THE CLASSIFICATION OF EMOTIVITY IN CIRCUMSTANCES OF CURRENT COGNITIVE LINGUISTICS

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INTRODUCTION. Currently, we have to understand contradictory statements about cognitive linguistics and, accordingly, about the categories that are studied within the framework of this scientific field. Thus, some authors argue that cognitive linguistics, and indeed cognitive science itself, does not exist as a scientific field. Other they claim that cognitive linguistics exists, but it is unclear how and why it appeared. Some people note that cognitive science has nothing to do with language and linguistics and should not have, limiting its sphere of influence exclusively to psychology. There is also an opinion that the tools and methods of cognitive analysis, as well as those language parameters that are studied with their help, do not correspond of the principles of classical linguistic analysis. We are talking, for example, about the research of conceptual, emotive, evaluative, i.e. anthropocentric parameters of language.

METHODOLOGY. Our vision of the question of the regularity and timeliness of the emergence of the cognitive paradigm is based on a number of theoretical positions that can contribute to the correct understanding of many related scientific problems and theories, one of which is considered to be the theory of linguistic emotivity. Based on the cardinal ways of developing the science of language, defined by Ch. According to Peirce, language as a sign system is studied in three directions: 1) semantic, exploring the meaning of

linguistic units; 2) syntactic, describing them connection and structure; 3) pragmatic, revealing the patterns of their functioning in the process of using the interpreter. The noted trinity primarily characterizes sciences of a symbolic order, the development of which is subject to the laws of the semiotic plan and is determined by the nature of the object of study itself, i.e. the language spoken by the person. According to Yu.S. Stepanov, the language receives its exhaustive description precisely when taking into account three parameters: semantics, syntax and pragmatics, which make up three dimensions of the space of the real being of the language. As well as the development of scientific thought, reflecting, in our opinion, the formation of the intelligence of society, the formation of the intelligence of an individual, his consciousness goes through three stages: nominative, predicative, egoreferential — which is obviously correlated with the semantic, syntactic and pragmatic stages of the development of the science of language.

RESULTS AND ANALYSIS. There is a certain connection between the stadiality of the development of the scientific description of language and the following stages of the evolution of the linguistic consciousness of an individual whose cognitive activity involves the use of a sign the system. Thus, we can talk about the presence of a certain pattern of development and existence: 1) sign systems, i.e. language, 2) the linguistic consciousness of their native speakers/users, i.e. humans, and 3) the science of sign systems. It is this position that determines the unconditional anthropo-orientation of cognitive science in general and cognitive linguistics in particular. Clarifying the position of cognitive linguistics in the general system of language sciences, it should be noted that it was pragmatics that first turned to the study of the functioning of a sign system in the process of using it by a person. In confirmation of the

further anthropotization of pragmatics, it is appropriate to cite a recent remark by Yu.S. Stepanov about the well—known semiotic series "semantics — syntactics - pragmatics". The scientist proposes to replace the last element with super-pragmatics or super-pragmatics, which, according to him, would include us in universal anthropology

Like the syntactic paradigm, which unites structural and transformational grammars, the pragmatic paradigm, in our opinion, is also devoid of uniformity and includes communicative syntax and, at the present stage, cognitive linguistics as two interrelated and natural stages of its development.

DISCUSSION. Accordingly, the communicative syntax, understood by us as the first stage in the development of pragmalinguistics (superpragmatics in the terminology of Yu.S. Stepanov), concentrates its main attention on the issues of speech interaction between the speaker and the listener, on the role of dialogical communication between Me and You. Researchers of cognitive linguistics as the second stage of the development of pragmalinguistics turn to a person to the knower. They see their main task in identifying the patterns of functioning of the thinking, cognizing, self—evaluating Self, the mechanisms of transmission and processing of information by it. Therefore, there is every reason to assert a direct connection between pragmatics/pragmalinguistics, communicative syntax and cognitive linguistics and consider the latter as its natural components, created during the evolution of the scientific thought of society. Thus, it can be considered quite natural that cognitive linguistics has a time and place in modern linguistic history predestined for it by the historical course of the development of scientific thought. Contrary to N. Chomsky's predictions about the birth of cognitive linguistics already in the bosom of

transformational grammar, this did not happen before the scientific community accepted and developed the ideas of communicative syntax. K. Bueller is not a pioneer in the study of the psychological parameters of language, but it was in his works, which were significantly ahead of their time, that the basic concepts were developed, which were appreciated and adopted by representatives of pragmalinguistics. Here, for example, we can name the situational theory of speech activity, which defined the role of the Ego as one of the dominant elements of the deictic triad: I am here — now.

