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TABLE OF CONTENTS

Cognitive Analysis of English and Uzbek Phraseological Euphemisms	5
<i>Dildora Bakhriiddinova</i>	
Methods of Developing Intercultural Competence of Future Teachers in The Condition of Teaching a Foreign Language	9
<i>Feruz Kurbanova</i>	
Politeness Language Patterns in Request	17
<i>Feruz Yildasheva</i>	
Methodology of The Perceptual-Auditory Experiment	23
<i>Gulmira Madiyeva & Kondybaeva Raushan & Kuralova Aidana</i>	
Translation in Fashion and The Art of Dressing	31
<i>Laylo Khaydarova & Sarvinoz Norova</i>	
Types of Translation and Their Features	35
<i>Makhmud Babaev</i>	
Students' Knowledge Observation by the help of Informative Program Tools	40
<i>Malikajon Fayzieva</i>	
Analysis of thematic classifications of euphemisms	44
<i>Mokhidil Rabiyeva</i>	
The Methods of Lexical Transformation: Filling Lexical Lacunas in Chinese-Uzbek Translations	49
<i>Nargiza Ismatullayeva</i>	
ELT Teachers' Perception About the Use of Authentic Materials in Kazakhstani Classrooms	58
<i>Nazerke Bityakmetova</i>	
Cognitive Metaphors Usage in Medical Discourse	65
<i>Nodirabegin Haydarova</i>	
The Importance of Learning Foreign Languages in s Person's Life	70
<i>Nodira Salixova & Ruksorabonu To'ymurodova</i>	
Scientific Opinions of Scholars on the use of The Term "Future" In Slavic and Persian	74
<i>Ruslan Radjabov & Dilshodbek Tilavov</i>	
Improve Fluency by Problematic Method	78
<i>Rakhima Norova</i>	
The Cultural Basis of Scenarios and Semantic Coherence in Cognitive Linguistics	84
<i>Raykhon Karbonova</i>	
Dominants of Socio-Psychological Factors in The Origin of Postmodernism	89
<i>Saida Ismatova & Bakhtigul Sodikova</i>	
The Historical Development of The Problem of Language Economy	92
<i>Khayrulla Saidov</i>	
The Study of Phraseology and Its Theoretical Features	97
<i>Saodat Saidakbarova</i>	
Phraseology's That Express Emotions	102
<i>Shakhzoda Khasanova</i>	
The Cultivation of Intercultural Pragmatic Competence in The Teaching of Second Language Under Native Language Environment	107
<i>Xiao Chen & Gulmira Madiyeva</i>	
Teaching Creative Writing at The Tertiary Level in China: A Case Study	123
<i>Zhencong Liu & Ruizhe Zhang</i>	
Applying Inductive Method as An Innovative Approach in The Methodology of Teaching Foreign Language Grammar	135
<i>Zukhra Shermatova</i>	

Cognitive Metaphors Usage in Medical Discourse

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Abstract: This article discusses the general concept of medical discourse and the importance of using metaphors effectively in this process. Medical discourse is the sphere of professional and communicative interaction between medical workers and a sick person. There is a growing interest in medical discourse in the modern world. The number of medical publications, websites and forums filled with medical terminology and concepts is increasing. Patients interested in their own health are more likely to turn to various sources for help, where they try to find answers to pressing questions. They do not always understand a specific medical text, while patients do not always trust the doctor, more often this happens due to a misunderstanding of each other.

Keywords: Medical language, medical discourse, cognitive metaphor, anthropocentrism, pragma linguistics.

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INTRODUCTION

Communication between a doctor and a patient requires a special approach and speech technological methods that deliberately affect a person for therapeutic purposes. Therefore, I would like to dwell on the features of medical discourse. Medical discourse, both written and verbal, has its own characteristics.

First, a medical discourse is a medical text, more often a specialized medical publication that talks about a disease, its diagnosis, treatment, prevention, etc. medical literature is subdivided into popular science (for those not versed in medicine, scientific (for specialists in the field of medicine). Popular science medicine is readily read by a wide range of readers, of various ages and professions.

Scientific medical texts are characterized by a strict, monotonous, practically devoid of any expressiveness style of scientific presentation using terminology and abbreviations.

The purpose of medical discourse: exchange of experience in the medical world; disclosure of research data of certain specialists. Participants of scientific medical discourse - specialists, medical practitioners, medical professionals, students of medical institutions. The participants in the popular scientific medical discourse are doctors and patients. Secondly, in scientific and popular science medical discourse highlight

- speech genres:
- scientific article,
- monograph,
- overview,
- report,
- lecture.

All of them are aimed at providing professional medical care to the patient. Popular science medical discourse: medical booklets, articles, reviews, interviews with practitioners in popular scientific journals on medicine, designed for a wide readership, to inform the patient about the prevention, treatment of diseases and preservation of health. The presentation of medical issues is simple, accessible, understandable.

Thirdly, medical discourse has a special style of presentation of special medical terminology, a special form of dialogue with the patient, where the doctor explains in an accessible language a particular problem related to the patient's health.

It should be noted from the outset that cognitive science, based on interdisciplinary research in the field of the theory of knowledge, cognitive psychology, neurophysiology, cognitive linguistics, non-verbal communication and the theory of artificial intelligence, is characterized by a tendency towards an anthropocentric orientation, where a person is in the center of attention and activity as the owner. consciousness, thinking and language, as well as a source of formation, processing and transmission of information. In this regard, it should be noted that the role of the researcher using cognitive analysis in the research process is increasing and becoming more and more significant, since the researcher plays an active role in the experimental process as an active observer and inventor.

