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Scientific theoretical significance and interdisciplinary role of linguosemiotic models

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Abstract: the article describes the pragma-cognitive implementation of linguosematic models and their characteristics, the opinions of scientists, the concepts of cognitive linguistics, and information about cognitive pragmas. **Key words:** linguistics, pragma, scientific view, cognitive, science, linguistics, lexicon, system, unity, law

A. Augustine also pointed out the symbolic nature of language, but modern ideas about linguosemiotics began to be formed primarily under the influence of F. de Saussure. Linguisticsemiotics is the science of the communicative function of language. The essence of this function is that language is a means of conveying the speaker's thoughts and feelings to the listener. This task is carried out due to the gestural nature of the language. It becomes possible to reveal the sign nature of the language when the language begins to be studied together with other sign systems - the alphabet of the deaf and dumb, the system of road signs, etc. These systems are studied by semiotics - the science of signs. Linguistics occupies an intermediate position between internal linguistics and semiotics. Hence its double root name. The founder of modern linguosemiotics is F. de Saussure. The Swiss scientist was the first to scientifically justify the need to study language in other sign systems. "Language," he wrote, "is a system of signs expressing concepts, and therefore it can be compared with writing, with the alphabet of the deaf and dumb, with symbolic ceremonies, forms of politeness, military signals, etc. .Only the most important of these systems "Linguosemiotics is the study of language as a system of signs and their use to convey meaning and communication. It studies how language functions in different contexts and how it affects people's thinking and interaction." .Lingvosemiotics is the study not only of signs and symbols, but also of their meaning, structure, and combination. The main goal of linguosemiotics is to understand how language creates and conveys meaning, how it is used for communication, and how it affects our perception and understanding of the

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world. Linguisticsemiotics also studies different language systems and their characteristics, as well as the interaction of language with other aspects of culture and society. Lingosemiotics is a relatively new science, which began to develop in the middle of the 20th century. However, its origins can be traced back to ancient times when people began to study language and its relationship to thought and communication. One of the first researchers to deal with the problems of semiotics (the science of signs) is the ancient philosopher Aristotle. He studied different types of signs and their use in communication. However, Aristotle's ideas did not become a full-fledged science until the 20th century. At the beginning of the 20th century, a number of important works appeared that were the basis for the development of linguosemiotics. Ferdinand de Saussure's Course of Lectures on General Linguistics, published in 1916, is one such work. In this work, de Saussure first proposed a systematic approach to the study of language and its relation to thought. In the 60s, linguosemiotics began to develop actively thanks to the work of scientists such as Roland Barthes, Yuri Lotman and Umberto Eco. They made a great contribution to the study of language as a sign system, its role in culture and society. Today, linguosemiotics is an important field of research, which is actively used in various fields, such as linguistics, literary studies, cultural studies, and many others. Linguisticsemiotics is the study of language as a sign system and its role in communication and cognition. In the framework of linguosemiotics, different aspects of language are considered, such as signs, meanings, meanings, symbols and their interaction. Below are the main concepts and terms used in linguosemiotics: A sign is an element of language consisting of a combination of form (sounds, letters, gestures) and meaning. Symbols can be words, phrases, signs, gestures, etc. They serve to transmit information and communication.

A symbol is a sign that has an associative meaning and is used to express abstract ideas or concepts. Symbols can be words, images, colors, etc.

Semiotics is a branch of knowledge that studies signs and their use in communication. Linguisticsemiotics is a subset of semiotics that focuses on the study of linguistic signs and their relationship to communication and perception. These are only some of the main concepts and terms used in linguistic semiotics. Learning these concepts will help you better understand language and its role in communication and culture. According to Charles Morris, the concept of "sign" includes only the material carrier of a certain idea. The justification of the legitimacy of this point of view on the nature of the sign was carried out in our

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country by V. Z. Panfilov in the book "Epistemological Aspects of Philosophical Problems of Linguistics". He showed why the character is a one-sided personality. The fact is that one of the main properties of a symbol (along with the property of substitutability, i.e. replacing some other object) is its conditionality (arbitrariness). It consists in the non-repetition (or in any case of necessity) of the signs of the signified thing. This explains why the same objects can be called differently in different languages. What if we put its meaning into the sign like this? In this case, we must attribute the property to convention and meaning, and therefore it does not reflect objective reality, but is the result of the subjective arbitrariness of speakers of a particular language (if we deal with linguistic signs if we are). Proponents of dual sign theory must come to equate the external and internal aspects of sign units with respect to convention. With regard to semantics, this is impossible, because the semantic side of any character unit cannot be considered arbitrary. It reflects one or another piece of objective reality. Emphasizing the duality of the sign, F. de Saussure could not help but come to the conclusion that linguistics should take the position of one of the semiotic sciences in general. In addition, Yu M. Lotman shared Charles Peirce's position that any object that reports on another is a sign. In this case, the whole world becomes a global system of signs, because any object is connected with others and therefore informs about them. Based on the understanding of this sign, Yu M. Lotman wrote: "The world around man speaks many languages. Interaction with the external environment can be expressed as the reception and decoding of certain information". Linguistics is an interdisciplinary science that is related to various fields of knowledge. Some disciplines related to linguosemiotics: Linguistics is closely related to linguistics, which studies language as a system of signs and its use in communication. Linguistics extends linguistic concepts and methods to the study of language signs and their semiotic nature. Linguisticsemiotics is also related to psychology, especially cognitive psychology and psycholinguistics. Studying the signs of language and their effects on thinking and perception helps us understand how and interpret the world through understand Linguisticsemiotics is also related to sociology and anthropology because language is a social phenomenon and reflects cultural and social norms. Studying language signs and using them in different social situations helps to understand the social and cultural aspects of communication. Linguisticsemiotics has connections with philosophy, especially language philosophy and semiotics.

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Philosophical concepts and theories help to understand the essence of linguistic signs, their role in cognition and communication. These are only some of the disciplines related to linguosemiotics. Studying the connections of linguosemiotics with other disciplines helps to gain a more complete understanding of the role of language and symbols in our lives and culture. Linguisticsemiotics is a science that studies language as a system of signs and symbols. It has a long history of development and is related to other disciplines such as linguistics, philosophy and cultural studies. Linguistic semiotics uses various principles and research methods to analyze and understand language phenomena. Applying linguistic semiotics to practical issues helps in understanding and interpreting texts, as well as in developing effective communication strategies. In general, linguosemiotics plays an important role in the study and understanding of language and its role in society.

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