



Section 3. Philology and linguistik

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THE KEY POINTS OF VIEW ON THE PROBLEM OF STUDYING CONCEPTS

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Abstract

Method study is conducted to simplify the work or working methods and must go towards higher productivity. It is always desirable to perform the required function with the desired goal of minimum consumption of resources. Does method signify how a work is to be done i.e. the study of concepts is one of the most important issues of modern linguistics? Most scientists agree on the definition, where the concept is perceived as a mental unit that reflects the phenomena of reality, depending on the specific native speaker. There are several points of view on the problem of studying concepts. This article discusses the most important ways to explore the concept.

Keywords: *The study of concepts Language, concepts, methods, culture, Lingvo culture*

Introduction

Studying concepts is one of the most important issues of linguistics nowadays. Most scientists agree on the definition where the concept is perceived as a mental unit that reflects phenomena of reality depending on a particular native speaker. There are several points of view on a problem of studying concepts. In this article the most important ways of making a research of a concept are observed.

Due to active development of the international relationships, learning foreign languages has become a common thing. But it is a well-known fact, that learning languages is closely connected with studying culture

through studying concepts. Although the scientists still argue about the nature and definition of the term “concept”, most of them agree that the concept is a mental unit that reflects and interprets phenomena of reality according to the educational level, professional and social, as well as personal experiences of a native speaker. The two basic principles of studying concepts have been formed by the present time. They are cognitive and lingvocultural. The purpose of using both of these methods is defining the gist of linguistic consciousness and defining the basis of the differences between cultures. The cognitive and lingvocultural approaches to understanding a concept

do not contradict each other; on the contrary, they complement each other, since they are two sides of the same phenomenon, which reflect two steps of one mental process: amalgamation of a word and its meanings, and introduction of the word into a cultural context. The basic delineation of a concept within the framework of the lingvocultural approach can be defined during its consideration through the paradigm of the following models: 1) the model of association links between linguistic units and their meanings; 2) the model of ways of cognition interaction; 3) the model of language usage on different levels. Studying concepts within the framework of the model of association links between linguistic units and their meanings finds its expression in analysis of the interaction of a concept as a system and other concepts. Studying phraseological meanings, figurative meanings, proverbs, and associations related to them is connected to this analysis. The basic methods of studying concepts were taken from structural semantics, which makes use of componential analysis and field theory, when the notions found during analysis are located from the “nexus” to the “edges” in accordance with their importance. Nevertheless, the subject of a lingvocultural analysis is much broader and includes semantics of text and discourse units like aphorisms, proverbs and others. Considering these points of view, we may conclude that the most commonly used methods of studying concepts are the analysis of lexical paradigms that verbalize the concept, and the analysis of proverbs and aphorisms. For further information about the practical application of these methods, you can see the work of Chibisova and Tovbaz. The analysis of lexical paradigms that verbalize the concept requires studying basic language units that can be found in different explanatory dictionaries. Some scientists also use diachronic analysis, which requires studying etymological data, facts about the process of the development and establishing of the basic lexical item’s meaning. It is considered that aphorisms contain moral values and norms of behavior, so scientists, who use analysis of proverbs and aphorisms in their works, usually mention ethnic singularity of the concepts. At the present time there is an opinion that it is the idiomatic layer of a language that represents the system of ideas of a certain ethnic

group, and it should be a subject of lingvocultural studies. However, it should be checked if the phenomena described in fixed phrases are still relevant for the native speakers.

Having researched and analyzed the existing methods of studying concepts, Maksimchuk offers the following succession of steps: 1) to define the basic lexical units related to a concept through turning to lexicographical sources; 2) to define and verify the definitions of the dictionary of the basic lexical units using the analysis of collocations; 3) to define the units of the lexical, morphological, syntactical, grammatical and other levels of verbalizing a concept in a modern stage of development of a language; 4) to define the ways of using a concept in the speech; 5) to unite lexical units in one functional semantic field; 6) to define the contexts in which a semantic field functions. In spite of the maturity and completeness of these methods, many scientists agree that the most accurate results can be reached through combining of several of them. In this article, we discuss the aspects of cross-cultural communication connected with the differences in communicative behavior types. We explore what happens when the message is sent by the representative of a different cultural background than the intended receiver, and what influence this process may have on communicative behavior, culture, cross-cultural interaction, verbal communication, nonverbal communication, contrastive approach.

