

Cognitive-Pragmatic Description of the Content of Artistic Discourse

Shukurov Uktam Baxodirovich

PhD of Samarkand State Institute of Foreign Languages

Abstract. *Artistic discourse occupies a special place in human communication, conveying complex emotions, ideas and aesthetic experiences. This article offers a cognitive-pragmatic account of the content of artistic discourse, exploring the interaction of cognitive processes and pragmatic aspects in the formation and transmission of meaning.*

Key words: *artistic discourse, cognitive linguistics, pragmatics, cognitive processes, pragmatic aspects, discourse analysis, literary criticism, psychology of art.*

INTRODUCTION. Artistic discourse occupies a special place in human communication. It goes beyond a purely informative or persuasive function and seeks to convey complex emotions, ideas and aesthetic experiences. In recent years, there has been increased interest in the study of literary discourse from a cognitive-pragmatic perspective, recognizing that understanding a literary text requires taking into account both the cognitive processes involved in its creation and perception, and pragmatic aspects related to the author's intention and impact on the reader. Cognitive processes such as conceptualization, framing and metaphor play an important role in shaping the content of artistic discourse. Writers use these processes to create unique and memorable representations of the world that go beyond the usual norms of language. In addition, pragmatic aspects such as the author's intentions, the impact on the reader, and the social context influence how literary discourse is interpreted and evaluated. The purpose of this article is to provide a cognitive-pragmatic description of the content of artistic discourse. We explore how cognitive processes and pragmatic aspects interact to shape and convey meaning in literary texts.

1. BASIC CONCEPTS OF THE COGNITIVE-PRAGMATIC APPROACH

1.1 A review of the major theories of cognitive linguistics and pragmatics applied to the analysis of language and discourse

Cognitive linguistics and pragmatics are two related fields of linguistics that explore the relationship between language, cognition, and language use in context. "Cognitive linguistics focuses on the role of cognitive processes in the formation and understanding of language, while pragmatics studies how context and speaker intentions influence the interpretation and use of language. In this article we will look at the main theories of cognitive linguistics and pragmatics and how they apply to the analysis of language and discourse" [3; 15].

Cognitive linguistics is based on the premise that language is closely related to cognition and that cognitive processes play an important role in the formation and understanding of language. The main theories of cognitive linguistics include:

Prototype theory: This theory states that word meanings are represented as prototypes, or the most typical instances of a category. for example, the prototype bird is a sparrow, not a penguin.

Frame theory: This theory suggests that we organize our knowledge of the world into frames, or mental structures that represent typical situations and events. For example, we have a frame for a restaurant that includes elements such as waiters, menus, and tables.

Metaphor Theory: This theory states that metaphor is not just a literary device, but a fundamental way we understand and communicate about the world. We often use metaphors to express abstract concepts in concrete terms, such as when we say that "love is a journey."

Pragmatics is the study of how context and speaker intentions influence the interpretation and use of language. The main theories of pragmatics include:

Speech act theory: This theory states that utterances can be thought of as actions such as statements, questions or requests. Speech act theory analyzes how speakers use language to perform specific actions.

Theory of reference: This theory studies how speakers use language to refer to objects and events in the world. The theory of reference analyzes how context and general knowledge help listeners identify referents.

Politeness theory: This theory studies how speakers use language politely and respectfully. Politeness theory analyzes how speakers express politeness using strategies such as indirect speech and mitigating expressions.

The theories of cognitive linguistics and pragmatics are widely applied to the analysis of language and discourse in various fields, such as:

- Literary discourse analysis: Cognitive and pragmatic theories can be used to analyze how authors use language to create certain effects and convey meanings in literary texts.
- Political discourse analysis: Cognitive and pragmatic theories can be used to analyze how political actors use language to persuade, manipulate and influence public opinion.
- Conversational discourse analysis: cognitive and pragmatic theories can be used to analyze how people use language to communicate in everyday situations such as conversations, interviews and business negotiations

Cognitive linguistics and pragmatics offer valuable frameworks for the analysis of language and discourse. By looking at the relationship between language, cognition, and language use in context, these theories allow us to gain a deeper understanding of how language functions and how it is used to communicate, persuade, and convey meaning.

