

The Concept of “Beauty” and its Lingua-Cognitive Foundations

ILKHOM TOJIBOEV

Namangan State University, Uzbekistan

ABSTRACT

This article discusses the concept of "beauty" and its lingua-cognitive foundations. The concept of "beauty" is a multidimensional mental formation, the conceptual content of which is associated with all spheres of human existence. Beauty has a dual character, on the one hand, it is fleeting and fleeting, such beauty usually belongs to living beings and humans, on the other hand, it is eternal, and such beauty is found in nature and works of art. Exploring the means of representing the concept of "beauty" in English, we can say that they are expressed in various ways. The essence of the lingua-cultural approach is that the concept is understood as the main unit of culture, its concentrate. As for the lingua-cognitive approach, within its framework, the concept is considered on the basis of its linguistic expression. As the author notes, these two approaches to the study of the concept do not at all contradict each other: the concept as a mental unit in the mind of an individual native speaker is an exit to the concept sphere of society, i.e., ultimately, to culture. The author tries to analyze synonymic group of the concept of "beauty" in the English language

Keywords: Concept, linguistic picture of the world, conceptualization, generalizations, model of the world, image of the world, lingua-culturology, synonymous row.

INTRODUCTION

In a person learns the world around him, learns to recognize objects, correlate them with each other, make generalizations,

learns to process and remember a significant amount of information, and express the results of his cognitive activity using language throughout this life. As a result, a person develops general concepts, which are then combined into a system of knowledge about the world. This system in different sciences has its own name (picture of the world, conceptual system of the world, model of the world, image of the world) and is considered in different aspects (Ziyaev, 2009).

MATERIALS AND METHODS

The concept of "linguistic picture of the world" determined the originality of the lingua-philosophical concept of L. Weisgerber, who believed that the linguistic picture of the world is a system of spiritual and linguistic contents that determine the uniqueness of the culture and mentality of a given linguistic community, on the one hand, and determine the existence and functioning of the language itself, on the other. According to the scientist, the linguistic picture of the world is clearly structured and is multi-level in linguistic terms. It is changeable in time and is subject to development like any living organism. The linguistic picture of the world of a specific linguistic community of people is its general cultural heritage (Demyankov, 2001).

It is known that concepts are expressed in language. Therefore, culturally specific concepts can be considered as a link between language and culture, and their study as an attempt to find the key to understanding the mentality and characteristics of the population of a given country (Vorkachev, 2001).

The concept is a separate fragment of the national-cultural mental picture of the world. It contains semantic information in a folded form, which unfolds through a verbal representation presented in a linguistic sign.

The main means of conceptualization, as scientists admit, is the concept, which has become the subject of description in the works of such foreign and domestic scientists as V. von Humboldt, E. Sapir, B. Whorf, J. Lakoff, M. Minsky, A. Vezhbitskaya, A. A. Potebnya, S.A. Askoldov, V.V. Vinogradov, D.S. Likhachev, N.D. Arutyunova, Yu.S. Stepanov, E.S.

Kubryakova, A.P. Babushkin, I.A. Sternin, V.V. Kolesov, V.I. Karasik, S.G. Vorkachev and others (Vorkachev, 2003).

Despite the active study of the nature of the concept, the methods of its research and methods of representation, there is no single approach to solving the problem of the concept. There are also debatable questions about the structure of the concept and the possibility of its modeling, about the relationship between the concept and its representations, the relationship between the concept and the meaning of the language units that objectify it (Demyankov, 2001).

The concept of "beauty" is considered from the standpoint of linguaculturology, which is an actively developing area of modern science. The attractiveness of the concept "beauty" and the lexemes that convey it in a particular language for comparative analysis is determined by its component richness and connection with the cultural and sociological aspect of this study.

Beauty is a living being. It blooms, blooms, withers like a plant. Beauty is fragile and short-lived like a flower. In both languages, comparisons with plants are numerous. Differences appear on the periphery of the conceptual fields of "beauty". The English language prefers comparisons with flowers, which indicates the perception of beauty as a fragile, graceful, flexible, soft, gentle creature that does not live long, along with its death, and its beauty dies.

RESULTS AND DISCUSSIONS

According to Apresyan (1974), "Beauty" is most often defined as harmony, a unique feature that evokes positive emotions in a person, satisfies the aesthetic needs of a person. Among the things that can be beautiful, the most commonly mentioned are the appearance of a person, nature, culture (works of art). Below we found out synonymous rows of the concept "beauty, beautiful".

