

BRITISH VIEW

MULTIDISCIPLINARY JOURNAL



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Sociolinguistic study of art discourse in linguistics

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Abstract. This article is devoted to artistic discourse, a number of scientific research conducted in linguistics on the studies of the field, the importance of research in connection with advanced achievements in the field, their pragmatic, cognitive, semantic, syntactic, and stylistic research.

The article examines the conditions and purposes of using rhetoric in the discourse of art studies, by dividing the effect of speech in oratory into three types that can be seen in literary works.

Keywords: language, discourse, art studies, discourse, visual arts, design, terminology, gestures

INTRODUCTION

In recent years, the achievements in the fields of science, technology and art on a global scale are causing the emergence of a special discourse of art studies. The ongoing research is considered a component of the anthropocentric approach to the language factor and the clarification of its functional aspects. The discourse of art history is created in different languages in special ways, it shows the cultural and spiritual world of the country belonging to this language and reflects the art of a particular nation. Accordingly, an understanding the speaker's history and culture plays an important role in increasing the effectiveness of the history art discourse. On the other hand, within the framework of the development of the studied language, it is also important to carry out scientific research work on linguistic, national and cultural features of unrelated languages.

In linguistics, the importance of researching the discourse of art studies in connection with the advanced achievements in the field of modern linguistics is increasing, and a number of scientific research are being conducted on their pragmatic, cognitive, semantic, syntactic, and stylistic aspects. The problem of

researching the discourse of art studies in different directions, defining and describing their specific features, ultimately, visual units, stereotype, image (image), humor, certain beliefs, attitudes, norms and values, expressive means, communicative approach and cultural units. Extra-linguistic means wide coverage of such issues as their use and their place in the discourse of art studies is one of the current issues of today's linguistics.

Turning Uzbekistan into an attractive center of world art will serve to including our country into the level of all-round developed countries. The formation of visual art and design discourse in our country was influenced by complex processes in the development of society: the improvement of technologies, the evolution of communication methods, changes in the structure of society, economic and political reforms, and the strengthening of intercultural relations. Based on the principles of development and on the need to "stimulate scientific-research and innovation activities, create effective mechanisms for the implementation of scientific and innovative achievements"¹, analyze the changes and updates that occurred in the discourse of visual arts and design during the period of independence are important tasks of linguists in the contemporary world.

I. METHODS AND DEGREE OF STUDY

Currently, a number of scientific studies on discourse are being carried out in developed countries. In particular, in such advanced countries of the world as the USA, Great Britain, Germany, Italy, Malaysia, France, Japan, researches are being conducted to improve the of field of terminology, in particular the terminology and terminography of visual arts and design, linguistic and cultural characteristics of terms, the composition of their components from semantically related units, to preserve the national-cultural and spiritual characteristics. The "School of Discursive Analysis" or "Discourse Analysis" are the most popular lines of linguistics, and

¹ Presidential Decree No. -4947 of the President of the Republic of Uzbekistan "On the Strategy of Actions for Further Development of the Republic of Uzbekistan" / Collection of legal documents of the Republic of Uzbekistan. - 2017. - No. 6. Article 70.

research in this direction is carried out in the world's leading scientific centers and higher education institutions, including those of Australia, Canada, New Zealand, Scotland, the United States of America, Great Britain, It is conducted by Russia and Uzbekistan (Uzbekistan State University of World Languages).

Scientific research aimed at studying the theoretical and practical directions of the discourse of art studies at Vrije Universiteit, Brussel (Belgium); University of Granada, Pompeu Fabra University (Spain); University of Konstanz (Germany); University of California, American Association of Applied Linguistics (USA); Macquarie University (Australia); Russian Language Institute named after A.S. Pushkin, Russian Association of Linguists-Cognitologists, Russian Association of Fundamental and Applied Linguistics, Moscow State University School of Translation Studies named after M.V. Lomonosov (Russia); It is conducted at Uzbekistan State World Languages University (Uzbekistan).

The following important scientific results were obtained as a result of studies carried out to study discourse in the cognitive aspect: the theoretical foundations of "Discourseology" as an independent science were created (Institute of the Russian Language named after A.S. Pushkin, Russia); cognitive features of science formation revealed (Vrije Universiteit Brussel, Belgium); developed the theory and methods of cognitive discourseology (Pompeu Fabra University, Spain); the importance of the cognitive approach in researching professional communication and terminology is grounded (Russian Association of Linguists-Cognitologists, Russian Association of Fundamental and Applied Linguistics, American Association of Applied Linguistics); the mutual cognitive bases of the fields of translation and terminology were developed (Moscow State University School of Translation Studies named after M.V. Lomonosov, Russia; University of Granada, Spain); psychological and social factors in the formation of art science terms are determined (Macquarie University, Australia), (University of Konstanz, Germany; University of California, USA); Linguistic and non-linguistic factors in the formation of terms related to art studies were studied (Uzbekistan State University of World Languages, Uzbekistan).

II. RESEARCH RESULTS

In linguistics, the issue of defining the lexicographical, stylistic, lingua-pragmatic, psycho-linguistic and lingua-cultural characteristics of the terms is considered as one of the most urgent problems of communication in linguistics.

