

O'ZBEKISTON RESPUBLIKASI
OLIY TA'LIM, FAN VA INNOVATSIYALAR VAZIRLIGI
FARG'ONA DAVLAT UNIVERSITETI

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Ч.Х.Чамолов	
Ифодаи мафхуми ишқ дар шеъри фарзона	435
Е.В.Шевченко	
Особенности историзма в романах пиримкула кадырова	439
Я.И.Нишанов	
Общечеловеческое значение сюжета, касающийся всего человечества	441
E.R.Adjeminova	
Phraseological image and motivational model	444
Н.Д.Ирина	
Влияние философии ницше на русскую литературу начала XX века	447
Н.Д.Ирина	
Литературный стиль и философские идеи в произведениях Франца Кафки: Абсурд, отчуждение и экзистенциальный кризис	453
Я.И.Нишанов	
Место и роль воспевания самой прекрасной истории в творчестве Дурбека	457

TILSHUNOSLIK

I.M.Qo'chqarov	
The grammatical features of speech acts in english	460
A.Z.Nurbek	
O'zbek tilshunosligida nutqiy aktlarga doir tadqiqotlar: usul va yondashuvlar	464
S.A.Yusupova	
Pragmatic use of respect in various communicative contexts	471
S.A.Yusupova	
linguistic expressions of respect in english and japanese	474
Sh.Y.Usmanova	
Comparative study of landscape terms in english and uzbek	477
M.K.Uktamova	
The main components expressing the meaning of the seme "Character" in english phraseological units	480
D.X.Madazizova	
Badiiy diskursda dialektlar individual nutq yaratuvchi vosita sifatida	483
Sh.B.Karimova	
O'zbek va ingliz tillaridagi son komponentli frazeologizmlarda kvantitativlikning ifodalanishi	488
Sh.B.Karimova	
O'zbek tili va ingliz tillarida kvantitativlik birliklarining sathlararo tahlili	495
Sh.R.Karimjonova	
Semantic analysis of visual cognitive verbs in uzbek and english	500
Sh.B.Dushatova	
Euphemisms representing hidden and mysterious concepts	507
Sh.T.Axmadjonova	
Definition and components of comprehension skills	511
Sh.M.Aripova	
Linguocultural analysis of superstitions	515
Sh.M.Aripova	
O'zbek va nemis tillarida irim-sirimlari bilan bog'liq tushunchalarni ifodalovchi leksemalar tahlili	519
Y.U.Abdurazzakov	
Frazeologik birliklarda jinsiy va yosh identifikatsiyasi: til va madaniyatning o'zaro aloqasi	522
N.X.Alieva	
Interlingual correspondence as a factor in enriching phraseology and identifying isomorphism and allomorphism of languages	525
R.U.Axrorova, M.T.Mamadaliyeva	
O'zbek amaliyotida turistik atamalarni standartlashtirishda ingliz tilining o'rni	530
M.S.G'aniyeva	
O'zbekiston ijtimoiy transformatsiyalashuvi jarayonida gender munosabatlari hamda tadbirkor ayol fenomenining falsafiy talqini	533

**PHRASEOLOGICAL IMAGE AND MOTIVATIONAL MODEL****ФРАЗЕОЛОГИЧЕСКИЙ ОБРАЗ И МОТИВАЦИОННАЯ МОДЕЛЬ****FRAZEOLOGIK OBRAZ VA MOTIVATCION MODEL****Adjeminova Elvina Rifatovna** 

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Abstract

This article examines the components of a phraseological image and characterizes a two-component motivational model. An analysis of the facts on literal and metaphorical perceptions was carried out. Attention was drawn to the development of the connotative aspect of phraseological meaning, which manifests itself in certain structural and semantic models of phraseological units.

Аннотация

В данной статье рассматриваются составляющие фразеологического образа, охарактеризовывается двухкомпонентная мотивационная модель. Был проведен анализ фактов, посвященных буквальному и метафорическому восприятиям. Обращено внимание на развитие коннотативного аспекта фразеологического значения, которое проявляется в определенных структурно-семантических моделях фразеологических единиц.

Annotatsiya

Ushbu maqola frazeologik tasvirning tarkibiy qismlarini ko'rib chiqadi va ikki komponentli motivatsion modelni tavsiflaydi. To'g'ridan-to'g'ri va metaforik idrok etish bo'yicha faktlar tahlili o'tkazildi, frazeologik ma'ningning ma'lum tarkibiy-semantik modellarida namoyon bo'ladigan konnotativ jihatning rivojlanishiga e'tibor qaratildi.

Key words: phraseological image, two-component motivational model, literal and metaphorical perception, connotative aspect of phraseological meaning, phraseological units.

Ключевые слова: фразеологический образ, двухкомпонентная мотивационная модель, буквальное и метафорическое восприятие, коннотативный аспект фразеологического значения, фразеологические единицы.

Kalit so'zlar: frazeologik obraz, ikki komponentli motivatsion model, tom ma'noda va metaforik idrok etish, frazeologik ma'ningning konnotativ tomoni, frazeologik birliklar.

INTRODUCTION

A phraseological image is formed from a combination of these elements and acts as a reflection of typical scenarios, habits or cultural stereotypes in the human mind. This allows you to see how phraseological units not only convey information, but also help to structure and interpret reality.

