



Development Of Semiotic Theory In The First Period

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ABSTRACT

The science of semiotics, which originated in French linguistics and developed in world linguistics, is becoming the most comprehensive and important object of modern comparative linguistics. It evolves from linguodidactic, linguocultural areas to neuropsycholinguistic areas. Communicative communication helps to create the most convenient ways to establish communication. In particular, steps are being taken towards linguodidactic semiotics in teaching foreign languages.

The article briefly describes the theoretical issues of semantics and scientific observations of its development

Keywords:

Semiotics, semiotic school, narrative scheme and semiotic square, Parisian semiotic school, autonomous semiotic trends. Russian direction of semiotics. Tartu school. Copenhagen and American schools of structuralism

Introduction

The success of the French semiotic school flourished in the United States, in a country overseas. Currently, magazines are being published in the USA : "Ars Semiotica. International Journal of American Semiotics, Philadelphia ; Semiotic Scene. Bulletin of the Semiotic Society of America, Medford ; The American Journal of Semiotics, Bloomington ; "Semiotica. Journal of the International Association for Semiotic Studies, Bloomington. There is a special European journal on semiotics: "Semiotics and Mentalities. European Journal for Semiotic Studies, Wien - Barselona - Budapest - Perpignan. Semiotic journals are published in Canada, Brazil, Estonia, Italy, Israel, Germany, Austria, Norway and other countries. Semiotics as an important branch of linguistics develops day by day.

Such children perceive information in a different way: they often see the text in the form of letters superimposed on each other or change letters in places without seeing the difference)

return to a full life, improve their cultural level and in an easy form teach basic speech skills in foreign languages, which is one of the global problems of the XXI century in world linguistics.

Main Part

Semiotics is directly associated with the names of R. Barthes, A. Greimas, L. Elmslev, S. Pearce, F. de Saussure, J. M. Lotman, C. W. Morris, T. Sebeok, G. Frege, Yu. Schrader, W. Eco, R.O. Jakobson, E. Benveniste and K. Levi-Strauss. Dozens of their followers are currently conducting research in various fields of modern linguistic theory. Semiotics is a science that studies the structure and functioning of sign systems as a separate field of science, which was formed at the beginning of the second half of the 20th century, in 1969 in Paris with the active participation of R. Jakobson, E. Benveniste and K. Levy-Strauss, it was decided to create International Organization for Semiotic Research (IOSR). The official periodical of this association was the Semiotica magazine, and T. Sebeok became its editor-in-chief. E. Benveniste became the first president of

the association, and A. Greimas became the general secretary.

The Parisian Semiotic School (fr. École sémiotique de Paris) was founded by A.J. Greimas in the 1960s [Greimas, Kurte, Revzin: 5]. Semiotics in the spirit of the Paris School, unlike most others, does not define its subject as the study of sign systems and the Saussurean term of semiology is used for this sphere. The Paris School posits the existence of universal structures that underlie and create meaning; their study is, in her understanding, the subject of semiotics.

These structures can be represented in the form of models, which can then be applied to any signifying object in order to decode and interpret its semantic content [Greimas; Kurte; Revzin: 5, 1979 and 1986].

The French semiotic school is represented primarily by the names of R. Barthes, F. Solers, Y. Kristeva, Ts. Todorov, J. Derrida, J. Fay and others, grouped in the 1960s around the journal "Tel Quel", created by F. Solers and his associates like G. Bachelard¹, J. Lacan, M. Foucault [7 ; 8].

For example, according to R.Barthes, semiology is essentially defined by four elements. First, the dichotomy of language as a social institution and speech as an individualized act. Secondly, the existence of the signified and signifier, for the detection of systems of signs. Thirdly, the existence of a system (or paradigm) and syntagma, systemic interaction of elements of a language (for example, word forms) and a linear relationship of elements (following each other). Syntagmatic relations are associated with the fact that a person cannot pronounce two words at a time, which means he needs to follow a certain sequence to form meaning. Paradigmatic relations are associated with the acquisition of different meanings, depending on the structure of the entire system of words. Fourth, denotation and connotation, that is, the existence of a border between ideologized and simple text [1 ; 10].

The prominent French philologist A. Greimas relying on the classic works of F. de Saussure, R.Jacobson, K.Levi-Strauss and, in

¹ French philosopher and art critic. G. Bashlyar authors of the book: Rational materialism (Le matérialisme rationnel) - 1953, Poetics of space (La poétique de l'espace) - 1958; Poetics of Dreams (La poétique de la rêverie) - 1961; Candle flame (La flamme d'une chandelle) - 1961.

particular, V.Propp, drawing on the works of E. Souriot and many other modern researchers, as well as the works of J. Bernanos, as a material for a special study, investigated the most detailed presentation of his own so-called actant theory, devoted to the structural-semantic analysis of a literary text [Greimas: 5, 2004, 368]. He combined French structuralism with the achievements of Russian formalism, building on the basis of its functions an actant scheme of the text. Greimas also owns the representation of meaning in the form of a semiotic square (going back to Aristotle's logical square).

