

# *Scientific And Theoretical Views About The Description Of The Notion Frame In Linguistics*

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**Abstract** – This article discusses various approaches to the description of cognitive linguistics, discusses it as a unit of concept and conceptualization, a source of knowledge, the history of the theory of frames that make up conceptuality, general concepts such as “knowledge”, “framework”, “scenario”, “scheme” “Stereotype”, “Prototype” and “Created cognitive model”, analysis of frames, as well as conceptual-cognitive frames recognized in the framework of all the described basic approaches.

**Keywords** – Cognitive Linguistics, Cognitology, Conceptual Term, Frame Theory, Conceptual Scheme, Stereotypical Situation, Prototype, Frame Analysis.

## I. INTRODUCTION

First of all, if we talk about linguistics, linguistics is a science that studies the history of the origin of language and the structure of which ancient language it belongs to. For example, if we take our own language, Uzbek linguistics is a science that studies the Uzbek language, which is an integral part of Turkic studies.<sup>1</sup>

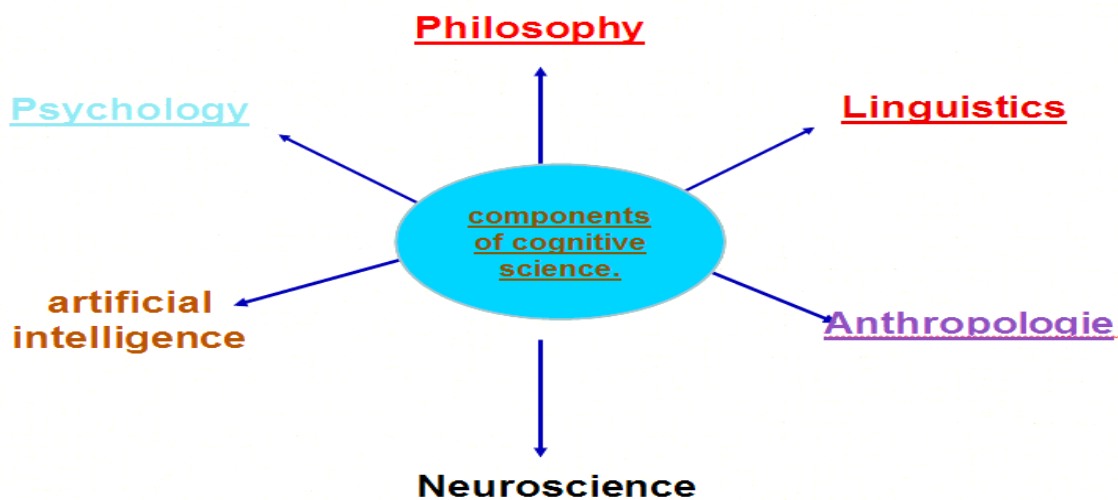
The concept of frame is more common in cognitive linguistics. Cognitive linguistics This concept originated on the basis of cognitology. Cognition is the act of receiving, presenting, and creating information. It is believed that the science of cognition began in 1956.

At the beginning of the XXI century, a new direction in science appeared. That is, cognitive science has evolved as a science. Representatives of this science argue that “the approach of traditional cognitive science and philosophy of mind is mistaken, and the role of the body in the functioning of the mind is almost completely ignored. Over the last decade, empirical research in the field of embodied knowledge has increased. Proponents of systemic cognitive science reject the notion that the mind is created by the brain or is the same as the brain”.<sup>2</sup>

<sup>1</sup> Abdulhamid Nurmonov. Selected works on theoretical and practical problems of linguistics. Selected works. Tashkent-2012, [1, b-3]

<sup>2</sup> Embodied Cognition // The Stanford Encyclopedia of Philosophy / Robert A. Wilson and Lucia Foglia [2].

Components of cognitive science.



According to sociocultural orientation, there are: Interculturally oriented texts - texts intended for use only within the framework of their native culture. These texts use verbal and iconic signs traditional for this culture.

In the linguistics of the text, a creolized text is understood as “a special linguo-visual phenomenon in which the verbal and pictorial components form one visual, structural, semantic, functional whole, providing its complex pragmatic effect on the addressee.

## II. LITERATURE REVIEW

One of the scientists who created the frame theory, M. Minsky's book "A Framework for Representing Knowledge-" was published in 1979, and he was the first to introduce this term into science. moreover, many scholars use the term not only in cognitive linguistics but also in various other disciplines. Also, the following research scholars about frames have analyzed their views on frames and cognitive linguistics in their works. E.Goffman E. Frame analysis: An essay on the organization of experience.1974. Nikonova J.V. Theory of frames in linguistic research. 2006. Fillmore Ch. Frames and semantics of understanding. new in foreign linguistics; cognitive aspects of language. Charnyak Yu. Inferences and knowledge. Rainbow. 1983

After all, we can say that this concept began to be used by researchers as a way to know the real world and to study linguistic phenomena.