Methods

Modern world has become more globalized and trade-oriented therefore communication in all spheres engages more and more cross-cultural interaction. This clash of different cultures can create various barriers, which prevent people from efficient communication, it also can be connected with misunderstandings and sometimes miscommunication can make reaching a mutual agreement impossible. Representatives of different cultures have distinct style of communication and different understandings of the interaction process as well. Therefore, we can say that communication and culture are closely related and if you want to avoid cross-cultural communication problems, you need deeper understanding of cross-cultural differences. How well our methods utilize the limited available resource-

es such as work force, machines, materials, and money. Thus, methods can determine the number of input materials, time power, and money consumed. Therefore, methods may be considered the core where one can attempt to reduce the consumption of resources thereby reducing cost per unit output through the utilization of proper methods. The method design can be decided by the cost and quality of output produced.

“A procedure for examining the various associated with the problem which ensures a systematic, objective and critical evaluation of the existing factors and in addition and imaginative approach while developing improvements”.

There are three aspects of its application: (1) Method study proper is concerned with broad investigation and improvement of a shop/section, the layout of equipment and machines, and the movement of men and materials. (2) Motion study is a more detailed investigation of the individual worker/operator, the layout of his machines, tools, jigs, and fixtures, and movement of his limbs when he performs his job. The ergonomics aspect, i.e. study of the environment, body postures, noise level, and surroundings temperature also form part of an investigation. (3) Micro motion study i.e. much more detailed investigation of very rapid movements of the various limbs of the worker. Therefore, motion study is an analysis of the flow and processing of material and the movements of men through or at various workstations.

Results

Thus, motion study analyses the human activities, which make up an operation. Whereas method study or methods analysis has been defined as: “systematic procedure for the critical analysis of movements made by men, materials, and machines in performing any work” now because by definition method study includes the study of all facets of human work and all factors affecting the work so motion study is considered as a part of method study. The improvements are not acceptable to management at present and require a good investment. An improvement approach to method design is essential since a method describes how resources are to be used to convert them into desired output (final products)

to accomplish the purpose through a network of facilities. Operation and route sheets of the production process contain instructions that how a particular product/component can be manufactured. This usually contains the details about the time required to perform the required operation. The target is the minimization of production costs by affecting the consumer's acceptability by incorporating changes or by developing requisite designs. Nevertheless, the design engineer will not be responsible for the actual implementation of the method designed by him. Likewise, the Process Engineer will try to select the best methods, which have the most economical sequence of operations by using the most efficient infrastructure facilities (maybe machined) with processing minimum time.

Discussion

In the framework of this research, the problems of the relationship between language and culture are also of great interest, which has been the focus of many scholars for a long time and has been the cause of intense debate. The problem of the relationship between language and culture is very complex and multidimensional. Currently, several approaches can be distinguished in its solution. According to the first approach, the relationship between language and culture is a one-way movement. It is known that language reflects reality, and culture is an integral part of this reality. Thus, language is a mirror of culture. In the second approach, the essence is concluded about the impact of language on culture, based on the ideas of E. Sepir, it is based on the hypothesis of linguistic relativity put forward by B. Whorf in the 30s. A strong version of this hypothesis is that language affects people's thinking, outlook and behavior. Supporters of the weak version of the hypothesis of linguistic relativity believe that there are differences in language, but they are eliminated in speech by description, synonymy and various explanations. We believe that these approaches can be combined. The third approach can be considered the relationship between language and culture, according to which language is the reality of culture. S.G. Ter-Minasov, who analyzes the interdependence of these two main concepts, says that language is a mirror of culture, it reflects not only the real world surrounding a person, but

also the mind, mentality, national character, lifestyle, traditions, customs, morals, value system of the people, reflects attitude, world view. The most important function of language is to preserve culture and pass it on from generation to generation. Special attention should be paid to the problems of national culture, which is usually understood as a set of social attitudes and values of a particular nation. Each national culture is important, and each national language represents the identity that distinguishes cultures. Nowadays, ideas are becoming popular, according to which the style of “language and thought” are interrelated. On the one hand, language reflects non-linguistic features that belong to the carriers of culture; on the other hand, language acquisition begins to see the world from the point of view offered by one’s native language, the meaning of a word, and

is accompanied by a conceptual knowledge of the world specific to the respective culture. It is known that directly observable values and attitudes of people, how they think about the world, about life in this world, are reflected in the language and are formed at the same time, and the corresponding linguistic units represent “priceless keys” for understanding these aspects of culture. A. Vejbitskaya devoted a number of works to this issue. According to his approach, “any complex concept encoded in any specific linguistic unit of natural languages can be expressed as a specific configuration of elementary meanings that are semantically vague and universal”. They are lexically encoded in all languages. However, considering specific linguistic units, A. Vezhbtskaya considers it necessary to reflect all the cultural characteristics of the relevant concept in their interpretation.

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