

COGNITIVE FACETS OF AFFECTIONATE COMMUNICATION IN THE ENGLISH AND UZBEK LINGUISTIC WORLD PICTURE

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Abstract: *This article explores the linguocognitive dimensions of affectionate communication, demonstrating how concepts such as endearment, pampering, closeness, politeness, empathy, and warmth are conveyed through various linguistic forms, both morphologically and lexically, as well as at the sentence level. Analysed examples show linguocognitive and pragmatic peculiarities of this linguistic phenomenon in the English and Uzbek cultures.*

Key words and expressions: *affectionate communication, endearment, warmth, closeness, empathy, intimacy, politeness, pampering, conceptualize and react to the situation, maintain social harmony, make cross-cultural interactions smoother.*

INGLIZ VA O'ZBEK LISONIY OLAM MANZARASI TASVIRIDA EMOTSIONAL MULOQOTNING KOGNITIV JIHATLARI

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Annotatsiya: *Maqolada ingliz va o'zbek madaniyatida emotsional muloqotning lisoniy-kognitiv jihatlari tadqiq etilib, nazokat, mehribonlik, erkalash, ozaytirish, muloyimlik, yaqinlik, odoblilik, xushmuomalalik, shafqat, hamdardlik va samimiyat kabi kontseptlarning tilning morfologik va leksik hamda gap qatlamlarida turli lingvistik shakllar orqali ifodalanishi misollar asosida namoyon etiladi. Tahlil etilgan misollar ingliz va o'zbek madaniyatida emotsional muloqotning lingvokognitiv va pragmatik xususiyatlarini yoritadi.*

Tayanch so'z va iboralar: *emotsional muloqot, nazokat, mehribonlik, erkalash, ozaytirish, muloyimlik, yaqinlik, odoblilik, xushmuomalalik, shafqat, hamdardlik, samimiyat kontsepti, ozaytirish, kamaytirish, erkalash, vaziyatni tushuntirish, ijtimoiy uyg'unlikni saqlash, madaniyatlararo o'zaro aloqalarni silliqalashtirish.*

КОГНИТИВНЫЕ АСПЕКТЫ ЭМОЦИОНАЛЬНОЙ КОММУНИКАЦИИ В АНГЛИЙСКОЙ И УЗБЕКСКОЙ ЛИНГВИСТИЧЕСКОЙ КАРТИНЕ МИРА

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Аннотация: *Статья рассматривает лингвокогнитивные аспекты эмоциональной коммуникации в английской и узбекской культурах, демонстрируя способы выражения значений ласкательность, привязанность, нежность, близость, вежливость, учтивость, сочувствие, сопереживание, сердечность морфологическими и лексическими способами, а также на уровне предложения. Проанализированные примеры показывают лингво-когнитивные и прагматические особенности эмоциональной коммуникации в английской и узбекской культурах.*

Ключевые слова и выражения: *эмоциональная коммуникация, ласкательность, привязанность, нежность, близость, вежливость, учтивость, сочувствие, сопереживание, сердечность, концептуализация ситуации, сохранение социальной гармонии, сделать межкультурные взаимодействия гладкими.*

INTRODUCTION

In a globalized world, in the fields of science, technology and production, scientific research should be carried out so that the youth's autonomy is strengthened with intellectual potential, a rich worldview, and educational motivation. Attention to the training of an active, conscious and purposeful specialist is explained by the role of increasing interest in the educational material by optimizing the motivational field of language learners, which is considered to be an important factor in the effective organization of the educational process, as well as the correct definition of the goals and tasks of teaching a foreign language.

The organization of the future foreign language teachers' training process in our country was created on the basis of international qualification requirements, and training of experts who can freely communicate in foreign languages. In the new decree on the development strategy of Uzbekistan for 2022-2026 [1], the priority task is to improve the quality of education, to train highly qualified personnel in line with the modern needs of the labor market, as well as to introduce international educational standards and evaluate the quality of higher education institutions improving efficiency was set as a priority task. As a result, the possibility of teaching languages integrated with subjects in higher education institutions has expanded, and it is extremely important to improve the system of learning and teaching foreign languages with more modern methods and to increase the motivation to learn foreign languages.