Cognitive linguistics became widespread in the mid-1970s. The official publication of cognitive linguistics took place in 1989.<sup>3</sup>

That is, at the International Symposium on Linguistics in Duisburg (Germany) in the spring. It was then the first international conference on cognitive linguistics. At the same time, participants form the International Association of Cognitive Linguistics and the Journal of Cognitive Linguistics. Thus, they created various monographs and research papers on cognitive linguistics. Well-known representatives of the industry created works, and these works began to be published in this magazine. But in fact, cognitive linguistics originated much earlier. It flourished by the late 80s. Many ideological works have been published.

## III. ANALYSIS

“Cognitology is a science that has emerged at the crossroads of different disciplines, and its field of study is defined as‘ the study of methods of collecting and applying knowledge ’”.<sup>4</sup> Cognitive linguistics is the study of language as a mental phenomenon. Cognitive linguistics is concerned with the acquisition of this knowledge and the acquisition of secular information and the study

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<sup>3</sup> Skrevsova, T.G. Cognitive Linguistics: A Lexicon Course. - Faculty of Philology, St. Petersburg State University, 2011.-[3, p 256]

<sup>4</sup> M.M Jurayeva, Linguocognitive, national and cultural features of the modality category in French and Uzbek fairy tales. Tashkent-2016 [4, p.38]

of language in relation to our interactions, the processing, organization of information through our knowledge, and the emphasis on natural language as a means of conveying it. specific. Also, although a number of scientific studies have commented on the study of cognitive linguistics and its new interpretations, the work done in the field of cognitive linguistics in the Uzbek language is limited. But we can also list our scientists who are doing a number of innovations in this area. In this regard, we can mention the research of Sh. Safarov "Cognitive Linguistics". The study describes the study of linguocognitology in world linguistics and the essence of cognitive units.<sup>5</sup>

And the views of our young scientist M. Jurayeva on cognitive linguistics in scientific research are also noteworthy. It states: "Cognitive linguistics is based on cognition. He is interested in the cognitive aspect of language. It is well known that cognition is the process of the emergence and enrichment of human knowledge in the mind in the knowledge of the universe, and the transformation of knowledge is directly or indirectly related to language. It is in harmony with human cognition".<sup>6</sup> The emergence of cognitive linguistics depends not only on the history of linguistics, but also on the development of cognitive research and the development of the so-called cognitive science. was We need to emphasize the role of thinking, which is the result of purposeful activity, in order for a person to study, know, reflect and perceive the world.

It is known that human beings perform a number of logical and spiritual activities in the knowledge and perception of events. Such a logical consequence of the concept, combined with image and linguistic meaning, provides the emergence of the concept being studied as a key figure in cognitive linguistics. Cognitive linguistics, the problems of the interdependence of language and consciousness in linguistics, the role of language in understanding and classifying the world, the integration of individual cognitive abilities in cognitive processes and human experience in relation to language and their forms of interaction is the direction of learning. So, as we said classification, classification is understood as the process of simplifying the knowledge obtained. That is, the acquisition of new knowledge in the human mind and the division of existing knowledge into different categories. Often, language categories are required as a means of human transportation. This is called conceptualization in science.

Conceptualization is the process of defining a set (categories) of cognitive attributes of an event in the real or imaginary world, which allows a person to understand, memorize, and replenish any new concept or idea of the phenomenon with a new database. Man gains experience over the years and absorbs it into his thinking. In this case, human experience, thinking is written in language, language is a mechanism of knowledge, that is, a system of signs that specifically encodes and assimilates this information. According to the fields of cognitive linguistics, "the perception of the material world, at the same time, requires the emergence of an understanding of the perceived object-event, which is then formed as a mental model-concept and takes on a material form" what exactly is a concept? - the question arises as to when it appeared. We get the answer to this as follows. The concept began to emerge in linguistics in the twentieth century. V. Demyankov says: "The term is the most widely used concept in cognitive linguistics and has different definitions. His commentary on cognitive linguistics, linguoculturology, as well as literary studies are interrelated "

The word concept is derived from the Latin word *Conceptus*, which means "concept" and is an innovative idea of constructive significance. The product that demonstrates this idea is called the concept product. In linguistics, this content is the semantic meaning, which is determined by the sign and size. In philology, a concept is an essential aspect of a verbal sign, behind which is a concept related to the mental, spiritual, or material realm of a person's existence. It has historical roots in life, is socially and subjectively conceptualized, and through a similar stage of understanding - is being strengthened in people's social experience. There are also concepts that are inextricably linked to the concept or in some cases contradict it. Concept and concept are the basic concepts of conceptual linguistics. In the study of the concept, depending on its aspect and methods, there are different directions of understanding the meaning. Regarding cognitive orientation and concept, YS Stepanov says: "Language is the main link in the culture of the human mental world."