1.2 Description of key concepts such as cognitive models, conceptualization, intentionality, actualization, their role in the analysis of artistic discourse

Cognitive models are mental representations of the world that people use to understand and interpret their experiences. They are developed through interaction with the environment and are constantly updated and revised as new information is acquired. Cognitive models can be used to guide behavior, predict outcomes, and make decisions. Artistic discourse analysis can use cognitive models to understand how artists create and interpret works of art.

Conceptualization is the process of forming a mental representation of an object or event. This involves identifying the key features of an object or event and the relationships between them. "Conceptualization is a necessary step in the creation and interpretation of artistic discourse because it allows artists to communicate their ideas and audiences to understand them" [5; 268].

Intentionality is the property of mental states directed toward an object or event. It is a key feature of artistic discourse because it allows artists to communicate their intentions to viewers. Intentionality can be expressed through symbols, metaphors, and other devices that indicate the artist's desired meaning.

Actualization is the process of introducing an idea into reality. In the context of artistic discourse, actualization refers to the process of creating a work of art. Actualization involves the use of various methods and materials to give shape to the artist's concept.

Here we can see the role of cognitive models, conceptualization, intentionality and actualization in the analysis of artistic discourse:

“Cognitive models, conceptualization, intentionality and actualization are key concepts that can be used to analyze artistic discourse. By understanding how artists use these concepts to create and interpret works of art, viewers can gain a deeper understanding of the meaning and significance of art” [1; 75].

Cognitive models can be used to understand how artists create works of art. For example, an artist might use a mental model of the human body to create a sculpture. The model will allow the artist to understand the proportions and relationships of the body and create a work of art that is both accurate and expressive.

Conceptualization can be used to understand how artists interpret works of art. For example, a viewer may conceptualize a painting as a representation of a specific time and place. Conceptualization will allow the viewer to understand the artist's intention and appreciate the painting on a deeper level.

Intentionality can be used to understand how artists communicate their ideas to viewers. For example, an artist may use a certain color to symbolize a certain emotion. An artist's intentionality will allow the viewer to understand the meaning of the color and appreciate the work of art on a deeper level.

Actualization can be used to understand how artists create works of art. For example, an artist may use a specific technique to create a specific effect. Actualizing an artist's intention will allow viewers to appreciate a work of art on a deeper level.

“Cognitive models, conceptualization, intentionality and actualization are key concepts that can be used to analyze artistic discourse. By understanding how artists use these concepts to create and interpret works of art, viewers can gain a deeper understanding of the meaning and significance of art” [2; 94].

2. METHODS USED TO ANALYZE ARTISTIC DISCOURSE

2.1 Justification of the chosen methodology for studying artistic discourse using a cognitive-pragmatic approach

Artistic discourse, a complex and multifaceted phenomenon, presents a unique challenge to researchers seeking to uncover its underlying cognitive and communication processes. “Discourse belongs to a category of terms that are recurrently employed in all sorts of context. It may be used interchangeably with text to denote longer chunks of written or spoken language” [7].

“The cognitive-pragmatic approach, with its emphasis on the interaction between cognition, language and context, becomes a compelling methodology for delving into the complex world of artistic expression” [4; 641]. This approach offers a comprehensive framework that not only reflects the linguistic features of artistic discourse, but also illuminates the cognitive processes and pragmatic strategies used by artists to effectively convey their messages.

➤ Cognitive basis of artistic discourse

At its core, artistic discourse is rooted in the artist's cognitive processes. The artist's unique perspective, experiences, and emotions shape the content and form of their artistic creation. The cognitive-pragmatic approach recognizes this cognitive basis by studying how artists draw on their knowledge, beliefs, and mental representations to constructing their artistic messages. Through cognitive analysis, researchers can identify the cognitive schemas, frames, and scripts that underlie artistic discourse, revealing the cognitive structures that shape the artist's expression.

