

**COGNITIVE-SEMIOTIC DERIVATION AS A MECHANISM OF FORMATION AND
EVOLUTION MODERN FINANCIAL AND ECONOMIC TERMINOSPHERES**

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ANNOTATION: A cognitive-semiotic approach to the problem of derivation as a key mechanism for the formation and evolution of modern financial and economic terminology is outlined. It is argued that one of the types of derivation is cognitive-semiotic as a complex processuality of synchronous transformation of cognition into a scientific sign.

Key words: Cogniteme, cognitive-semiotic derivation, term, terminological semiosis, suffixal derivation.

INTRODUCTION

Currently, in linguistics, representatives of various scientific schools and directions distinguish, in addition to classical semantic and syntactic, various types of derivation: conceptual (O. V. Sukhareva, L. V. Reznichenko); phraseological (O. V. Sukhareva and others), metonymic (I. M. Nekipelova), as well as derivation phrase-forming; actant; intertextual; functional; nominative; toponymic, etc. In the space of a scientific text, within the term space we highlight terminological derivation (see: [1; 2; 3; 4; 5], etc.) and cognitive-semiotic, which is the main mechanism of formation and evolution of any terminological systems and terminological semiosis in general. We have established that the specificity of cognitive-semiotic derivation is the presence of a special mental term element - cogniteme (our term - L.B.), by which we mean such a logical-conceptual unit of cognitive experience (and its result), which is subject to semiotization and represents the mental basis of the derivative term as a verbalized structure.

Interpretation of a term as a verbal-semiotic operator in acts of term formation Bulletin of Chelyabinsk State University, tion and terminological semiosis in the anthropological, cognitive-creative and semiotic system of coordinates allows us to qualify this processuality as creative, conscious, purposeful mental, spiritual activity. The syncretism of mental and speech acts is conceptualized as derivational (in a broad context), text-forming process that produces the terminological fabric of scientific prose, in which inevitably – and naturally – the uniqueness of the individual or collective “I” is reflected, who is its creator and creator.

This approach allows fundamentally interpret the consistency and functionality of terminological derivation differently (and terms) in theoretical space concepts of a scientific language picture of the world with positions of the principle of anthropocentrism - in contrast to those existing in almost all stages of development of terminology trends analysis of the continuum of special vocabulary and terminological systems in line with their mechanistic “dissection” separately, in isolation, outside the linguistic – creative – personality. Exactly in such an impersonal perspective they are relevant and calls for unification, streamlining, standardization, normalization and etc. (systems) of terms requirements for their monosemy, completeness, lack of synonymy, unemotionality, expressive-stylistic sterility, etc. This is essential, for example, during the development and creation of GOSTs, regulatory specifications, nomenclature lists (directories), terminological standards, information thesauri, systems, etc.

(applied, practical aspect), when these terminological units are the result of elimination, extraction from the sphere of their life activity (being) - the language of science as a system of systems.

At the same time, in this case, there is a kind of transposition (transition) of sets of terms from author, linguistic personality-creator to the linguistic the individual interpreter, which indirectly affects the objectivity, adequacy and evolutionary nature of the conceptualization of term systems, their properties, characteristics, functions due to the discrepancy between intellectual-personal, cognitive-mental and other methods and forms perception and reflection of reality the "I" of the creator and the "I" of the interpreter.

Processuality of terminological derivation as cognitive semiosis in language science determines and carries out the formation, creation, education of a variety of conceptual, categorical, terminological, conceptual units that have dual essence – mental-cognitive and verbal-semiotic. Processes the thinking and mental activity of a scientist are also, in a certain sense, derivational: receiving information through experimental, intuitive or "theoretical" means, the subject science processes, supplements, classifies, interprets it, creating on its basis new scientific information of a higher cognitive level - inferential knowledge. The main linguocognitive and operational a means of objectifying inferential knowledge the term acts as a unique mental-semiotic unit of language and thinking, serving as a key means of accumulation, storage and transmission of Knowledge from generation to generation.

The term fully actualizes its most important function - the function of a linguocognitive mediator, a conceptual-verbal intermediary between the knowledge system and a person who creates, discovers new things knowledge, a person who uses knowledge (s) and passing on this knowledge to their successors and students in their professional or scientific activities. Continuity (from a historical perspective) mental, cognitive processes of human consciousness determines the continuity of terminological semiosis and contributes to further the development of both the entire civilizational process and the evolution of the language of science as a whole. All these processes are international in nature due to the historical internationalization of the semiotic foundations of world terminologies (Latin and Greek), without which it is impossible there would be both the process of "globalization" of scientific cooperation and the development of world science as a whole.

The uniqueness of the term as a "servant of two masters" – science and language – determined its wide polyhypostasis: it accumulates in itself those signs, qualities, functions that determine the simultaneity of manifestation a term for the essential properties of a number of phenomena. Thus, the term simultaneously positions itself as 1) a unit of metalanguage; 2) sign language of science; 3) information construct; 4) logical structure; 5) functional operator; 6) pragmatic sign 7) semiotic phenomenon; 8) cognitive structure; 9) sign of culture; 10) national unit language; 11) element of the derivation system; 12) the result of terminological derivation; 13) unit of lexis; 14) unit of logos. This combination of many semiotic-pragmatic and ontological properties in one linguistic unit led to a specific cognitive "energy" of the term, which in combination with the complex of its functions gives everything reasons to interpret the term as a sign cognition and scientific concept explicator, as a hypercognitive phenomenon encoding mental structures of the subject of science and representing an integral scientific concept in specialized signs.

The logical-conceptual combination and thematic combinatorics of the terms of each scientific concept are unique and how unique and inimitable the process itself is and stages of

scientific development and interpretation world by a knowing subject. Each scientific concept is a fragment of a single holistic scientific picture of the world, in the space of which, depending on the object, purpose and direction of research, a special terminological framework is built, representing correlative mental-thinking actions, processes, quanta. Thus, with almost every term (especially highly specialized).

The most important type of cognitive-semiotic derivation is, according to our observations, suffixal term derivation: the Russian language of science, like the national language, is distinguished by a very rich system of suffixes. Each part of speech there is its own inventory of these formants, which perform special conceptual and cognitive functions. The most developed system of suffixes in financial and economic terminosphere has, according to our observations, noun.

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