Affectionate communication, encompassing expressions of affection, intimacy, endearment, closeness, and diminutiveness, plays a pivotal role in human interaction.

The topicality of researching the linguocognitive and cultural dimensions of affectionate communication in today's globalized world can be explained as follows:

1. Effective communication across different cultures is crucial because expressing affection in various cultures helps in fostering better interpersonal relationships, maintaining social harmony, and making cross-cultural interactions smoother.

2. By studying linguocognitive and cultural aspects of affectionate communication, we can improve our ability to connect with others in a more meaningful way;

3. In international business and diplomatic relations, recognizing and appropriately using affectionate communication can lead to more successful negotiations and collaborations by respecting cultural preferences for indirect and polite speech;

4. As technology facilitates more global interactions, affection can enhance the design of communication tools and platforms to be more inclusive and sensitive to cultural variations.

Researching the stated above dimensions provides valuable insights that are essential for navigating the complexities of communication in our interconnected world, promoting mutual understanding, respect, and collaboration.

MATERIAL AND METHODS

Affectionate communication has been extensively studied within various theoretical frameworks, and it is reasonable to give a brief summary of the research that has been carried out concerning affectionate communication. Austen J.L. (1962) explored speech acts, including endearment and affection, demonstrating their role in communication. Brown P. and Levinson S.C. (1987) developed politeness theory, including affectionate language. Dillard J.P., Solomon D.H. and Palmer M.T. (1996) proposed relational framing theory, emphasizing affectionate frames that influence message interpretation in interpersonal communication. Fraser B. (1999) studied pragmatic markers, including endearment and diminutiveness, as markers of affectionate communication. Lakoff G. and Johnson M. (1980) developed conceptual metaphor theory,

highlighting metaphor's role in shaping emotional concepts, including affection. Wierzbicka A. (1999) explored emotions across languages and cultures, emphasizing the diversity and universality of affectionate communication practices. Bailay B. (2000) studied language socialization and acquisition, highlighting children's learning affectionate communication patterns within cultural contexts.

The literature reviewed above on the linguocognitive and cultural dimensions of affectionate communication underscores its complexity and significance in human interaction. Future research should continue to explore these dimensions, considering the dynamic and evolving nature of communication in an increasingly globalized world. Understanding how affection is linguistically and culturally encoded can enhance cross-cultural communication, improve interpersonal relationships, and inform the design of communication technologies.

Methodology of exploring the research includes descriptive, comparative, linguocognitive, cross-cultural, pragmatic and sociolinguistic methods.

The novelty of the research lies in its comparative analysis of affectionate communication across English and Uzbek cultures, highlighting unique linguocognitive patterns and cultural nuances, and bridges a gap in cross-cultural linguistics by examining how affectionate expressions are linguistically and culturally encoded in two distinct language communities.

RESULTS

Linguocognitive dimensions of affectionate communication in the English and Uzbek cultures pertain to the linguistic and cognitive features which convey the notion of affection through various linguistic forms, both morphologically and lexically. It is reasonable to show some key linguo-cognitive peculiarities of the notion of affection in the English and Uzbek languages:

1) In English, the notion of affection can be expressed by adding affixal morphemes such as -ie, -y to the root of the word: doggy, kitty, or less commonly, -let: streamlet, and -ette: kitchenette;

2) English often employs specific words to express affection: puppy, kitten, instead of dog and cat can indicate not just smallness but also endearment.

3) By clipping, where a part of a word is omitted to create a shorter form: bro, instead of brother, and reduplication, where a component of a word is repeated with a slight alteration: teeny-weeny, can also convey affection in English.