➤ Pragmatic function of artistic discourse

Artistic discourse, rooted in cognition, also serves pragmatic functions. Artists use language and other expressive means to convey specific messages and elicit specific responses from their audience. The cognitive-pragmatic approach recognizes the dual nature of artistic discourse, encompassing both its cognitive and communicative aspects. By studying the pragmatic strategies used by artists, researchers can uncover how they adapt their discourse to specific contexts, including the intended audience, the purpose of the art, and the sociocultural norms associated with its creation.

➤ Interaction of cognition and pragmatics

The strength of the cognitive-pragmatic approach lies in its ability to capture the complex interplay between cognition and pragmatics in artistic discourse. Artists do not work in a vacuum, but rather draw on their cognitive resources to construct messages that are meaningful and effective in their intended context. The pragmatic approach allows researchers to trace the cognitive processes that lead to artistic discourse and the pragmatic strategies that shape its communicative impact.

➤ Methodological advantages

The cognitive-pragmatic approach offers several different advantages for the study of artistic discourse. First, it provides an integrated framework that covers both the cognitive and pragmatic aspects of artistic expression. Second, it allows researchers to conduct in-depth analyses of the linguistic features of artistic discourse, revealing patterns and structures that reveal the cognitive and communication strategies used by artists. Third, the cognitive-pragmatic approach is applicable to a wide range of artistic genres, including literature, film, music and the visual arts, allowing researchers to explore the cognitive and pragmatic dimensions of a variety of artistic forms.

The cognitive-pragmatic approach provides a robust and versatile methodology for the study of artistic discourse. “By integrating insights from cognitive science and pragmatics, this approach enables researchers to deepen the cognitive processes that underlie artistic creation and the pragmatic strategies that shape its communicative impact. Through a cognitive-pragmatic lens approach, artistic discourse emerges as a rich and dynamic phenomenon that reflects the complexities of human cognition and communication, offering deep insight into the human creative experience” [8].

2.2 A detailed description of methods for analyzing literary texts using a cognitive-pragmatic approach

Analyzing literary texts through a cognitive-pragmatic approach involves examining how readers process and interpret language in literature based on cognitive and pragmatic theories. This method combines insights from cognitive psychology, linguistics, and pragmatics to understand how readers make sense of literary texts. In this detailed description, I will outline key methods and strategies for analyzing literary texts using a cognitive-pragmatic approach.

1. Cognitive Processes in Literary Analysis:

- Schema Theory: Schema theory suggests that readers bring their background knowledge and experiences to interpret texts. Analyzing how readers activate and apply their schemas while reading can provide insights into their understanding of literary works.
- Conceptual Metaphor Theory: This theory posits that metaphorical language is grounded in our conceptual system. By identifying and analyzing metaphors in a text, one can uncover deeper meanings and thematic elements.
- Theory of Mind: Understanding characters' mental states and intentions is crucial in literary analysis. Applying the theory of mind helps in interpreting characters' actions, motivations, and relationships in a text.

2. Pragmatic Analysis Techniques:

- Speech Act Theory: Analyzing the illocutionary acts performed by characters in a text can reveal underlying intentions and interpersonal dynamics. Identifying speech acts such as requests, promises, or threats enhances the understanding of character interactions.

- Implicature Analysis: Grice's conversational maxims can be applied to analyze implicatures in literary texts. Examining what is implied but not explicitly stated can uncover layers of meaning and enhance interpretation.
- Politeness Theory: Assessing how characters use politeness strategies can shed light on power dynamics, social hierarchies, and character relationships within a narrative.

