ASSOCIATIVE LINGUISTICS AND ITS FORMATION

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Abstract. In the analysis of the linguistic picture of the world, it is important to study the issue of a person's perception of the external world and its reflection in language. The role of associative thinking in the reflection of the world in language, the associative connection of language units, their combination into certain groups according to this connection, and their role in the formation of a sentence or text indicate the high importance of the associative approach. This article analyzes the main achievements, interrelations and opportunities for cooperation of the modern linguistic direction - associative linguistics, which is conducting research within the framework of the anthropocentric approach. In addition, views on associative linguistics are analyzed, and the interpretation of terms such as associative field, associative meaning is also discussed.

Modern linguistics studies language as a means of communication and a system that accumulates knowledge about the place of man in society. That is why the concept of an anthropocentric paradigm is being actively discussed in the scientific community, in which the main attention is paid not to language, but to man - the owner of the language, who expresses his inner world through a system of linguistic signs.

Thus, by analyzing linguistic signs, we can understand the person himself, his inner world, the features of his worldview. The interest of linguistics in studying association as a linguistic phenomenon is determined by the "specific nature of the linguistic sign", since the meaning of linguistic units often depends on the situation and changes depending on a number of objective and subjective factors. The connection between a certain concept and the linguistic sign that expresses it is carried out through a word. And the word, in turn, is connected to the concept it expresses through a number of associations.

The concept of "association" (from the Latin "associatio" - "union", "connection") came from psychology and has now become an integral part of modern linguistic terminology. In linguistics, interest in association arises from the specific nature of language signs, since the meaning of a word often depends on the process, which is determined by various objective and subjective factors.

The solution to this problem was entrusted to a relatively new direction in linguistics - associative linguistics, the main method of which is linguistic associative experiment. The study of linguistic associations, that is, the study of connections that are determined through experience and expressed through language tools, allows linguistics to identify semantic connections existing in the consciousness of an individual; to reveal aspects inherent in the mentality of the speaker; to determine his worldview formed through language; to show the system of vital values and relationships.

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This, in turn, reveals the factors that determine the norms of human behavior.

The connections between the concept designated by words and the sign that represents it are realized. This, in turn, is created through a series of associations. The study of these connections is the object of research of a separate direction called associative linguistics. The main task of this direction is to study the human language landscape based on associative methods.

Y.N. Karaulov plays an important role in the development of this area. As one of the first scientists to develop the theory of associative analysis, he emphasizes that scientific results in this area have recently been significantly enriched. To date, there are associative dictionaries, grammars based on associative, associative methods of text analysis. All this together indicates the existence of an independent direction in linguistics - associative linguistics.

Experimental methods are being developed to solve the problems of associative linguistics. They allow analyzing linguistic phenomena in conditions previously modeled, controlled and monitored by the researcher.

In modern linguistics, there are different approaches to the concept of an experimental method. The object of the experiment is not the language itself, but the owner of the language - a person. It is a person who creates and perceives texts, therefore he is a source of information for researchers.

Through associations in linguistics, it is possible to identify semantic connections between words in the consciousness of a person and aspects inherent in the mentality of the owner of the language. According to E.S. Kubryakova, the language landscape is a conceptual system that exists in the consciousness of the owner of the language, formed by the national mentality, values   and worldview.

In psycholinguistic research, associations play an important role in illuminating the relationship between language and thinking as an important means of studying concepts. Within the framework of cognitive linguistics, they allow us to identify conceptual structures in the human mind, to study their semantic, emotional and evaluative aspects. Lexicographic sources provide extensive information about the semantic filling of a concept, but often the figurative, emotional and axiological components of the concept are not fully reflected in dictionary definitions.

The associative field of a certain motivational word, obtained as a result of associative experience, is a component of a person's worldview, expressing the motives, assessments and cultural stereotypes formed in his mind. Therefore, the main goal of associative research is to study human memory, lexicon, the processes of formation and reception of speech, as well as the national-cultural linguistic consciousness of speakers of different languages.