Expression of affection influences perception and cognition by highlighting certain semantic features such as size, affection, or triviality. It can affect the listener's or reader's emotional response to the subject, often including a sense of warmth, intimacy, or empathy: puppy, doggy, kitty (here expression of affection makes the listener think of a small, young, and perhaps more adorable animal). I have a little problem: here diminutive "little" psychologically downplays the severity of the issue. It can make the problem seem manageable or less intimidating, affecting how both the speaker and the listener

conceptualize and react to the situation: Lassie (a young girl, often used affectionately), Kitty (a more affectionate term for a kitten or cat), -ling: Duckling (a young duck), Gosling (a young goose), Sapling (a young tree), -kin: Lambkin (a small lamb), Napkin (a small cloth for the lap, simply a cloth or paper for wiping the mouth and hands while eating).

The application and interpretation of affection can vary significantly based on social and cultural contexts. In English, affection is frequently used in informal, familiar settings. They can express affection, endearment, or playfulness. However, their use can also be condescending or belittling depending on the context and tone. In many cultures, affection is expressed as terms of endearment toward loved ones: for example, adding “-y” to someone’s name: Johnny instead of John. It can signify closeness or affection. Here, affection reflects cultural norms around expressing familiarity.

Expressing affection in English can serve various pragmatic functions, such as softening a request or command: Could you hand me that pen, please? Here we express solidarity or intimacy, diminishing the impact or severity of a statement: Can you move your car a bit? Instead of Move your car. Here, the diminutive “a bit” makes the request sound more polite and less demanding.

By a pragmatic approach, we express affection with peers or close friends. Nicknames, often diminutive forms of names or characteristics, play a big role in this: Sammy for Samuel. This use underscores a shared understanding and intimacy among individuals.

Pragmatic approach helps to diminish impact or severity: In an effort to reduce the perceived negativity or seriousness of an event, speakers may use diminutives. Describing an unfortunate event as a “bit of mishap” uses the diminutive “bit” to lessen the impact of the event being described, potentially to keep the mood light or to avoid causing alarm.

These examples highlight how affectionate communication intersects with cognitive processes, social norms, and pragmatic needs, playing a significant role in communication beyond merely indicating size or physical attributes.

The expression of affectionate communication in English through morphological and lexical ways can be observed in the Uzbek linguistic culture as well

Adding affixal morphemes –cha, -chi, -loq, -choq, -kay, -gina, -chak to the roots of words express affection, intimacy, endearment and closeness: qo’g’irchoq, kubikchalar, tomchilar, qizaloq, qo’g’irchoq, uycha, kitobcha, buzoqcha, qushcha, echkicha, yigitcha, kelinchak, bolakay, toychoq, bolagina.

These morphological expressions of affection not only serve to reduce the perceived size or age, but also include a sense of affection, cuteness, or informality.

DISCUSSION

In the English and Uzbek linguistic cultures the concept of affection can be expressed through the following lexical devices: by words, phrases: 1) By using specific nouns implying smallness: Speck (a very small piece or spot); Drop (a very small amount of liquid); 2) By using adjectives denoting smallness: Tiny (extremely small), Miniature (a

much smaller of version of something), Petite (small and slender, often used to describe a woman's physique in a way that is intended to be complementary); 3) By utilizing compound nouns, where one element suggests smallness: Teacup, Minivan (a smaller version of a van designed for personal use); 4) By incorporating specific terms that convey affection or endearment: Sweetheart, Darling, Dear; 5) By using diminutive phrases: Little one (often used affectionately to refer to a child), Tiny bit (indicating a very small amount).

The concept of affection expressed through lexical devices in the Uzbek language: aylanay, o'rgilay, chirog'im, lochinim, asalim, tilla qizim, do'mbog'im, dadajon, onajon (concerning children), hayotim, oppog'im, toychoq'im, aqlligim, mo'mintoyim, qaqajonim, arslonim, toyim, bo'talog'im, polvonim, gulg'uncham, momiqqinam, farishtam.

