communication texts is explained by the desire of journalists to attract the audience's attention by creating a meaningful capacity for information while maintaining a minimal amount of text. In this case, the expressiveness and originality of the text is preserved. Proper use of language compression tools will inevitably lead to condensation of the text. Therefore, language compression can be considered as a category of full text, as well as general categories of mass communication texts such as informativeness, standardization, stereotyping, evaluation.

The language of mass communication is multifunctional and polyvalent. It is a language of different social and cultural strata. Speech that sounds on the radio or screen often comes close to the speech that is used in normal, everyday life. As a result, the language of mass communication became richer and more colorful. As people of different language cultures interact, new situations of communication emerge (the phenomenon of linguistic interference emerges). Similar phenomena in the language are reflected in the plan to enrich the vocabulary of the language using foreign words that claim the function of short synonyms-equivalents (equivalents) in

the native language. In recent times, the tendency to mix and enrich the cultures and languages of different peoples has been exacerbated by people's desire to create a common European home, and in this sense English is likely to become the language of interethnic communication. In addition, the phenomenon of compression inherent in the English language is often observed in language systems as well. It is believed that English, because of its prevalence, can affect the functioning and even development of other languages.

Language, as the most important means of human communication, is constantly changing under the influence of the internal laws of language, and ultimately these changes lead to the constant development of language. This fact has caused a great deal of controversy and confronts the problem of learning the basic factors of language development and functioning.

Linguists determine the direction in which language changes and the speed of this change are determined by the principle of compression as one of the most important factors in the development and functioning of language, including several different forces that affect it equally.

The twentieth century is characterized by a modern trend in the study of linguistics. At the same time, language is considered as a system-structural structure, different levels are distinguished in the structure of language, contradictions such as language and speech, synchrony and diachrony, paradigmatics and syntagmatics are introduced. Similar discoveries laid the groundwork for the expansion of the doctrine of linguistic compression. The desire for compression is found in the field of morphology as well as in syntax.

The influence of the law of compression in analytical languages is most clearly manifested in the field of syntax, especially in English. The influence of the law of linguistic compression manifests itself differently during language development. Its level of influence will not be the same in different periods of history. Moreover, the principle of compression is not manifested to the same extent in different areas of language.

For example, the desire for compression in language is now gaining momentum, and it is evident in the texts of mass communication, and is sure to be one of the most basic methods of communication in the future. This is due to the development of computerization. In addition, the principle of compression develops optimal ways of expressing oneself in language. In general, the language of mass communication is characterized by the process of "homogenization", ie the synthesis, the combination of different types of communication. Recently, a type of information that is not only

relevant to the essence of cognition, but also has an interesting form is preferred for adequate acceptance. Therefore, the homogenization of the structure of mass communication texts, which unites the components of different genres and styles into one commonality, is a unique aspect of such types of texts, which is of interest to many readers and viewers today.

The tendency to compression in language is observed not only in the functioning of the language (aspiration to the mechanism in speech, the use of various abbreviations in texts, etc.) but also in its development; it is observed in all systems of the language system: in phonetics, morphology, syntax, and above all in word formation.

The law of compression is widely used in the field of word formation. This process is evident in mass communication texts.

CONCLUSION

As a result of the rapid development of science, technology and culture, as well as international relations, there is a tendency to increase the number of new concepts that require new terms through cost-effective methods of word formation. One of them is polysemy, which not only shows the most economical way to enrich the vocabulary, but also identifies the most economical way to master it, making the sentence bright, visual, voluminous. Polysemy helps to distinguish different meanings of a word using a single word and helps to reveal its various subtleties without changing the appearance of the word. For example, the word “job” means “a piece of work” or “employment”. Recently, the word has come to be used in the sense of “office,” meaning “a place where one can find or get a job” (We visited all jobs, we went from one job to another, but we could find nothing).

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