COGNITIVE LINGUISTICS AS THE MODERN DIRECTION IN LINGUISTICS

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Annotation: Cognitive linguistics - the most widespread (especially in Europe) the name of the direction of linguistic researches which developed in the second half of the 1970th years and having further considerable number of followers.

The term designates by cognitive linguistics the direction in linguistics which investigates problems of a ratio of language and consciousness, a language role in conceptualization and categorizations.

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

Cognitivism is the direction in science which object of study is the human mind, thinking and those mental processes and states which are connected with them. It is science about knowledge and knowledge, about perception of the world in the course of activity of people. [V.Z. Demyankov. 2005, page 6]

The cognitive linguistics arose on the basis of a cognitivism within a modern anthropocentric paradigm, significantly expanding the horizons of linguistic researches. In the 20th century the need to look at language in terms of his participation in cognitive activity of the person ripened. Information obtained during subject cognitive activity arrives to the person via different channels, but only that her part which gets the reflection and fixing in language forms is a reason for consideration in cognitive linguistics.

Cognition - the basic concept of cognitive linguistics, it covers knowledge and thinking in their language embodiment, and therefore a cognition, a cognitivism were closely connected with cognitive science. [V.A. Maslova, 2004, page 30] Already became an axiom that in all complex of sciences about the person first of all the relations between language and other human activities face. Language more than culture and society, furnishes to cognitive scientists the clue to understanding of human behavior

Language provides the most natural access to consciousness and thought processes, not because many results of cogitative activity are verbal but because "we know about structures of consciousness only thanks to language which allows to report about these structures and to describe them in any natural language". [V.A. Maslova, 2004, page 33] the Cognitive linguistics was created in overcoming structural linguistics, but it doesn't contradict structural approach: it assumes him and uses. The change in consciousness of many linguists of our time has come with the advent of a number of the new disciplines which showed inadequacy of the immanent approach to a language system ignoring the activity nature of the sign and its inclusiveness in processes of activity of the person and society. Among these disciplines which arose on a joint with linguistics there were a psycholinguistics, ethnolinguistics, sociolinguistics, cognitive linguistics and cultural linguistics.

It influenced linguistics: in it there was a change of value orientations and the aspiration to studying thought processes and socially important actions of the person was outlined. In the center of linguistic researches there were processes of receiving, processing and storage of information. Besides, it was proved that, obtaining new information, the person correlates it to already available in his consciousness, generating at the same time new meanings. Operational units of memory - frames, concepts, a Gestalt, etc. become the instrument of operating in cognitive linguistics. Therefore, the cognitive linguistics is aimed at modeling of a picture of the world, at modeling of the device of language consciousness. [V.A. Maslova, 2004, page 45]

The address - isolated intonation and grammatical independent component of the offer or difficult syntactic whole, serving for designation of the person or a subject which is the addressee of the speech. The address is usually not carried to sentence parts and not included in a syntactic tree of dependences or components. [The linguistic encyclopedic dictionary under the editorship of V.N. Yartsev. 1990. - S. 340-341]

In the speech the address performs two functions which are usually implemented in common:

➢ appellative (draft) function;

➢ expressional (appraisal characterizing) function.

The main function of the address is to induce the interlocutor to listen, draw attention to the message.

In two combined functions the address is used in the everyday and household sphere, in the art and graphic speech, expressing not only an appeal to the addressee of a statement, but also the relation of speaking.

An appeal can stand at the beginning, middle or end of a sentence. This is the point of view on the appeal set out in linguistic dictionaries and reference books, as well as in the works of linguistic scholars. Treatment can be carried out within a strictly official framework, take on a less official character or be informal. It depends on the relations between the participants in communication, their official position, age, communication situation.

The reference category is functionally semantic, in which the kernel and peripheral zones are distinguished. Invariant, the prototype of the category are appeals - monsieur, madame, mademoiselle, which are specialized in the function of circulation and are universal for most communication situations. Further, as you move away from the kernel, lexical units will be located in the address position, transmitting the status, role, interpersonal relations of communication participants.

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