In gender aspect, devices expressing the concept of affection in the English and Uzbek languages are almost alike. Devices expressing affection mostly concern women or girls. Understanding affection in language involves recognizing subtleties of its forms and nuances of its use within various linguistic and cognitive contexts. English employs a blend of morphological, lexical, and pragmatic strategies in the course of affectionate communication to express endearment, smallness, intimacy, closeness and slightness.

Analysis of linguocognitive features of affectionate communication shows its significant importance, which reflects and shapes the way people interact with the world and each other. Its study reveals much about social relations, cultural values, and cognitive processes in language use.

Morphological diversity through the use of suffixes to create affectionate communication in Uzbek: "-cha," "-loq," and "-chak," "-choq: qizcha, kelinchak, qizaloq, toychoq. This morphological variety provides speakers with a range of options to modify nouns and convey subtle shades of meaning through diminutive forms. The pragmatic functions of affectionate communication in Uzbek play a significant role in social communities. Their usage often contributes to creating a friendly and approachable atmosphere, fostering a sense of camaraderie. In interpersonal interactions, affectionate communication is employed strategically to establish a connection and convey warmth.

Affectionate communication in Uzbek requires an awareness of cultural nuances. Certain forms of affection may be deeply embedded in Uzbek cultural traditions, reflecting historical influences, societal norms, and shared values. The choice of words expressing affection may carry cultural connotations that resonate with speakers on a cultural and emotional level. Affectionate communication in Uzbek invokes cognitive associations that shape mental imagery. Objects or entities described with words expressing affection may be mentally framed as more endearing, creating a cognitive landscape where the affectionate word itself contributes to the perception of the subject. Affectionate communication in Uzbek

exhibits regional and dialectal specifics, showcasing linguistic variations across different Uzbek-speaking communities. These specifics add depth to the language, reflecting the diversity of dialects and regional linguistic traditions within Uzbekistan and

neighboring regions. Affectionate communication in Uzbek contributes to expressiveness and emotional coloring among speakers in expressing their thoughts and opinions. Whether expressing playfulness or empathy, affection allows speakers to imbue their language with a range of emotions, enhancing the overall communicative impact.

Affectionate communication plays an important role in language acquisition, particularly for those learning the language. Understanding the nuances of affection aids learners in navigating the subtleties of informal communication and fosters a deeper appreciation for intercultural expressions.

Words expressing affection find resonance in literary and artistic expression in linguistic cultures. Writers and artists may utilize the concept of affection to create vivid imagery, evoke specific emotions, or capture the nuances of characters and scenes, contributing to the artistic richness of literature and creative works. In sum, the linguo-cognitive peculiarities of using the concept affection in linguistic cultures reflect a complex interplay of semantics, morphology, pragmatics, and cultural influences. It highlights the expressive depth of emotion within the linguistic landscape, portraying it as an integral component of cultural identity and communicative richness.

Examining the national, cultural peculiarities of using the concept affection in the English and Uzbek languages reveals intriguing insights into the cultural, social, and linguistic fabric of each community. In English, affection plays a versatile role, often reflecting a pragmatic and straightforward approach to language use. The English language tends to employ affection for endearment, expressing familiarity or casual affection without an excessive display of sentimentality. This aligns with the broader cultural inclination towards a more reserved expression of emotions in English-speaking societies.

The use of affection in Uzbek reflects a cultural emphasis on warmth, closeness, and interpersonal connection. It extends beyond mere linguistic constructs, representing a cultural tendency towards expressing emotions openly and fostering a sense of intimacy in communication. Affectionate communication becomes a linguistic tool for establishing connections, emphasizing a cultural predisposition towards warmth and personal relationships within the society.

The cognitive aspect of affectionate communication in English includes:

1. Affection and Intimacy: darling, sweetheart, dear, honey, baby convey warmth and closeness, reflecting cultural norms of emotional expression and interpersonal bonding.

2. Terms of Endearment: my love, my dear, my darling, my sweetheart, little one, tiny tot, sweetie pie, cuddle bug, pumpkin create intimate and affectionate expressions.