SYNONYMS OF WORD “BEAUTIFUL”

- **Gorgeous**—adj. very beautiful or attractive; very enjoyable or pleasant; splendidly or showily brilliant or magnificent.
e.g. Your baby is absolutely gorgeous!
- **Stunning** – adj. very surprising or shocking; very beautiful or pleasing;
 - 1) Causing astonishment or disbelief (stunning news).
 - 2) Strikingly impressive especially in beauty or excellence (a stunning view) (stunning workmanship).e.g. Researchers have made a stunning discovery.
Our room had a stunning view of the lake.
- **Cute** – adj. having a pleasing and usually youthful appearance; attractive in a sexual way; clever in an appealing way.
 - 1a) clever or shrewd often in an underhanded manner.
 - 1b) impertinent, smart-alecky (don't get cute with me)
 - 2) attractive or pretty especially in a childish, youthful, or delicate way.
 - 3) obviously straining for effect.e.g. She is very nice, but she is not afraid to get cute when there is something she wants.
We are having a serious discussion here, so cut the cute remarks.
- **Hot** – adj. having a high temperature; having a feeling of high body heat of food or drink: heated to a hot or warm temperature: served at a hot or warm temperature.
e.g. It is hot in the summer and cold in the winter.
The baked potatoes were too hot to handle with our bare hands.
- **Sexy** – adj. sexually appealing, attractive, or exciting; having interesting or appealing qualities.
sexually suggestive or stimulating: erotic.
generally attractive or interesting: appealing (a sexy stock).
e.g. She wore a sexy skirt. Her legs are long and sexy.
- **Attractive** – adj. having a pleasing appearance; especially: having a pleasing appearance that causes romantic or sexual

feelings in someone; having a feature or quality that people like.

having or relating to the power to attract (attractive forces between molecules).

arousing interest or pleasure: charming (an attractive smile); appealing (an attractive offer).

- **Handsome** – adj. pleasing to look at; especially of a person: having a pleasing appearance that causes romantic or sexual feelings in someone; large in size or amount; done or achieved in an impressive way.

appropriate, suitable.

moderately large: sizable (a painting that commanded a handsome price).

marked by skill or cleverness: adroit.

marked by graciousness or generosity: liberal (handsome contributions to charity).

having a pleasing and usually impressive or dignified appearance.

e.g. It was a handsome house situated on a large lot.

The book includes many handsome illustrations.

- **Appealing** – adj. having qualities that people like: pleasing or attractive.

Imploring.

having appeal: pleasing (an appealing design).

e.g. a book with an appealing title.

- **Admirable** – adj. deserving to be admired; very good.

deserving the highest esteem: excellent.

obsolete: exciting wonder: surprising.

e.g. Loyalty was her most admirable quality.

- **Beauteous** – adj. beautiful.

e.g. a beauteous woman in a ball gown.

- **Charming** – adj. very pleasing or appealing: full of charm; extremely pleasing or delightful: entrancing (a charming restaurant).

e.g. a charming little café by the sea; a charming man who had no problem winning women's hearts.

- **Classy** – adj. having qualities that make someone or something special and attractive; showing impressive character; very good, kind etc.; elegant, stylish; admirably skillful and graceful.
e.g. the classiest nightclub in Madrid; The spa boasts some very classy clients. Donating her salary bonus to charity was a really classy thing to do.
- **Dazzling** – adj. a bright light; to cause (someone) to be unable to see for a short time; to greatly impress or surprise (someone) by being very attractive or exciting.
e.g. dazzling smile.
- **Delightful** – adj. highly pleasing (a delightful surprise).
e.g. A delightful rendition of our favourite song. We had a delightful time at the party.
- **Divine** – adj. relating to, or proceeding directly from God or a god (divine love); being a deity (the divine Savior); directed to a deity (divine worship); supremely good; superb (the pie was divine); heavenly, godlike.
e.g. He divined her unhappiness before she said a word.
- **Elegant** – adj. elegance (elegant clothes, an elegant solution); a high grade or quality: splendid (elegant gems priced at hundreds of thousands of dollars).
e.g. The most elegant first lady in the nation’s history. The bride’s elegant gown received nothing but praise. Prepared an elegant dinner for the honored guests.
- **Enticing** – adj. to attract artfully or adroitly or by arousing hope or desire.
e.g. Every commercial seemed to be for some tempting snack specifically designed to entice me from my diet.
- **Alluring** – adj. to entice by charm or attraction.
- **Exquisite** – adj. carefully selected: choice; accurate; ingenious, delicate or elaborate execution (an exquisite vase); deep sensitivity, subtle understanding (exquisite taste); accomplished, perfected (an exquisite gentleman); pleasing through beauty, fitness, or perfection (an exquisite white blossom); acute, intense (exquisite pain).