#### IV. DISCUSSION

It should be noted that the logical direction involves the study of a concept as a logical unit of language in which all concepts are common. The concept of cognition is currently being studied by a number of modern researchers. The main issues of

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<sup>5</sup> M.M Jurayeva, Linguocognitive, national and cultural features of the modality category in French and Uzbek fairy tales. Tashkent-2016 [5, p.38]

<sup>6</sup> Ashuraliyev E. Cognitive structure of folk riddles. 5A 140101 - Uzbek language [6, p.3]

conceptualization and classification, the nature and structure of the concept, types of concepts, methods of presenting knowledge, etc. are considered in the cognitive direction.

There are many concepts now. On cognitive and artistic concepts in the first half of the 20th century, the Russian researcher SA Askoldov distinguished these two concepts. That is, he identified the characteristics and characteristics of each of them.<sup>7</sup>

At the same time, the author emphasizes that in art, cognition logic behaves differently than in science. S.A. According to Askoldov, cognitive concepts are distinguished by "generality" because they are simply schematic drawings of similar objects, i.e., schematic representations by the individual mind that are devoid of specific details pertaining to the objects. If the concept is general, then the concept of image is individual. " This is because the researcher sees another important difference between an artistic concept and a concept of cognition: feelings, desires' In general, an artistic concept is often a combination of the two, i.e., concepts, images, feelings, emotions, etc. zan is the sum of even voluntary manifestations. "Thus, the artistic concept often creates a certain "emotional and aesthetic tension, "but it is often devoid of the notion of knowledge. In cognitive linguistics, there are other concepts as well. We are trying to shed more light on the new scientific-theoretical approach of researchers and their way of thinking. If we talk about cognitology, cognitive linguistics, concept, conceptualism, we will now open another important theory. Thus, a common approach in modern cognitive linguistics is the concept of frame.

Frame is derived from the English word meaning frame. The concept of frame occurs in the social sciences and humanities. For example: psychology, cybernetics, sociology, mathematics, linguistics, etc. Within this concept, everything and action, the general knowledge of people, the integrity of what they understand. In other words, a frame is a communicative description of a situation based on the principles of event management and engagement. The term was first coined in 1974 by American scientist Marvin Minsk. It is described as a way to demonstrate knowledge in artificial intelligence, which is a diagram of motion. M.Minsky appealed to the structure of knowledge for the perception of spatial landscapes. A frame is a model of an abstract image, the smallest description of the essence of an object, event, situation, process. The frame is used in expert and other intellectual systems for various purposes.

According to Minsky, "a frame is a data structure to describe a situation in stereotypes, such as living in a particular house or going to a birthday party." Also, several types of data are attached to each frame. Some of this information is about how to use the frame. Some may wait to see what happens next, Minsky writes.

A frame is a daily structure that reflects a stereotypical state, such as being in a certain type of hotel or going to a birthday party. When we talk about the concept of a frame, we pay attention to the opinion of scientists who have done a lot of research in this area: E. Goffman, is a type of therapeutic knowledge, ie a sequence of actions that describes a creative aspect of a subject or its functional aspect " <sup>8</sup>

According to Minsky: "A frame is a structure of data to reflect a stereotypical situation. Each frame is associated with different data. One part of it shows how to use this frame, the second is what makes it happen, and the third is what to do if these assumptions are not confirmed. A frame can be thought of as a network of nodes and the connections between them. The "higher levels" of the frame are clearly defined because they are shaped by such concepts that are always correct relative to the planned situation. " <sup>9</sup>

M.M. Jurayeva describes the frame as follows: "Of course, they appear by chance (suddenly) in the process of developing the cognitive characteristics of each person. Other frames are learned from experience or teaching, although they are inextricably linked to the expression of languages" <sup>10</sup>

In fact, frame systems are connected via an information retrieval network, and if the proposed frame is not adapted to the actual situation, i.e., a terminal task that meets the requirements of the relevant markers is not possible, then the information retrieval

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<sup>7</sup> Askoldov S.A. Concept I Word // Russian Literature. From the theory of literature to the structure of the text. Antology. M: Academy, 1997

