

## NEW APPROACHES IN THE STUDY OF STYLISTIC PHENOMENA

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**Abstract:** *Language units of different levels are studied by traditional branches of linguistics. Thus, phonetics deals with speech sounds and intonation; lexicology studies words, their meaning and vocabulary structure; grammar analyzes the forms of words and their functions in a sentence. These fields of study of linguistics are well defined and have a long tradition. Styling is more difficult. Unlike other linguistic sciences, stylistics does not have its own units. The carriers of stylistic meanings are units and phonetic, and morphological, and lexical, and syntactic - they perform a stylistic function in addition to their main functions.*

**Keywords:** *anthropological paradigm, cognitive linguistics, linguoculturology, modern stylistics, stylistic analysis*

### Introduction

Stylistics is a relatively new branch of linguistics, which has only a few decades of intense linguistic interest behind it. However, the origins of modern stylistics should be sought in ancient poetics and rhetoric, i.e. the science of oratory. Many provisions of the science of rhetoric, which included the doctrine of figures of speech, expressive means and rules for constructing oratorical speech, the selection of words and their combination, have found their place in modern theoretical courses in stylistics, lexicology and literary theory.

Stylistics, as a philological discipline, is considered the key point of philology, because the data of all the disciplines that form this specialty converge here. Since the subject of stylistics as a science is extensive, and all units of the language act as carriers of stylistic meanings, starting with phonetic and ending with syntactic and text, several approaches to understanding stylistics have historically been formed in linguistics. There are still no generally accepted definitions of the subject and tasks of linguistic stylistics. However, it is customary to distinguish the following varieties of it.

Modern linguistics is characterized by the formation of new directions, new approaches to the study of language units, the revision of many traditional positions and views. As Berezin F.M. notes, "modern linguistics is characterized by many advanced concepts, the comparison of which with the concepts of the early XX century shows that linguistics of the late XX century is experiencing the formation of a new system of ideas and ideas" [3, p.9].

At present, the focus is on the anthropological paradigm, which studies the relationship of a person with language as a tool for transmitting thoughts, a means of communication and revealing a conceptual picture of the world. The transition of linguistics to the anthropological paradigm stimulated the rapid development of interdisciplinary areas of humanitarian research, such as ethno-linguistics, sociolinguistics, cultural linguistics, and cognitive linguistics [4, p.26]. The task of our study is to consider new approaches to the study of stylistic phenomena. In particular, it is supposed to consider the possibility and fruitfulness of studying stylistically marked language units from the standpoint of cognitive linguistics and linguoculturology.

### Stylistic activities in linguistics

Cognitive linguistics is a new direction in linguistics that considers language as a cognitive-procedural phenomenon based on the relationship between language and mental structure of knowledge. The basic concepts of cognitive linguistics are the structure of knowledge, frame, conceptualization, categorization, as well as the conceptual picture of the world. The main method of analysis is the method of cognitive modeling, which involves the compilation of cognitive maps

based on dictionary definitions of lexical units, their syntagmatic and paradigmatic characteristics, associative links, compatibility properties, contexts of use.

In close relationship with cognitive linguistics there is another new direction – linguoculturology. According to I.G.Olshansky, linguoculturology is defined as “a complex scientific discipline that studies the relationship and interaction of culture and language in its functioning. As part of the science of man, linguoculturology is focused, on the one hand, on the human language (cultural) factor in the language, on the other hand, on the linguistic factor in man” [4, p.27]. The main concepts of linguoculturology are the concepts of linguocultureme, concept, national cultural specificity, cultural connotation, cultural seme. Despite the fact, that linguoculturology is a relatively new discipline it has already formed its own directions. This is a phraseological direction (Telia), conceptual (Stepanov Yu.S.). For the purposes of our study, we should especially emphasize the stylistic trend in cultural linguistics [3].

The development of the above directions, of course, has an impact on many branches of linguistics and, in particular, on the stylistic theory of language. At the present stage of development of stylistics, certain trends are observed, indicating a reorientation of views on many traditional concepts and provisions, as well as the methodology of stylistic analysis. It should be noted that there are many points of contact between stylistics, mainly text stylistics, and cognitive linguistics. This is primarily due to the fact that these two disciplines are based, as Ashurova D.U. notes, on general theoretical provisions:

- consideration of language as a mental phenomenon, a phenomenon of the human psyche [2, p.289]
- the principle of activity, according to which the factors that ensure the successful use of the language by the subject of communication to achieve their goals are brought to the fore.
- the principle of anthropocentrism, i.e., a description of the factors of language in the aspect of human activity;
- the functioning of the language is inextricably linked with the socio-cultural context;
- consideration of language as a "consciously intellectual movement", emphasizing the creative nature of language activity. [3, p.7]