3. Endearing Adjectives: adorable, sweet, charming, lovely, precious evoke feelings of tenderness and warmth:

4. Expressions of Care and Concern: Are you okay, dear? You'll always be my little one; Don't worry, sweetheart, everything will be alright. They express care, concern, and empathy towards others, particularly in moments of vulnerability or need.

5. Affectionate Gestures, Informality and Familiarity: There, there, little one, or holding hands while saying You mean the world to me, darling, buddy, mate, pal reinforce feelings of intimacy and closeness and creates informal, familiar communication styles, particularly in casual or intimate settings establish familiarity among peers, reflecting egalitarian values and social norms of friendliness.

6. Affectionate Address: Hey, buddy, Hiya, pal, Hey there, mate, What's up, dude? are used to address individuals informally and familiarly, reflecting a close relationship.

7. Informal Pronouns with connotations are employed in informal communication to express familiarity and camaraderie: Hey, you guys, How's it going, folk, What's happening, y'all?

8. Social Hierarchy and Power Dynamics: Affectionate communication can also reflect social hierarchy and power dynamics, including formal and informal address with variations observed based on factors such as age, gender, and social status. It may be used to convey deference or condescension towards individuals of higher or lower social standing, reflecting cultural norms of politeness and respect: Mr. Smith or Ms. Jones instead of Smith and Jones

9. Titles and Honorifics: Dr. Smith or Professor Jones convey deference and respect towards individuals of higher social status or authority.

The cognitive aspect of affectionate communication in Uzbek includes:

1. Endearment and Familial Relationships: otajon (dear father), onajon" (dear mother), akajon (dear brother), opajon (dear sister) evoke sentiments of love and care, reflecting cultural values of family closeness and emotional warmth. Sevgilm (my beloved), Azizim (my dear), O'zbekistonim (my Uzbekistan), Do'stim (my friend) are used to express familiarity and endearment towards others

2. Expressions of Care and Concern: Yuragim (my heart), Jonim (my soul), Umidim (my hope) express care, concern and empathy towards others.

3. Formal Address: Usta (master), O'qituvchi (teacher), or Aka (elder brother), "Ustoz" (teacher) are used sparingly, with more emphasis on respectful and polite forms of address

4. Honorifics and Titles: Mudir (director), Xo'jayin (boss), Boshliq (chief) express respect towards individuals of higher social status

5. Expressions of Respect: Sarvar aka, Boir aka, Saida opa, Dilbar opa are polite forms of address

6. Expressions of Politeness: Iltimos (please), Rahmat (thank you), Kechirasiz (excuse me) express respect and courtesy.

7. Expressions of Formality: Aziz do'stim (my dear friend) or Ustozim (my esteemed teacher) are used towards strangers or individuals of higher social status with formal titles and expressions of respect.

8. Professional Settings: Hamkorim (my colleague) or Mijozim (my esteemed customer) are used to address colleagues or clients with formal titles and expressions of respect with greater emphasis on maintaining a professional and respectful tone.

9. Traditional Celebrations: Xonimlar (dear ladies), Do'stlarlar (dear friends) provide opportunities for expressing joy and festivity.

10. Cultural Identity and Pride: O'zbekistonim (my Uzbekistan), O'zbekim (my Uzbek nation) express pride and affection reflecting Uzbekistan's rich linguistic heritage and cultural diversity.

CONCLUSION

Overall, the national cultural peculiarities of affectionate communication in both English and Uzbek languages highlight the intricate interplay between language, culture and society. By examining how affective forms are embedded within cultural contexts and social dynamics, we gain a deeper understanding of their communicative functions and cultural significance within linguistic communities. This research has explored dimensions, considering the dynamic and evolving nature of communication in an increasingly globalized world, demonstrating how affection is linguistically and culturally encoded can enhance cross-cultural communication, improve interpersonal relationships, and inform the design of communication technologies. The analyzed material in the article highlights the focus on cognitive aspects, specifies the subject of affectionate communication, and indicates a comparative study between English and Uzbek cultures and effectively conveys the idea of examining how language shapes and reflects cultural perceptions.

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