<sup>8</sup> M.M Jurayeva, Linguocognitive, national and cultural features of the modality category in French and Uzbek fairy tales. Tashkent-2016 [8, p.46]

<sup>9</sup> Minsky Marvin. Frames for representing knowledge - royalib.ru[9, p 52-56]

<sup>10</sup> M.M Jurayeva, Linguocognitive, national and cultural features of the modality category in French and Uzbek fairy tales. Tashkent-2016 [10 p.47]

network allows to select the appropriate frame. Such methods, i.e., the presentation of data in frame systems, which are of particular importance for the development of structural mechanisms, allow for a variety of uses. More complex conditions can determine the relationship between objects attached to multiple terminals.

Ch. Fillmore says of the frame: "The frame is the cognitive structure of the schematic of the experiment, based on the theory of frames developed by M. Minsky, and developed a cognitive understanding of frames within its symbolic cognitive semantics" 11

If we look at the data, it means that there were two different approaches to the concept of frame in cognitive linguistics. The frame served as an integral part of knowledge, as part of the human cognitive system, and as a structure for expressing knowledge, as a means of expressing cognitive structure. An abstract solution is found to the problem of the relationship between the concepts of "frame" and "concept". Based on the general relationship, the concept is defined as a general concept relative to the frame. Based on the relationship between frame and concept as complex and simple concepts, a frame is defined as a specific complex concept. When comparing these concepts, they are considered as two types of conceptual structures with similar and different characteristics. An analysis of the literature allows us to highlight some general features of this concept: a frame is a cognitive structure of knowledge that interacts with each other, usually to demonstrate knowledge about a thematically integrated situation. designed structure. Mandatory features of a frame include the presence of a typical start (excluding the dynamics of frame levels) and categorical features of knowledge organization.

About the frame concept and concepts with a dense core, Yu.S. Stepanov proposes to consider two important concepts: "frame concepts" and the concept, "concepts with a dense core". Yu. According to S. Stepanov, "Frame concepts" have some basic, important features (or a small set of such features), in fact, are a key component of this concept. spontaneously, it is the result of organic development. lum is about a society, this or that social group (etc.). We are dealing here with another process that is "organic" or difficult to call itself. a process associated with conscious activity and even struggle. " 12

A.P. In Babushkin's theory, typology consists of: "Mental drawings, diagrams, frames, scenarios, kaleidoscopic and logically structured concepts. Mental images are only individual, they are based on a person's unique life experience. According to the researcher, the "scope of understanding" creates a complex situation; it can be compared to a "frame" in which everything that is normal and necessary for a particular situation falls into place. "13

According to E. Goffman, "a frame is a whole formed by agents, mostly in practice, but at the same time people in a normal, repetitive social situation are socially dependent on their own actions and the actions of others (verbal and oral). non-intelligent). According to E. Goffman, this frame is "an analysis of the existing integrity (social, cultural) and then the collection of structures as a set of interacting elements" . 14 Moreover, in his view, the frame is "a certain perspective of perception that leads to a formal definition of the situation."

Although continuous behaviors are considered to be related to the situation in which they occur and the original characteristics of the person performing them, the concept of frame introduces the view of semantic analysis of them by acting as a semantic frame. A person decides for himself how to act.

E. Goffman, while reviewing the basic concepts of the study, says: "I interpret them somewhat abstractly, and I am afraid that the formulas I propose will be very vague in terms of modern philosophical norms. However, there are also positive aspects to this: for this to happen, the reader must be able to share my doubts in order to come to a more or less clear conclusion.15 [16, p. 40-42]

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<sup>11</sup> Fillmore C. Frames and the semantics of understanding. New in foreign linguistics: Cognitive aspects of language 1988 [11. s 52-92].

<sup>12</sup> Stepanov Yu.S. Constant. Dictionary of Russian culture. Research experience. M. 1997. [ 12, M, 1197]

<sup>13</sup>] Babushkin A.P. Concepts of different types in vocabulary and phraseology and methodology of the 9th century. // Methodological problems of cognitive linguistics. Voronezh, 2001. [13, p. 52-58].

<sup>14</sup> Gofman I. Analysis of personnel: Essay on the organization of everyday experience: Per. S eng. / The pod is red. Batigina G.S. And L.A. Kozlova; the article of G.S. Batigina. - M.: 2003. [14, p. 752]

<sup>15</sup> Gofman I. Analysis of frames: On the organization of everyday experience: Per. S eng. Moscow Institute of Sociology RAS Institute of the Public Opinion Foundation 2004 [15, p.41]

The concept is typically analyzed in detail in Erving Goffman and his book *Frame Analysis*. This book, *The Essay (English Frame Analysis: An Essay on the Organization of Experiments)*, was published in 1974. Later, this work began to be used in the theory of social movement, political and other research.

