

MODELS OF TERMINOLOGICAL SIGN

Najmiddinova Mehrgul Najmiddin qizi

Najmiddinova Sarafroz Najmiddin qizi

Baxtiyorova Gulzoda Ravshanovna

Otanazarova Mo'tabar Muzaffar qizi

ANNOTATION: The article presents new models of terminological signs. Particular attention is paid such a property of the term as orientation.

Key words: Term, model, term orientation.

INTRODUCTION

In science, there are various models of terminological signs (more broadly, lexical values). In 1923, C. Ogden and A. Richards clearly presented the sign relation in the form of a semantic triangle (triangle of reference): sign (Symbol), that is, a word in natural language; referent, that is the subject to which the sign refers; attitude, or reference (Reference), that is, thought as an intermediary between symbol and referent, between word and object. The base of the triangle was depicted with a broken line. This means that the connection between the word and the subject is not obligatory, conditional, and it is impossible without connection with thought and concept.

It should be noted that the terms denoting types of “meanings” are very diverse: object and interpreter (Peirce); meaning and meaning (Frege); denotation and designation (Morris and Church); the referent and the thought of it (Ogden and Richards); concept and meaning (Lyons and Ullman); subject relevance and meaning (L. S. Vygotsky).

Somewhat later (for example, in the first works of G. P. Melnikov) the triangular model transformed into a quadrangular one, so as a sign relation it is quite possible to express it in the form of a square, if we take into account that the second member of the triangle - thought - can consist from concept and connotation. The concept is common to all speakers of a given language, and connotation is an associative meaning that is individual for each person.

Then various versions of this model began to be created: V. Zvegintsev's triangle (traditional + lexical meaning), I. Raspopov's triangle with two tiers semantic pyramid by M. Alefirenko, five-component scheme by C. Morris and G. P. Melnikov (later works), six-component structure of the sign in the form of a double pyramid R. Piotrovsky, O. Shingareva, semiotic hexagon V. E. Ereemeev, trapezoid L. Novikov and E. Lendvai, psychosemiotic tetrahedron F. Vasilyuk (using this model the author represents consciousness). (more about for each model see: [2]).

Of course, all these models have the right to existence - in each of them the author's concept of sign, meaning, knowledge, consciousness, cognition, worldview, and finally, is constructed. B. Whorf also said that “all observers under the same conditions see more than one the same picture of the world” (quoted from [1, p. 12]).

Under the influence of terminological theory orientation, we present the model of a terminological sign somewhat differently, as and the very essence and purpose of the term.

Names orienting, orienting, landmark, orientation, orientation, correctly orienting, falsely motivated and falsely orienting found in the works of D. S. Lotte, M. G. Berger, A. V. Lemov, S. V. Grinev-Grinevich, E. I. Golovanova, T. R. Kiyaka, I. A. Rebrushkina and others.

Orientation is a phenomenon determined by linguistic, mental and social factors, giving the native speaker the opportunity to exponentially (without reference to the definition) to determine the concept assigned to the term or the place of this unit in terminological system.

Terminological orientation is not can be considered outside the individual, the linguistic personality of the user of the LSC (creator term, participants in scientific discourse). It is important to differentiate the concepts of "orientation" and "motivation". The difference between motivation and orientation term is that motivation is based on a simple sum of the values of the parts, constituting a linguistic unit, and orientation - on such a sum of meanings that should indicate a concept.

Consequently, the use of the concept of orientation for the study of terminology seems effective, since allows you to study a whole range of problems term: its origin, morphemic composition, structure, connection between form and meaning, the latter not only in linguistic (psycholinguistic, sociolinguistic), but also in linguocultural, pragmatic and other aspects.

Orientation is a constant attribute term, which means it should be displayed in the structure of a terminological sign. Here you need to take into account the following:

- 1) the orientation of the term may be obvious. In other words, the exhibitor clearly orients the individual towards the concept assigned to term. The signal coming from the exhibitor is understood correctly by a native speaker reference frequency;
- 2)) the orientation of the term can be blurred and veiled. The connection between the exponent and the concept assigned to the term will not be obvious to the individual. In this case, the orientation field will be weak, the signals will not will be understood by a native speaker.

In our understanding, the term is not just a system of three components - denotation, signification, exponent, it is a dynamic system, and all three of them can be dynamic vertices (the exponent can be changed, lost, can have variants and synonyms; the significate can narrow and expand; denotation can also change: for example, disappear, but there is terms that function without denotation - in this case, one of the vertices is occupied by the referent - our ideas about denotation). Peaks are dynamic for objective reasons (development of science) and subjective reasons (ordering terminology, formulation of definitions).

By studying a terminological unit in terms of functioning, and not statics, one can observe the dynamics of its peaks, at least one of numerous facets in which this dynamic is reflected.

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