- **Excellent** – adj. superior; very good of its kind: eminently good: first class.
e.g. Fast-food fans rate this chain’s fries as excellent.
- **Fair** – adj. 1.pleasing to the eye or mind especially because of fresh, charming, or flawless quality.
superficially pleasing: specious. She trusted his fair promises.
clean, pure (fair sparkling water), clear, legible.
not stormy or foul: fine (fair weather).
ample (a fair estate)
impartiality and honesty.
- **Fascinating**–adj. extremely interesting or charming: captivating.
e.g. The fascinating cities and peoples of Central Asia have been intriguing travelers at least since the time of Marco Polo.
- **Fine** – adj. 1. Free from impurity.
very thin in gauge or texture.
delicate, subtle, or sensitive in quality, perception, or discrimination.
superior in kind, quality, or appearance.
very well.
- **Foxy** – adj. 1. Resembling or suggestive of a fox. (a narrow foxy face); cunningly shrewd; a warm reddish-brown color; physically attractive.
having a sharp brisk flavor.
good-looking – adj. having a pleasing or attractive appearance.
- **Grand**–adj. having more importance than others: foremost; having higher rank than others bearing the same general designation (the grand champion); inclusive, comprehensive; definitive, incontrovertible; chief, principal; a large and striking in size, scope, extent, or conception (grand design); lavish, sumptuous; fine or imposing in appearance or impression; lofty, sublime; supercilious; intended to impress; very good.

- **Lovely** – adj. obsolete: lovable; delightful for beauty, harmony, or grace: attractive; grand, swell; eliciting love by moral or ideal worth.
Magnificent—adj. great in deed or exalted in place; marked by stately grandeur and lavishness; sumptuous in structure and adornment; impressive to the mind or spirit; exceptionally fine.
e.g. A magnificent mansion that still takes away the breath of visitors.
- **Marvelous** – adj. causing wonder: astonishing; miraculous, supernatural; the highest kind or quality.
e.g. The sheer immensity of the ancient ruin known as Stonehenge is marvelous to behold.
- **Ravishing** – adj. unusually attractive, pleasing, or striking.
e.g. With her red curls falling around her shoulders, she looked ravishing in her green dress.
- **Slight** – adj. having a slim or delicate build: not stout or massive in body; lacking in strength or substance; deficient in weight, solidity, or importance; small of its kind or in amount.
e.g. There is a slight chance of rain.
- **Statuesque** – adj. resembling a statue especially in dignity, shapeliness, or stillness; having a tall and shapely form (a statuesque actress).
- **Irresistible** – adj. impossible to resist (an irresistible attraction).
- **Incredible** – adj. too extraordinary and improbable to be believed (making incredible claims); amazing (incredible skill, incredible appetite, incredible woman).
e.g. Tried to explain her weeklong disappearance with an incredible tale of abduction by a total stranger.
- **Breathtaking** – adj. making one out of breath; exciting, thrilling (a breathtaking race); very great: astonishing (his breathtaking ignorance).
e.g. A truly breathtaking view of the majestic waterfall.

- **Picturesque** – adj. resembling a picture: suggesting a painted scene; charming or quaint in appearance; evoking mental images.
e.g. Wrote a picturesque tale of their journey across the country.
- **Nice** – adj. obsolete; showing fastidious or finicky tastes; exacting in requirements or standards; pleasing, agreeable; appropriate, fitting; socially acceptable; well-bred; polite, kind.
e.g. I hope you all had a nice time.
What a nice surprise!
It's so nice to see you again.
- **Pretty** – adj. artful, clever; pleasing by delicacy or grace; having conventionally accepted elements of beauty; appearing or sounding pleasant or nice but lacking strength, force, manliness, purpose, or intensity.
- **Amazing** – adj. causing amazement, great wonder, or surprise.
e.g. She gave an amazing performance in her first film.
It's amazing how many adults in this country don't know how to read.
- **Wonderful** – adj. exciting wonder: marvelous, astonishing; unusually good: admirable.
e.g. The mountaintop city of Machu Picchu is unquestionably a wonderful sight to behold.
- **Enchanting** – adj. charming (an enchanting smile).
Awesome – adj. expressive of awe (awesome tribute); inspiring awe (an awesome task); terrific, extraordinary (had an awesome time).
e.g. The awesome power of the sea.
The food at the Sunday brunch was just awesome.
- **Celestial** – adj. relating to, or suggesting heaven or divinity (celestial beings); relating to the sky or visible heavens (the sun, moon, and stars are celestial bodies); ethereal, otherworldly; olympian, supreme.
- **Pulchritude** –n. physical beauty (especially of a woman).

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CONCLUSION

In other words, these approaches differ in vectors in relation to the individual: the lingua-cognitive concept is the direction from individual consciousness to culture, and the lingua-cultural concept is the direction from culture to individual consciousness. Considering the phenomena, we can say that beauty has a subjective-objective nature, therefore, in order to comprehend it, various manifestations of human spirituality are necessary. Beauty is a landmark for any society, for any linguacultural consciousness.

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ILKHOM TOJIBOEV
PHD STUDENT,
NAMANGAN STATE UNIVERSITY,
UZBEKISTAN.