Associations are one of the most effective, even the most acceptable, methods of studying language consciousness as a model based on personal experience, but depicting the external world. It is known that each person perceives words based on his own experience, but through them he expresses a general worldview.

Lexical associations are systematic, and this systematicity is perceived by language speakers at a subconscious level and is reflected in their speech production strategies. The associative field allows you to study the concept both within the national conceptosphere (based on a large number of informants) and in the individual conceptosphere (by analyzing the reactions of an individual person). Just as the method of modeling the semantic field is important in studying the language system, modeling the associative field is just as important in studying individual thinking. Because associations reveal the complex connections between concepts in the conscious and unconscious and illuminate their deep semantic connections.

Associative linguistic experience reveals the following:
• The relationship between the speaker and the language
• The relationship between the speaker and the world

These relationships can be both conscious and unconscious. Such relationships are the speaker's knowledge of the world, revealing his conceptual ideas.

The associative field is a set of associations that arise in response to a word-stimulus. With the help of these associations, it is possible to determine what concepts are interconnected in the deep layers of the speaker's consciousness.

Associative experience is one of the most advanced methods based on psycholinguistic semantic analysis, the main task of which is to identify associations formed subconsciously. Through associations, human knowledge, imagination, and emotional aspects are determined. They are embodied in concepts.

Associative experience determines the personal and national-cultural characteristics of the speaker of the language, the characteristics of perception and use of the language. The resulting associative field represents the worldview of a representative of that people or culture.

Associative linguistics is an effective and reliable method for identifying linguistic consciousness, that is, the meanings of words that are subjectively significant for a person. This method can also be applied to cross-cultural studies.

In addition to its lexical meaning, each word is closely connected in our minds with other words, units, images, and even emotional states. The set of such connections forms the associative field, which is the basis for psycholinguistics.

The lexical meaning of a lexeme is agreed upon by society and defined in dictionaries. In addition to the main lexical meaning of a word, there is also an associative meaning. The associative meaning is the set of individual and additional meanings related to each person's personal life, emotional experiences, level of knowledge and, most importantly, his lifestyle, which includes the lexical meaning.

In determining the associative meaning, the age and life experience of a person are of primary importance. In the process of assimilating words, concepts or emotional experiences associated with them are retained in the mind of a person, and these memories are activated when this word is given as a trigger word. For example, for a person who spent a wonderful vacation at sea in childhood, the word "sea" may mean an association with joy, freedom and relaxation.

The associative meaning of a word is determined by the consciousness of the speaker, since this meaning has both a systemic-linguistic basis and an extralinguistic component. At the general level, the associative meaning of a word is considered as "an invariant associative-semantic complex attached to the word in the minds of communicants and formed not only on the basis of its semantic structure, grammatical formation, word-formation structure and phonetic features, but also on the basis of the usage traditions existing in society" [1: 33].

In modern linguistics, the associative meaning of a word is interpreted differently. First, the associative meaning is considered as a certain part of the connotative meaning of the word. Secondly, in psycholinguistics, the associative meaning determines the ability of a word to participate in communication as an element of expression with a certain content.

The composition of the associative field, the nature of the reactions in it and their interrelationships can significantly change the perception of the meaning of the word as a communicative unit. The system of association strategies manifested in the associative field of a word is called its associative structure. Within this structure, the core of the associative field is distinguished - a complex of frequently occurring reactions - and the periphery. In this case, all units in the associative field of the word have functional significance in the perception and understanding of the text.

In the experiment, the role of the response reactions to the stimulus word in the formation of the text is also of particular importance. The strength of the connection between words (association strength) is determined in relation to the total number of responses received to a given stimulus.

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In a sentence, the type of relationship between units that often have a stronger associative connection determines their syntactic connection. In addition, the strength of the association affects how the associative pair is included in the sentence: strongly associated pairs are usually inseparable units and are included in the sentence as single units of meaning.