Under the influence of cognitive linguistics in stylistics, attempts are made to consider the cognitive essence of stylistic phenomena. In this regard, stylistically marked units are considered as components of the linguistic picture of the world, as linguistic means of expressing certain concepts, as cultural models. In this regard, it is necessary to mention the works devoted to the study of the cognitive nature of stylistic devices and expressive means of language. In this regard, the interpretation of metaphor in the aspect of cognitive linguistics is of great interest. Cognitive metaphor is one of the forms of conceptualization it is a cognitive process that forms new concepts, without which it is impossible to obtain new knowledge. The cognitive analysis of metaphor involves not considering individual cases of metaphorical transformation of linguistic forms, but their systemic description in terms of determining the main categorical types. So, for example, in the work of K.V.Golubina, the problem of the cognitive foundations of the epithet in a literary text is considered. Another study (by E.B.Temyannikova) substantiates the concept of paradox as a special linguistic structure of knowledge representation. The author puts forward a hypothesis that there are certain cognitive models of the formation of paradoxes, correlated with the logical schemes underlying them. Studies of this kind indicate that a decisive turn has been made in the understanding of stylistic devices as an integral cognitive part of the language that serves a person to satisfy his communicative needs and reflects his experience of perceiving the world. [1, p.81]

As for the linguoculturological interpretation of stylistic devices, a number of works attempt to consider stylistic devices as a cultural model. When considering a stylistic device in terms of cultural models, this phenomenon appears as a complex multi-level and multi-aspect formation that incorporates elements of a universal or national-specific and individual culture and is characterized by a multi-level construction.

### **Conclusion**

The priority task of modern stylistics, considering stylistic phenomena in a new perspective, is, first of all, the creation of a methodological basis for stylistic analysis. The following methods proved to be fruitful for the purposes of stylistic analysis, as the observations of researchers (Ashurova D.U.) testify:

- a method of cognitive modeling that allows you to penetrate into the deep semantics of stylistic devices with the help of certain knowledge structures of a socio-cultural, historical, literary, etc. nature;
- conceptual analysis, involving the study of the interaction of human cognitions with surface language structures;
- the method of inference (semantic inference), which consists in obtaining inference knowledge in the process of conceptualization;
- cross-cultural analysis aimed at identifying the national and cultural specifics of the analyzed unit. [2, p.8]

Thus, the close relationship of stylistics with such topical areas as cognitive linguistics and linguoculturology is promising and fruitful in the further development of stylistics.

So, stylistics is a branch of linguistics that studies various functional styles of speech, as well as various expressive means and techniques of language.

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## STİLİSTİK HALLARIN ÖYRƏNİLMƏSİNƏ YENİ YANAŞMALAR

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*Xülasə:* Müxtəlif səviyyəli dil vahidləri dilçiliyin ənənəvi sahələri tərəfindən öyrənilir. Belə ki, fonetika nitq səsləri və intonasiya ilə məşğul olur; leksikologiya sözləri, onların mənasını və lüğət quruluşunu öyrənir; qrammatika sözlərin formalarını və cümlədəki funksiyalarını təhlil edir. Dilçiliyin bu tədqiqat sahələri yaxşı müəyyənləşdirilmişdir və uzun bir ənənəyə malikdir. Stilistika daha mürəkkəb sahədir. Digər dilçilik elmlərindən fərqli olaraq stilistikanın öz vahidləri yoxdur. Üslubi mənalardan daşıyıcıları vahidlərdir: fonetik, morfoloji, leksik və sintaktik – onlar əsas funksiyalarından əlavə üslub funksiyasını yerinə yetirirlər.

*Açar sözlər:* antropoloji paradigma, koqnitiv dilçilik, linqvokulturologiya, müasir stilistika, stilistik təhlil

## НОВЫЕ ПОДХОДЫ В ИЗУЧЕНИИ СТИЛИСТИЧЕСКИХ ЯВЛЕНИЙ

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*Резюме:* Единицы языка различных уровней изучаются традиционными ветвями лингвистики. Так, фонетика имеет дело со звуками речи и интонацией; лексикология

*изучает слова, их значение и структуру вокабуляра; грамматика анализирует формы слов и их функции в предложении. Эти сферы изучения лингвистики чётко определены и имеют долговременную традицию. Со стилистикой сложнее. В отличие от других лингвистических наук у стилистики нет своих собственных единиц. Носителями стилистических значений являются единицы: и фонетические, и морфологические, и лексические, и синтаксические - они выполняют стилистическую функцию дополнительно к своим основным функциям.*

***Ключевые слова:** антропологическая парадигма, когнитивная лингвистика, лингвокультурология, современная стилистика, стилистический анализ*

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