LITERATURE REVIEW

As G. Falconer notes: "When language, mind and culture are the object of scientific study, the researcher is no longer just a spectator [Falconer, 2003, pp. XVIII]. He or she acts as one of the actors as part of the phenomenon being studied: the thinking and talking that needs to be demystified are also the thinking and talking used to bring about the demystification. An investigation that will uncover secrets behind the scenes is also part of the mainstream show, and we are clearly on intellectually dangerous ground.

The language, which should be the object of research, is both a means and an instrument of cognitive processes. During the study of medical discourse, one should take into account the importance of the anthropocentric factor, which has a special effect on the implementation of the language of the specialty according to certain discourse indicators, as well as linguistic and extra linguistic factors. In this regard, it should always be borne in mind that medicine is a special area of human activity that is directly related to the preservation and improvement of human health and life. Therefore the main ontological concepts of this area at the cognitive level are the concepts of "treatment (cure)" and "prevention" , which represent the main areas of a more general concept of a universal nature, that is, medicine, which is a vast conceptual field containing a large number of components that exist at different levels of the hierarchy.

MAIN PART

One of the most important points to emphasize in this regard is that discursive factors, and to a large extent extra linguistic ones, can play a significant role in terms of the dynamic nature of the linguistic representation of these conceptual structures, on the one hand, and how the professional language used on the other. This situation was reflected at different levels of linguistic representation, characterized by a specific choice of linguistic means, including specific methods and strategies of lexicographic fixation. Consideration of discourse as a dynamic phenomenon allows us to assert that discursive activity includes the constant processing of information emanating from the discourse itself, the internal cognitive reserves of communicants and the external situation of communication, including implied, implicit information presented by the same linguistic units, at the same time accompanied by some other, non-linguistic conditioned intentions of the speaker (or writer), "hidden" meanings, which also presupposes adequate interpretation and understanding of the listener (or reader). Thus, in this case, the connection between linguistic meanings and the speaker's intentions with the communicative goals of speech activity should be taken into account.

Speaking about the intentionality of discourse, it should be borne in mind that the pragmatics of discourse correlates with the concept of understanding as an adequate interpretation of the transmitted values, which is focused on the creation and reflection of the hierarchy of different types and formats of knowledge. The medical language is reflected in real speech implementations, as well as in a systematic way of design, lexicography, and dictionaries. As in any other vocational language registry, linguistic units in medical English belong to different semantic layers of the language, that is, words of a general vocabulary, words of a scientific vocabulary, medical terms and, of course, medical slang or jargon, which is a peculiar phenomenon in professional languages. The use of allegory (paraphrase), euphemisms and metaphorical expressions is extremely common in medicine, since medical discourse deals with both professional communication between specialists (staff) and communicative situations between a doctor and a patient. It is well known that in professional communication two main types of knowledge are realized - professional knowledge concerning the subject of a certain area of knowledge, and linguistic knowledge, which relate to a certain repertoire of linguistic means used to convey professional information.

From a communicative and cognitive-pragmatic point of view, a patient-oriented approach, which, first of all, is based on patient orientation and considers him as an active participant in preventive and therapeutic processes and as a subject of medical care, became a new direction in the field of interaction between doctor and patient and was extrapolated to the areas of presentation of scientific, popular science and lexicographic materials [Новодранова, 2009]. In other words, in relation to medical dictionaries, one can find the user's approach, which, apparently, refers to the concept of anthropocentric orientation in the field of modern linguistic preferences and helps to satisfy the requirements of the addressee, that is, to take into account the level of his or her knowledge in a certain area of knowledge, the goal referring to the material of the dictionary, a way of using the information obtained to transform it into a pragmatically significant part of knowledge.

The dynamic nature of the language is reflected at the level of both terminological units and words (or phrases) of general linguistic functioning. Thus, a certain kind of homonymy in the establishment of some cognitive linguistic formations presented in medical discourse, conceptual status, turns out to be associated with intricate internal processes within units that find their realization as scientific concepts, on the one hand, and concepts proper, on the other.

The functional approach helps to define their extremely important characteristics within this framework. It should be noted that discursive factors play a decisive role in the research process.

As mentioned above, one of the most important features of medical discourse is the area of nomination, where almost all linguistic units that represent a medical phenomenon have analogs in Latin or Greek, and also some of them have synonyms used in ordinary speech or metaphorical linguistic representation [Вишнякова, Маргания, 2011].

The usage of cognitive metaphors in medical language has several functions. They operate in various fields of science for the purpose of creating and accumulating new knowledge and skills, as well as interpreting some complicated effects. They can also serve to develop new approaches in medical areas related to human life and health. In medical discourse, metaphors are used to describe a patient's condition in terms of certain disease syndromes that are difficult to explain in any other way, especially in emergency situations where urgent action is taken.

Cognitive metaphors can be used for communicative pragmatic purposes in medical discourse, including ethical issues of communication. At the same time, there are situations in which the use of metaphors does not have any positive effect on patients and can be detrimental in the process of establishing mutual understanding between the interlocutors. As already noted, a lot depends on the factors of discourse, which include elements such as linguistic features, characteristics of the communication situation, conceptual and linguistic relationships of the communicant's worldview.

CONCLUSION

Metaphors play an important role in some situations of decision making using specific linguistic means, which are especially important from the point of view of medical communication.

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