I.G. Ovchinnikova conducted experiments on associative processes and text creation and proved that the main factor affecting the structural-semantic properties of the sentence is the type of the initial associative pair [5: 75–76]. I.G. Ovchinnikova distinguishes three types of associative pairs: syntagmatic (for example, homeland - soil, put - book, village - far), paradigmatic (water - earth, work - labor, run - foot), thematic (eye - sight, guest - table, newspaper - breakfast). These types of pairs affect the lexical composition of the sentence in different ways. Paradigmatic associative pairs denote two independent concepts, between which logical relations such as location, similarity or opposition are often expressed. It is these logical constructions that form the syntactic basis of the sentence. Paradigmatic pairs determine not the lexical composition of the sentence, but its lexical-grammatical properties.

Syntagmatic associative pairs, on the contrary, practically do not affect the lexical meaning. This, according to I.G. Ovchinnikova, is due to the fact that the motive and the response in the associative pair are often manifested as a single nominative or predicative unit. A direct syntactic connection between the stimulus and the response in thematic associative pairs rarely occurs. Such pairs do not affect the formation of the sentence structure, but they determine its lexical composition quite clearly.

Currently, the field approach remains an effective tool in the analysis of language phenomena, especially when studying linguistic units as exponents of meaning. This approach allows you to model the field. Such a field can be formed based on text analysis or the results of associative experiments. It is the associative experiment that gives a certain appearance to associative connections in the mind in a verbal form or shows them directly through language.

Therefore, other models of analyzing the meaning of words have also been formed in modern linguistics. In our opinion, the model with the greatest potential is the model of the associative field, which is a set of responses to the stimulus word obtained as a result of free associative experiments.

In psychology, there is such a view that phenomena perceived in the process of human activity and communication are reflected in the mind. Therefore, the associative field is to a certain extent a model of the human mind. It should be remembered that the word does not model the image in the mind, but refers to it. Thus, the associative field primarily embodies the rules for verbal or nonverbal management of knowledge about a particular cultural unit. Associations reflect the most common semantic connections of words.

According to the "Dictionary of Linguistic Terms", the associative field is the set of associations, that is, responses, given to a stimulus word. In simpler terms, all related words, images, and ideas that arise in our minds when we hear or read a word are considered associative fields.

Associative fields are studied mainly through associative experiments. In such experiments, participants are presented with various stimulus words and asked to say the first word that comes to mind. The collected responses are analyzed, and a specific associative field is created for each stimulus word.

The associative field is determined using an associative-linguistic experiment. During the experiment, the relationship between the speaker and the language, as well as the speaker and the world, is determined. These relationships can be conscious and unconscious. They allow the speaker to verbally assess the picture of the world in the linguistic consciousness of the speaker.

Conclusion. Currently, the study of the linguistic consciousness of representatives of different cultures and social groups and the features of the picture of the world in them is of great

importance. Associative linguistics and its main method - associative experiment - allow linguists to study the human personality through his linguistic consciousness.

In today's globalization, it is important to study the linguistic representations of people belonging to different cultures and social groups. With the help of an associative experiment, concepts formed on the basis of values in the linguistic consciousness of a person are determined. This method allows you to analyze the inner world, experience, and cultural stereotypes of a person. This method can also be used in education, as it helps to determine the level of readiness of the student to perceive educational material. The study of the associative field reveals a number of important aspects for linguistics. In particular, the associative field allows us to determine not only the main dictionary meaning of a word, but also its figurative meanings in different contexts. Through the associative field, it is possible to obtain information about the worldview, mentality and stereotypes of speakers of a particular language. The associations that speakers of different nationalities give to the same words indicate the different ways of perceiving the world. For example, if the word "guest" is strongly associated with such features as "respect" and "esteem" in Uzbek culture, this situation may differ in other cultures.

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