3. Textual Analysis Strategies:

- Foregrounding and Backgrounding: Identifying linguistic deviations from the norm (foregrounding) can highlight significant themes or emotions in a text. Analyzing how these deviations interact with backgrounded elements enriches the interpretation.
- Narrative Perspective Analysis: Examining narrative voices, focalization, and point of view can reveal how readers construct meaning and empathy towards characters. Analyzing shifts in perspective enhances understanding of narrative complexity.
- Intertextuality Analysis: Exploring intertextual references and allusions in a text helps situate it within a broader literary context. Understanding how texts refer to each other enriches interpretation and uncovers thematic connections.

4. Reader-Response Analysis:

- Cognitive Stylistics: Applying cognitive stylistic techniques such as corpus analysis or computational linguistics can provide quantitative insights into readers' responses to literary texts. Analyzing patterns of language use and reader engagement enhances understanding of textual effects.
- Empirical Studies: Conducting empirical studies on reader responses to literary texts, such as eye-tracking experiments or cognitive interviews, can offer valuable data on cognitive processes during reading. Integrating empirical findings with theoretical frameworks enriches literary analysis [6; 115].

Analyzing literary texts using a cognitive-pragmatic approach involves integrating cognitive psychology, linguistics, and pragmatics to explore how readers process and interpret language in literature. “By applying various cognitive and pragmatic theories, techniques, and strategies, scholars can uncover deeper meanings, thematic elements, and reader responses in literary works” [9]. This interdisciplinary approach enhances our understanding of the complex interplay between language, cognition, and literature.

CONCLUSION

In conclusion, a cognitive-pragmatic approach offers a rich and insightful lens through which to analyze the content of artistic discourse. By integrating cognitive psychology, linguistics, and pragmatic theories, scholars can delve into the intricate ways in which readers process and interpret language in artistic texts. This interdisciplinary framework allows for a nuanced exploration of how readers engage with and derive meaning from artistic works, shedding light on the cognitive processes, pragmatic strategies, and socio-cultural contexts that shape our understanding of art. Through the application of schema theory, conceptual metaphor theory, speech act theory, and other analytical tools, researchers can uncover hidden layers of meaning, thematic connections, and aesthetic effects within artistic discourse. By considering how readers activate their background knowledge, infer implied meanings, and navigate complex narrative perspectives, scholars can gain deeper insights into the cognitive mechanisms at play during the interpretation of art.

References

1. Antonina Harbus, Mechthild Gretsch. *Cognitive Approaches to Old English Poetry*. ; // D.S. Brewer. 2012.-75.
2. Elena Semino, Jonathan Culpeper. *Cognitive Stylistics: Language and Cognition in Text Analysis*. ; // John Benjamins Publishing Company. 2002. -94.

3. Mona Holmqvist. Lack of Qualified Teachers: A Global Challenge for Future Knowledge Development.; // *Teacher Education in the 21st Century*-January. 11th, 2019. – Pp.15-25.
4. Peter Stockwell. *Cognitive Poetics: An Introduction.* ; // Routledge. 2002. -Pp. 641.
5. Reuven Tsur. *Cognitive Poetics and Literary Theory: A Cognitive Pragmatic Description of Literary Discourse.* ; // *Poetics Today.* 2002.-Pp. 268.
6. Tatiana Ivanovna Adreeva, Alla Dmitrievna Kulik, Larisa Anatolyevna Kosareva, Tatyana Alekseevna Zhilkina, Anatoliy Yu Belogurov. Problems and prospects of higher education system development in modern society.; *European Research Studies Journal*- January, 2017. – Pp. 115-124.
7. Fareed Hameed Al-Hindawi, Mariam D. Saffah. *Pragmatics and Discourse Analysis.* *Journal of Education and Practice.* [Online]. (PDF) *Pragmatics and Discourse Analysis* (researchgate.net)
8. Rajeev Edmonds. *Advances in Technology and Language Learning in 2023.*/ 23.01.2023. [Online]. *Advances in Technology and Language Learning in 2023* (freshtechtips.com)
9. Sanjiva Jha. *Immersive Learning — Interactive > Impactful > Impressive.*/ 29.10.2020 [Online] *Immersive Learning — Interactive > Impactful > Impressive | by Sanjiva Jha | Medium*