It should be noted that the two-component motivational model allows us to analyze how specific elements of a phraseological unit (for example, words and images) interact and motivate the figurative meaning of an expression. The images embedded in phraseological units play an important role in the cognitive thinking of an individual, as they activate culturally determined scenarios and associations. For example, the phraseological unit "hack on the nose" creates a vivid and memorable image that promotes better understanding and memorization of information. Cognitively, such expressions help a person not only perceive the world, but also organize his thoughts and behavior in accordance with cultural norms and values.

LITERATURE REVIEW AND METHODOLOGY

K.F. Sedov's research in the field of psycholinguistics indicates different functions of the right and left hemispheres of the brain in the processes of perceiving direct and figurative meanings of lexical units, analyzing the neurolinguistic activity of the brain during the creation and perception of speech. In the process of perceiving information of a literal and metaphorical nature,

ADABIYOTSHUNOSLIK

a complex interaction of cognitive mechanisms occurs that allows a person to distinguish and interpret different levels of meaning. Literal and metaphorical perception play important roles in understanding language, especially in the context of idioms and other linguistic expressions that often include elements of both types.

Literal perception is associated with a direct understanding of the meaning of words and expressions, without taking into account figurative or hidden meaning. This is the basic level of perception in which information is interpreted according to its apparent meaning. For example, the expression "run along the track" is perceived as a physical action without any additional meaning.

Metaphorical perception, in contrast, requires cognitive processing to understand the figurative meaning of the expression. At the same time, associative connections and cultural contexts are activated, which help to interpret information not literally, but in accordance with metaphorical images.

In the process of perceiving information, the brain constantly switches between literal and metaphorical levels, assessing the context and selecting the most appropriate interpretation. This switch requires the individual to apply cognitive skills such as the ability to recognize metaphors, analyze context, and use cultural knowledge to interpret hidden meanings.

Thus, this statement highlights the ontological and semantic complexity of the phraseological unit, demonstrating its two-level structure. The perception of the literal and metaphorical directly influences the formation of an individual's linguistic picture of the world. Through metaphorical perception, a person learns to see the world not only in a literal, but also in a figurative sense, which enriches his understanding of reality and allows him to perceive multi-layered cultural and emotional meanings.

Various aspects of the practical life of the people represent the main areas in which phraseological imagery is formed [1]. In these areas, there is an accumulation of everyday experience, which acts as a motivational basis for the semantics of phraseological units. In this situation, it is appropriate to mention the prototypical motivational models of phraseological units and nominations, which contribute to the improvement of their figurative semantics.

RESULT AND DISCUSSION

These models represent the historical layer, cultural value and way of life of the society speaking a given language, while the conceptual basis of phraseological units and nominations is based on idiosyncrastic logical structures that define the universal human model of cognitive operations in the context of perception and evaluation of various names of reality.

An example of Russian phraseology characterizing stinginess is the expression "You can't beg snow from him in winter." This phraseological unit is based on the general understanding in the Russian ethnocultural community that Russian winters are replete with snow, which, like precipitation, is available everywhere and is not privately owned. Uzbek phraseology uses the expression "kishda kor surasang-bermedi" to describe stinginess, which can be translated as "if you ask for snow in winter, it won't give." In the Turkish language, stinginess is expressed through a scenario with a fire: "if you approach his fire, it will not give smoke," which emphasizes the reluctance to share even invisible resources. In Bashkir culture, an expression is used to describe a person's stinginess, which says that such a person is "Garbage (speck) won't give", which symbolizes his reluctance to share even the most insignificant things [2]. The universal logical model used to describe phraseological units about stinginess in different languages is formulated as follows: if a person is not ready to give to another what is not his property, what is abundantly available (like snow in Russia), what cannot be preserved (like smoke), The study shows that similar concepts in different languages are interpreted through a variety of life situations specific to each culture, which demonstrates the universal human process of understanding these concepts. According to researchers R.H. Khairullina, M. Aycicek and A. Boztas, the phraseological image should be considered as a certain meaning arising from the figurative perception of the original elements, which projects the linguistic picture of the world of the owners of a given language system.

The development of the connotative aspect of phraseological meaning is a process that is determined by psychological and logical factors, and at the same time it has a linguistic

component. Accordingly, this process, first of all, manifests itself in certain structural and semantic models of phraseological units.

Syntactic structure is often the key to understanding the motivation of a phraseology, that is, how its meaning is related to specific images or actions. For example, the phraseological unit "to set up camp" is structurally and semantically motivated by an action taking place in a military or tourist context, which is reflected in the syntax [5]. This experience allows it then understand new the structural and syntactic features of phraseological units affect their semantiss and functioning in the language.

CONCLUSION

Motivational models of phraseological units and nominations, endowed with temporal, spatial and quantitative connotations, do not simply organize and cover phraseological information; they also reflect the methodological evolution of phraseological imagery. This development arises as a result of the interaction of linguistic elements and external influences within the framework of the mentioned phraseological structures. Continuing the second stage of the study, motivational models associated with phraseological units and nominations that convey temporal, spatial and quantitative meanings perform a dual function: the first is two-component, and the second is two-component. Consequently, these processes, firstly, not only contribute to the structuring and abstraction of phraseological information, This process is based on the harmonious interaction of linguistic elements and external factors in the semantic structure of phraseological units of the expression plan.

The motivational model of phraseological units and phraseological nominations represents a comprehensive explanation based on both logic and psychology. She details the complex relationships between the literal interpretation of expressions and their broader figurative meanings in the Russian language system, skillfully conveying the various nuances of spatial, temporal and quantitative categories.

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