In this regard, it is impossible not to recall Z. Freud, who laid the foundations of the concepts of self and identity, J. Piaget, L. Vygotsky and such of our contemporaries as, for example, W. Naiser, J. Gibson. I would especially like to mention the latest works of T. Wang Deke's methods of language research in which, by his own admission, have an obvious sociopsychological orientation. The study of the cognitive foundations of linguistics has been significantly expanded in the fundamental works of scientists, without whose participation the state of linguistic science it would not have reached the modern level. We are referring to the works of anthropologist E. Sepir, sociologist K. Levi-Strauss, biologist T. de Chardin.

There is no doubt that pragmalinguistics owes such a scientific "assault" on the part of borderline disciplines to the general subject of research — a person who speaks, thinks and feels. It is also important to note that only by studying a person's language, what and how he speaks, can you learn his ideas about himself and the world in which he lives.

As a component of pragmalinguistics, cognitive linguistics cannot but use the achievements of related sciences. At the same time, it is an independent scientific discipline with its own arsenal of methods and tools for studying

various levels of language. It is precisely anthropo-orientation that is, therefore, a fairly important feature of pragmatics in general and cognitive linguistics in particular, which contributes to the expansion of the boundaries, interests and object of research of modern linguistic science. It is in the works of representatives of cognitive linguistics a person who knows most fully reveals his connection with the world in which he lives, the picture of which he keeps in his mind and reflects in language.

The processes of perception, comprehension and evaluation of the surrounding world, which determine the activity of a person thinking and speaking, i.e. cognizing, are inseparable from his sensory sphere. Thus, the object of research in cognitive linguistics inevitably becomes a person who feels that he fully corresponds to the anthropological orientation of the modern linguistic paradigm. It is thanks to the pragmatic paradigm in linguistics that the cognitive character of the category of emotivity has been established, which has a different status in its implementation options, in other words, having a polystatus character. If cognitive scientists in the study of the category of emotivity are interested in the feelings and emotions of a person speaking in the process of his interaction with the outside world, then the pragmatic focus of studying the category of emotivity is that it is necessary to identify the connection of speech acts with the realization of the category of emotivity. The tasks of such a study should include the definition of pragmatic attitudes, or goals speech acts represented by emotive microtexts in order to identify the range of their pragmatic emotive possibilities, as well as the pragmalinguistic interpretation of emotive text inclusions of a lower level.

When studying the category of emotivity, pragmatic factors turn out to be closely related to stylistic ones. The choice of emotive means from all the

variety that language has is determined not only by the purpose, but also by the conditions communication, the status of communicants, the way of communication (oral or written), the genre of the text, various features of the categorical situation and the register of communication. The pragmacognitive approach to the study of the category of emotivity involves close interaction and parallel appeal to pragmatic and stylistic concepts in order to obtain an objective picture of representation in the language of the category of emotivity. Such an important problem for stylistics as the study of expressiveness, imagery and expressiveness also turns out to be related to cognitive, and with the pragmatic aspects of studying emotivity. The stylistic aspect of emotivity analysis acquires particular importance when referring to artistic texts, however, in non-artistic communication, the study of stylistic features of the realization of the category of emotivity is of considerable interest.

CONCLUSION. The way in which, with the help of which lexico-semantic, structural-grammatical and pragmatic means, a person conveys in language his attitude to the world around him, of which he is aware of himself, is of interest to a cognitive researcher in the first place. Along with the topic, human language is no less important. The theme is man, which reveals the peculiarity of reflection in the language of a person thinking, speaking and feeling. Dominating in this direction is the study of the originality of representation in the language of the Self-speaker (author/character) within the framework of spatio-temporal circumstances, reflection of his socio-cultural status and markers of his sensual worldviews. In addition to considering the processes of conceptualization and categorization, language research in terms of the linguistic description of anthropoconceptual spaces, emotive vocabulary, evaluative and interpretative structures and other means of representation in

language, as well as the study of a complex portrait of a person speaking, thinking and feeling, become important in this regard. Thus, we can say that the reality of cognitive linguistics is strongly connected with the study of not only the thinking, but also the feeling subject of communication and with the understanding that "language has a heart, and the heart has a tongue." Man is the creator and engine of scientific progress, however, the formation and development of scientific directions depend largely on the general trends of cognitive processes occurring in the consciousness of both the individual and, in our opinion, due to the intensive integration processes of various fields of domestic and foreign science, the contribution that our predecessors and contemporaries made to the study of human language, regardless of which They adhere to the formulations and definitions. society. The achievements of modern linguistics that we observe today have occurred, in our opinion, due to the intensive processes of integration of various fields of domestic and foreign science, the contribution that our predecessors and contemporaries made to the study of human language, regardless of what formulations and definitions they adhere to.

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