Rhetoric is widely used in communication, in the discourse of art studies, and it is used for three purposes: to educate, to please and to move. In convincing them, it is required to have:

- forms (logos) based on logical arguments, which at the same time allow the listener to receive education;

- the manners that the orator must have in order to gain public approval, and finally, the lofty and pathetic speech, hand movements and gestures of the orator, which are necessary to evoke different moods and excitement in the audience.

In fact, this classification is specific and general for all languages. In turn, they can be further subdivided or expanded. For example, it is worth noting that the expression of rhetoric, onomatopoeia, rhythm and other phonetic-stylistic means in communication is not possible without non-verbal means.

The development of science and technology raised the issue of interdisciplinary integration and proved that the phenomenon within a certain discipline can also be found in other disciplines. This phenomenon has caused the need to study in all disciplines. For example, life itself confirms that it is not possible to convey the impressions of masterpieces of art: sculpture, painting, music, and, in turn, the information related to the spread of smell or the taste of sweets to the interlocutor with the help of verbal communication.²

It should be noted that many scholars believe that the concept of representation itself cannot be described within the framework of linguistics. V.Kraft claims that only psycholinguists can answer how language forms are expressed in the human

² Курбанов М.А. Ўзбек, усмонли турк, инглиз ва рус тилларида новербал мулоқотни ифодаловчи воситалар тадқиқи: Филол. фан. бўйича фалс. доктори дисс... –Т.: “Академия ноширлик маркази” нашриёти, 2021. –18 б.

mind. But, D.Sandra asks, "What can and can't linguists tell you about the human mind?" In his work entitled "The debate on this issue allows us to conclude that the problem of representation cannot be ignored and "cannot be solved without considering it as a clearly semiotic problem".³

In oral speech, the listener and the speaker are in direct contact, participate equally in the communicative process and contribute to the flow of communication, control its flow. In written speech, the interaction of the participants takes place in a different way. The time difference in the communication of the participants causes a "change in the communicative situation".⁴

Currently, it is customary to distinguish oral and written speech, as well as monologue and dialogue. However, the definition of these two types of communication can sometimes be problematic. This has to do with defining the scope of each type of speech. It can be difficult to distinguish between dialogic and monologue speech in more complex situations, such as presentations or discussions, with respect to the exchange of ideas or statements. Especially, these cases can be clearly seen in the process of speech influence on communicator.

On the other hand, it is proposed to divide speech effects in oratory into three types that can be seen in literary works:

- court speech consisting of accusation and defense. This type is associated with justice and injustice, and in this sense, it arose directly due to past trials;
- epideictic or speech of justification, praise or insult, which is aimed at the acceptance or rejection of a noble or low-class person;
- a debate about recommending what to do or not to do is about the future and involves political rhetoric.

The history of the systematic study of oratory (or rhetoric) goes back to BC periods. In the 6th and 5th centuries BC, great socio-political changes took place in the Greek city-states, especially in Athens, and the art of rhetoric became very

³ Кубряков Е.Г. Размышлеш о судьба когнитивно лингвистик н рубеж веков// Вопр. филологии. 2001.- 1 (7), с. 29.

⁴ Цурикова Л.В., Проблема естественности дискурса в межкультурной коммуникации. Воронеж: ВГУ, 2002, с. 10.

popular. As John Poulakos writes, the sophists, who played a prominent role in the history of the Greek city-states, found themselves in the midst of an extraordinary cultural shift from aristocracy to democracy.

Rhetoric, like history, art, or other sciences, arose out of the needs of highly developed societies in the Greek city-states of the eighth to third centuries BC, but in ancient Greece it only consisted of ideas.

It seems that any form of presentation of contemporary art is not suitable for exhibition. Because every work presented and viewed as contemporary art is presented as a powerful interpretation of the creator. Analyzing contemporary art, Danto argued that perspectives had changed and that similar works that could not be considered art by traditional criteria could be art to the extent that conceptual revolutions allowed. As soon as the viewer's mental formation accepts the harmony between the subject and the meaning, the object appears as an artistic object. Ward explained the importance of the audience: "Is something worth watching if you're not there to watch it?" (Ward, 2010: 109).⁵

CONCLUSION

In conclusion, we believe that the study of language should not be limited to the grammatical analysis of an abstract or ideal language system, but the use of language in a social context should become the object of linguistic research. It is no coincidence that sociolinguists are not only interested in studying changes in the use of language in society, but also pay attention to different forms of language use. The "school of discursive analysis" or discourse analysis is a direction of linguistics which is currently the most popular and is relevant to a number of linguistic disciplines. These directions look at speech as a process of verbal interaction or as a result of it, and study certain aspects and characteristics of speech.

The scope of the study of language and speech has gradually expanded and has become a part of the sciences that investigate the interaction of the individual and

⁵WARD, G. (2010). Postmodernizmi Anlamak. Çev. Tufan Göbekçin, İstanbul: Optimist Yayınları

society with the environment. This requires a comprehensive and interdisciplinary approach to the study of this important human issue.

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