



Theoretical Basis of The Concept of Beauty

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Abstract: This article presents theoretical information on the concept of a concept. Cognitive linguistics is a science that studies the nature of a certain concept in the linguistic representation of the world and its connection with world realities. The concept is one of the main categories of cognitive linguistics, an element that establishes a connection between culture and man. The term “concept” has been used in linguistics since the 90s of the 20th century. The concept of a concept still does not have a single general explanation or interpretation.

Keywords: Concept definition, essence of the concept, cognitive linguistics, linguocultural studies, culture, language and ethnicity, language and mentality.

Introduction: Linguocultural studies can be interpreted as a new direction of linguistics that is rapidly developing today, finding its expression in language and stabilizing. According to NM Makhmudov, “linguocultural studies studies language as a cultural phenomenon. This is a unique view of the world through the prism of the national language, in which language participates as an expression of a separate national mentality. Today, linguocultural studies is forming and developing as a separate linguistic direction in Russian and world linguistics. Its task is to describe and study the relationship between language and culture, language and ethnicity, language and mentality. This direction is only now beginning to be explored in Uzbek linguistics in more comparative aspects. Language as a semiotic system is a system that has emerged empirically at a certain stage in the development of human society and, according to many experts, has developed in the form of a phenomenon with a polyfunctional nature in the system of signs. The 21st century began as a period of renaissance in linguistics, and each passing era witnesses changes and progress in the human mind. For example, the 19th century was the century of

comparative-historical linguistics, while the 20th century was the era of structuralism in linguistics.

On the other hand, cognitive linguistics is a science that studies language as a semiotic system - the essence of a certain concept in the linguistic representation of the world and its connection with world realities. The concept is one of the main categories of cognitive linguistics, an element that establishes a connection between culture and man. The term "concept" has been used in linguistics since the 90s of the 20th century. The concept of a concept still does not have a single general explanation or interpretation. One of the most prominent linguists in the study of concepts is SA Askoldov. He defines a concept as "a unit that reflects the process of thinking about one type or another of concepts".

The concept is a very broad concept, and scientists have considered it differently. The concept reflects the interdependence and cooperation of the disciplines of logic, psychology, linguistics, and philosophy. More precisely, the concept is a multifaceted, integrative, that is, logical-linguistic-epistemological term.

A concept is the sum of culture in the human mind; it embodies the form in which this culture enters the human mind. For example, the word "law" is different from the concept underlying this term (decree, legal document, text of the law, etc.), while a "concept" is a sum of imagination, understanding, knowledge, associations, and experiences that arise in the mind with the word "law".

The study of concepts in psycholinguistics is diverse and is characterized by the complexity and multifaceted nature of research. A concept is interpreted as a perceptual, cognitive and affective phenomenon that is subject to the laws of human psychic life and has a dynamic nature in the process of cognition and communication of an individual.

According to ND Aryutunova, the concept is a practical concept in philosophy, reflecting the relationship between many facts and the process of thinking, such as national tradition, life experience, religion, ideology, folklore, artistic images. He explained that the concept reflects "the cultural layer that establishes a connection between man and the world."

One of the Russian linguists, D.S. Likhacheva, in her scientific work "The Concept Sphere of the Russian Language," shows that a concept is a product of a thought process that arises as a result of a person's collision with the lexical meaning of a word and his own national views.

In linguistics, there are various scientific interpretations of the term "concept" by scientists,

which are explained by its extreme abstraction and essentially different existence. However, the definition of the concept given by VA Maslova more accurately reflects the essence of the "concept", namely, "a concept is a semantic structure that has a linguocultural identity, suggesting representatives of a certain ethnoculture in one way or another".

S.G. Vorkachev defines this concept as "A concept is a set of ideas, representations, and knowledge that has its own expression in language and linguistic and cultural specificity." This cultural concept and of imagination verbalized. It also means idea. Concept national language and national to think relevant is an element of abstraction. high in the phase semantic formation to the concept itself "it is unique," he explained. will pass.

Yu.S. Stepanova's opinion is that "a concept is a form of one of the elements of culture formed in a person's thinking, and it is in this form that culture enters a person's mental world."

The word "concept" was introduced into the field of modern humanitarian knowledge by the Russian thinker SA Askoldov, who understood the concept not as an individual concept, but as a "generality" in it. SA Askoldov 2 main points of the concept type separates:

- to science related;
- artistic (to art) (regarding)

Russian linguist VZ Demyankov, in his scientific work "The Concept and Concept in Artistic Literature and Scientific Language," examined the use of the term "concept" in Latin, French, Italian, Spanish, German, English, and Russian and came to the following conclusions: a) initially, the term "concept" was used in Latin in the sense of conceptus "primitive, initial state." In Italian and Spanish, the concept (concetto, concepto) has long been found in literary texts and is found in many idioms: b) in German, the term concept (Konzept, концепт) was used in the sense of "homkolip," that is, "konsept" in Russian. In English, the concept (concept) was used as a philosophical term. In Russian, the concept was used as a synonym for the term "concept" from the 1920s to the 1970s.

Having studied the above, the scientist VZ Demyankov, taking its Latin meaning as a basis for interpreting the meaning of the term concept, comes to the conclusion that the term concept has the idea of "primary meaning".

A concept is a unit of thought, based on understanding, meaning, and image, and is called a generalization or "quantum" of knowledge. It has a high level of substantive generality.

In Chinese, beauty expresses its integrity and harmony through morally positive qualities (such as kindness) and

light emotions (such as smile, sadness) that emphasize and emphasize beauty. It is known that beauty attracts, while ugliness repels. However, when morality interferes with aesthetics, the situation becomes more complicated.

According to Chinese aesthetes, beauty has many faces and is inherently like water. It is elusive and changes shape along with its container. It is like a river that caresses bathing children, a puddle in the desert saves the life of a traveler, a lake in the imperial palace flirts with nobles, the sea storms sailors during a storm ... Admittedly, these considerations can be considered impressionistic, but they adequately reflect the idea of beauty in the Chinese concept of the world: the power of beauty lies in its changing nature.

If external beauty and attractiveness contradict the moral character of a person, beauty comes into contact with its opposite - ugliness. ND Arutyunova notes that "in the demonic beauty of a person, a beautiful appearance is combined with evil and vices, boundless passions and sensual desires, cruelty and aggression, which destroy the harmony of the inner world, but give this type of beauty a special attractive appearance. strong power. It is difficult to resist its influence".

Leonid Stolovich, having considered various philosophical considerations surrounding the phrase "Beauty will save the world", came to the following conclusion: If the world saves beauty, then beauty will save the world. Preserving beauty means creating new beauty in human life.

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