

The Category of Appeal in Cognitive Linguistics

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Annotation: *In the science of language, trends towards the integration of linguistic knowledge, whatever sides and properties it concerns, and towards the formation of a holistic approach to its object are becoming more and more tangible.*

Emphasizing cognitive science in a special direction made it possible to take a new look at the processes of knowledge of reality reflected in the language. Since cognitive science is not thought of without the involvement of other disciplines, primarily linguistics and psychology, this makes it possible to most fully reveal the essence of various language processes and phenomena.

Key terms: *cognition, cognitivism, cognitive, concept, language, consciousness, linguistics, anthropocentric, paradigm.*

The focus of cognitive linguistics is not only the language itself, but also the language that demonstrates the ways and ways of knowing the surrounding world, processing the information obtained from it. Therefore, all language phenomena and processes open up access to knowledge of reality and reflect people's knowledge of the world.

The relevance of the topic is due to the interest in the study of linguistic phenomena characteristic of modern linguistics within the framework of the new paradigm of knowledge - cognitive linguistics.

The choice of the topic of coursework is due to the insufficient development of the listed problems of a general and specific nature, the solution of which could help clarify the status of the appeal as a specific education and describe its typical properties.

The purpose of the work: to show that the appeal can be considered as a category that contributes to the identification of speech recipients, as well as serving their social differentiation by the type of relationship into which communicants enter.

The purpose defines the following tasks:

- show prototypical concepts of the handling category;
- determine the principle of organization of the circulation category;
- establish the cognitive structure of circulation by comparing it with the structure of speech act;
- identify the types of concepts that are behind the appeals;
- analyze the functioning of the circulation category in English taking into account the stylistic differentiation of speech in terms of a cognitive-pragmatic approach;

The material for the present study was appeals extracted from fiction. The total sample size is 400 units. In accordance with the purpose and objectives of the work, the following research methods are used: descriptive method, continuous sampling method.

The scientific novelty of the course work lies in the study of the specific education ambiguously understood by linguists: conversion in the light of cognitive linguistics.

The practical value of the course work is determined by the possibility of including its materials in university courses in the study of writing and colloquial speech. The findings can be used in the practice of teaching English.

The structure of the study: the work consists of an introduction, two chapters, a conclusion, a list of used literature.

Common appeals contain one or more definitions, usually stereotypical, for example: Poor little girl, my dear young lady (*Angels & Demons*, Dan Brown).

Using such appeals, the addressee not only tries to establish a communication channel with the addressee, but also, depending on the communication situation, using the attributes combined with the appeal, express his positive attitude (participation, sympathy, edification) towards the interlocutor, as well as negative or ironic.

Based on the studied material, statistics on the frequency of use of calls were compiled. The result showed that the most popular appeals are expressed by the full form of proper names, then a combination of conversion by surname and gender.

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