

A COMPARATIVE ANALYSIS OF APPROACHES TO NOTION AND CONCEPT WITHIN THE FRAMEWORK OF COGNITIVE LINGUISTICS

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Annotation: This article provides a comprehensive analysis of various approaches in the field of cognitive linguistics, including psycholinguistic, neuropsycholinguistic, semantic, logical, cultural, individual-speech, and linguocultural approaches. Based on the theoretical perspectives proposed by Y.Balashova and A.V.Kostin, the complex relationship between language and cognition is explored. Each approach serves to study language as a cognitive process, a means of preserving cultural heritage, and an expression of individual thought. Special attention is given to the semantic differences between the terms “concept” and “notion,” along with their practical application in cognitive linguistics. The article highlights the interdisciplinary nature of cognitive approaches, reflecting the integration of modern scientific perspectives in linguistics.

Keywords: cognitive linguistics, notion, concept, psycholinguistics, neuropsycholinguistics, semantics, linguoculturology, cognition, cultural approach, language and mind relationship

Y.Balashova also distinguishes the following approaches within cognitive linguistics: psychological, psycholinguistic, neuropsycholinguistic, semantic, logical analysis, and approaches within the framework of traditional linguistics. In these approaches, the terms “notion” and “concept” are often treated as synonymous. The approaches outlined by Y. Balashova reflect the broad scope and multidimensional nature of the field of cognitive linguistics. The following is a brief explanation of these views:

1. **Psycholinguistic Approach.** This approach analyzes how the human mind perceives and processes language, as well as the influence of psychological factors on language. It is significant in understanding cognitive processes, as language and thinking are closely interconnected.

2. **Neuropsycholinguistic Approach.** This approach explores the connection between brain activity and language. With the help of modern technologies (such as neurology and brain-scanning methods), it becomes possible to deeply analyze how language is related to cognitive processes.

3. **Semantic Approach.** Working with meaning, defining notions, and analyzing concepts are among the central directions of cognitive linguistics. This approach is aimed at resolving issues related to conceptual and semantic fields of words.

4. **Logical-Conceptual and Logical Analysis.** These approaches are used to identify cultural concepts and conduct their systematic analysis. They help in gaining a deeper understanding of the relationship between language and culture.

5. **Approach within the Framework of Traditional Linguistics.** The view that the terms “notion” and “concept” are entirely synonymous has been criticized by some linguists. While a notion is typically used within the domains of logic and knowledge, a concept tends to encompass cultural and emotional content as well. Although this approach is theoretically simpler, its limitations in linguistic application should be clearly defined.

In cognitive linguistics, the linguocultural approach is also highlighted by A.V. Kostin. According to his definition, the linguocultural approach is based on the idea of the cumulative function of language. It is precisely through this function that language reflects, preserves, and transmits a people's experience, worldview, and way of perceiving the world.

According to this concept, language serves as a universal form of primary conceptualization of the world and rationalization of human experience. It acts as an expression and repository of unconscious and natural knowledge about the world, as well as a historical memory of socially significant events in human life.

A.V. Kostin also identifies several modern approaches within cognitive linguistics:

The mental-activity approach (S.A. Askoldov) explores the relationship between thinking and activity, which allows language to be understood as a reflection of mental processes.

The individual-speech approach (D.S. Likhachev) reflects the influence of a person's individual characteristics on language. This approach is particularly relevant in the analysis of authorial style and personal worldview.

The semantic approach (N.F. Alefirenko, A. Wierzbicka, V.V. Kolesov, I.P. Mikhalchuk, V.P. Neroznak) plays a crucial role in understanding the meanings of linguistic units. In particular, the works of A. Wierzbicka on the development of universal semantic principles are one of the foundational directions in linguistics and cognitive research.

The works of I.P. Mikhalchuk and V.P. Neroznak related to the semantic approach are of significant importance in linguistics. Mikhalchuk's research focuses on the semantic analysis of linguistic units and contributes greatly to the study of meaning structures. V.P. Neroznak, on the other hand, introduced a new perspective in examining the relationship between language and personality by distinguishing between the concepts of idiolect and polilect personality. His work holds an important place in the field of **linguopersonology**, particularly in studying the structural, communicative, and strategic significance of the linguistic personality.

The cultural approach (Y.S. Stepanov, V.I. Karasik) examines the interaction between meaning and culture. This approach enables the analysis of cultural codes and stereotypes through language.

The logical approach (N.D. Arutyunova, T.V. Bulygina, A.D. Shmelev, G.V. Makovich, R.I. Pavilenis, M.R. Proskuryakov, I.G. Proskuryakov) studies the structure of concepts and their logical ordering. It is essential for analyzing the internal structure of language and its organizational patterns.

The cognitive approach (A.P. Babushkin, E.S. Kubryakova, Z.D. Popova, I.A. Sternin, G.V. Tokaryev, J.F. Richard, S.Kh. Lyapin, A.V. Kravchenko, G.A. Volokhina, G.V. Bikova) investigates the relationship between language and thought, helping to understand language functioning through cognitive processes such as conceptualization and categorization.

The linguocultural approach (S.G. Vorkachev, V.N. Telia, F.F. Farkhutdinova) connects language with culture, exploring a people's worldview, historical memory, and cultural identity. This approach is crucial for understanding the cumulative function of language – its role in preserving and transmitting cultural heritage.

These approaches reflect the multifaceted nature of cognitive linguistics, allowing for the analysis of the relationship between language and thought from different perspectives.

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