The basic term "frame" still does not have a generally accepted definition. However, many Western researchers say that "one of the best theories is Robert Entman's explanation." In his view, the English phrase "framing" in this case means "choosing certain aspects of reality and making them more visible in the communicative text, as well as popularizing something". Explains the problem, explores its causes, makes an ethical assessment, and reveals ways to solve it. "Sometimes planning is like comparing an agenda at first glance, but there are still significant differences," he said. Thus, the agenda-setting method provides coverage of one event in the media and ignores other events, while framing means that the coverage of a particular event in the media ignores some aspects of it in highlighting others.

Frame analysis is a type of interpretive (structural) analysis in which the researcher examines a text to identify a "frame" or journalistic rhetoric, i.e., whether its text plays a political role. Such an analysis will determine how "frames" are introduced by political circles, how journalists use them in written texts, and how the audience interprets this "circle".

The origin of this methodology was invented in the early 1970s and its founder was Erving Goffman. He said, "If a person confesses to an event, his reaction is mainly limited to frames or translation schemes."

In the '80s, a "frame" was already accepted as a "media molding" (framing), the main idea of which was to understand the relevant events. Such "molding" has been successful in the media because of its cultural resonance, the author's status, behavior, and compliance with media norms and practices, and by the 1990s, "frame analysis" was a major development thanks to Entman, who defined its terminology and methodology. In fact, he described the "frame" as "information processing schemes that take place in the properties of the news text and enhance the specific perception and understanding of events." "News frames appear and news the keywords, metaphors, concepts, symbols, and visual images highlighted in the text are embodied." "Such components of the frame often correspond to debates in society and are known to listeners from previous experience forms a way of thinking about a particular event.

The frame analysis methodology includes two different events (or tools) - logical tools (thinking devices in English) and frame tools (frame devices in English). The first explains the event, while the others describe it. As a result, logical means reveal the explanation or reason for the main position. These are the so-called "roots of the event" (interpretation of the causes of the event), which ensure its consequences and integrity. Frame tools include: sources (all individuals listed in the text); keywords (appearing in the title and then repeated in the text); large "visible" words due to their placement in the text or cultural resonance with the audience; metaphor; basis (a person or group of individuals identified as the cause of a problem or the cause of its resolution). By analyzing the text, the researcher tries to identify specific frame tools and reads each story that falls into its sample.

Understanding how a frame works helps with concepts such as "visibility", "formatting" and "relevance" (clarity, size and importance in English). "Frames" illuminate information about message objects and at the same time make them "visible", meaning they are delivered more clearly, intelligibly and memorably. This can be done by placing "visible" information at the beginning or end of the text, as well as by repeating them frequently or associating them with culturally similar characters. "Formatting" is the part of the frame that reveals the essence, that is, it exaggerates or discriminates against the elements of reality that are more or less "seen". In addition to the words and images used to describe reality, "significance" is also of great importance. Where there is an event and an image (first or last, but on one page), the media provides so much information

E. Goffman argues that physical phenomena (e.g., weather) are not subject to man, and that social phenomena only mean the result of sudden actions. In fact, assuming that natural phenomena depend on goal setting, they remain inseparable from social phenomena. According to Goffman, the apparent insignificant difference between "natural" and "social" frame systems is fundamental to the "normal" structure of the world. Involving physical objects in animation, involving physical objects in "animated" features in imaginary communication with visitors from space, is from a certain mental point of view and it does not use a general, objective, definition, but the usual pragmatism that specifically points uses the methodology. Frame systems are not



defined as cognitive algorithms, but they are always in the process of formation. Frames are social, in other words, there is a constant frame of truth. ”<sup>16</sup>

### V. CONCLUSION

Nowadays, in the process of studying artificial intelligence, the idea of presenting information, studying its structures is giving good results. Goffman's "Frame Analysis: An Essay on the Organization of Daily Experience" was published almost simultaneously with M. Minsky's famous "Frames for Reflecting Knowledge". At the same time, Goffman's primary frame systems, which formed the basis of his daily life and world, were not his focus. Because he was more interested in the possibility of turning a "real, living activity" into a parody, a "fake" thing.

In recent years, the concept of frames has become widely used in linguistics, and many innovations are being discovered by researchers. But still, this concept does not have a clear idea and definition. Therefore, ways to study frames are being developed, which is a very important topic of this linguistic research.

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