

ASSOCIATIVE EXPERIMENT IN LINGUISTICS

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Abstract: The article is devoted to the consideration of the associative experiment as one of the leading methods of psycholinguistics and cognitive linguistics. The methodological principles of the experiment, its historical development and current areas of application in modern linguistics are described. Particular attention is paid to the possibility of using associative data for the analysis of linguistic consciousness, reconstruction of lexical-semantic fields and identification of cultural-specific features of the linguistic picture of the world. The significance of the associative experiment for interdisciplinary research and the creation of associative dictionaries is shown.

Key words: associative experiment, linguistic consciousness, lexical-semantic field, cognitive linguistics, psycholinguistics, linguistic picture of the world, associative dictionary.

Introduction

Associative experiment is one of the most important methods of psycholinguistics, allowing to reveal the features of linguistic consciousness of native speakers, the structure of lexical-semantic fields, cultural and cognitive features of word perception. This method allows to look into the deep levels of the linguistic picture of the world, reconstructing hidden connections between words, concepts and personal or collective experience of respondents.

Purpose of the study

The purpose of this work is to describe the methodology of the associative experiment, to identify its significance in modern linguistic research, and to analyze its applicability in the study of lexical semantics and linguistic consciousness.

Research methods

The following methods were used in the study:

- The method of free associative experiment - respondents were offered stimuli (words), to which they had to respond with the first association that came to mind.
- The method of quantitative-statistical analysis - for processing and interpreting the obtained associative data.
- Comparative-contrastive analysis - was used in the analysis of differences in the associative fields of representatives of different social, age or cultural groups.

Main part

The associative experiment has a long history, rooted in the psychology of the late 19th century. The first attempts to use associations as a tool for studying the psyche were made by F. Galton, and later the method was adapted for the needs of linguistics in the works of A. R. Luria and L. S. Vygotsky [Vygotsky, 1982].

Modern linguistics considers the associative experiment not only as a psycholinguistic method, but also as a way of modeling semantic connections in the mental lexicon. Associative fields of words become the key to understanding the linguistic picture of the world of a certain ethnocultural community [Sternin, 2001].

A free associative experiment consists of presenting respondents with stimulus words (usually nouns, verbs or adjectives), to which they must respond with an associative word. Variants

include a directed (or chain) associative experiment, in which restrictions are imposed on the type of response (for example, only verbs, only synonyms, etc.). The most important stage is the interpretation of the data obtained: the types of reactions (lexical-semantic, syntactic, phonetic, etc.), frequency of reactions, response time, the presence of individual and group differences are recorded. For example, the word house can cause reactions such as family, comfort, roof, build, etc., each of which carries information about the cognitive structures of the individual and society.

The associative experiment is used in the study of national and cultural specificity of linguistic consciousness; identification of the structures of lexical-semantic fields; study of interlingual and intercultural differences; analysis of the linguistic picture of the world [Karasik, 2002]; creation of associative dictionaries, such as the "Russian Associative Dictionary" [Romanov, 1994].

In particular, a comparison of the associative fields of the word water in native speakers of Russian and English demonstrates differences in cultural connotations and figurative structures associated with nature, everyday life and mythology.

In addition, the associative experiment is actively used in cognitive linguistics and linguacultural studies to analyze concepts and stereotypes reflected in linguistic consciousness.

Conclusion

The associative experiment is a powerful tool of linguistic analysis that helps study linguistic mentality, identify deep meanings assigned to lexemes, and reconstruct cognitive structures. Its value lies in the possibility of combining individual and collective levels of linguistic consciousness, which makes this method indispensable in interdisciplinary research at the intersection of linguistics, psychology and cultural studies.

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