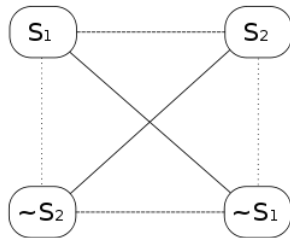
A. Greimas played an important role in enriching the theory of semiotics. His first stage of development was the development of semiotic theory, which is divided into several phases. At the first stage, attention was drawn, in the context of the philosophy of structuralism, to semantic problems, as can be seen from the very title of Greimas's book "Structural Semantics". Saussure's idea that meaning arises from relationships inspired Greimas to analyze and identify specific types of difference. He was the first to identify the distinctive features of oppositions in a certain event and build their typology. At the same time, acquaintance with the works of V. Propp² prompted Greimas to apply linguistic models to the narrative. In trying to better articulate the elements of narrative, he decided what Propp called "function" is actually a verb plus its actants, in other words, a complete sentence.

Narrative schema and semiotic square. During the second phase of semiotic research, the narrative schema and the semiotic square, in the 1970s, attempts were made to find a synthesis of these two different fields in order to define a stable general theory of meaning generation. Focusing on the surface structures of the narrative, semiotic researchers came to the conclusion that the function in the form in which it is represented by the verb of action is simultaneously determined by modalities: two virtualizing ("desire", "must") and two actualizing ("skill", "possibility"). This discovery allowed the construction of other, even more powerful

² Владимир Яковлевич Пропп – выдающийся отечественный филолог, профессор Ленинградского университета. Один из основоположников структурно-типологического подхода в фольклористике

models. In addition, these models could also be applied to social practices, patterns of behavior, etc.

Narrative, from this time on, comprehends as underlying the entire discourse, and also as an essential part of the world order.



This semiotic square is the elementary structure, the logical expression of any semantic category, which is determined by three relations:

1. The relationship of the opposite - on the diagram, the horizontal sides of the square. Meaning is viewed primarily as a product of opposition: there can be no "top" without "bottom", "good" without "evil". To be in opposition or in relation to opposition (contrariness), two terms (often referred to as S_1 and S_2) must have some common feature, for example, "hot" and "cold" have a common concept of temperature; here temperature can be called a complex term. "High" and "low" have a common concept of verticality, their complex term is verticality. Thus, S_1 assumes the existence of S_2 ..

2. *The contradiction is on the diagonal of the square. To go from S_1 to S_2 , you first need to negate S_1 (denoted by $\sim S_1$).* For example, to go from "top" to "bottom", you need to go to "no-top". "Not-up" ($\sim S_1$) thus becomes a contradictory term. If S_1 is good, then $\sim S_1$ is not good. If S_2 is "evil", then $\sim S_2$ is "non-evil".

3. *Implication, or complementarity, are the vertical sides of a square.* This relationship is based on the connection between the term and the denial of its opposite: "good" means "not-evil", "up" implies "not-down". It is equivalent to an act of assertion, demonstrating the intrinsic cohesion of the meaning. After all, if "good" does not imply "no-evil," then the members of our pair of "good / evil" with their

contradictions belong to different semantic categories. S_1 and $\sim S_2$ or S_2 and $\sim S_1$ are thus defined as complementary terms.

The semiotic square can be used as a tool for analyzing not only individual semantic concepts, but also larger units of meaning, such as paragraphs and whole texts. In this case, the fundamental semantic oppositions underlying this unit must be extracted and placed in positions S_1 and S_2 [11 ; 12]. The "founders" of semiotics were C.S. Peirce, F. de Saussure and C. Morris; we can say that these are professional associations and groups of scientists studying the phenomena of semiotics in various fields of activity. In this spirit, the development of Greimas' "basic semiotic theory" is still being continued by his students.

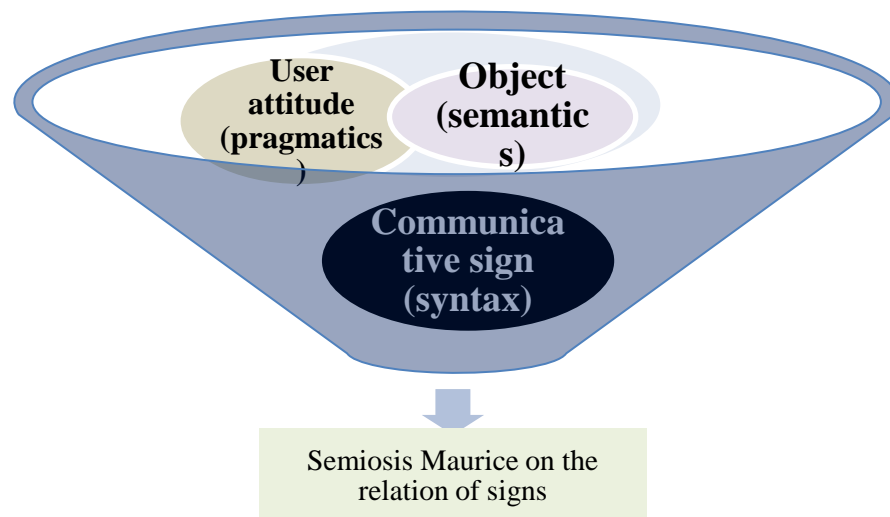
Copenhagen and American schools of structuralism. The prominent scientist of the Copenhagen school of structuralism L. Elmslev, giving the name to his direction "glossmatics" (glossema, glossematos - word), based on his analyzes, wanted to emphasize thereby the independence of his linguistic theory from traditional linguistics. According to L. Yelmslev, language and speech in the theory of glossmatics cling to random and transient phenomena that are outside the limits of language. Linguistics, according to L. Elmslev, should try to embrace language as a self-sufficient whole, its structure [12]. Thus, an application was made to create a new linguistic theory of the 20th century, encompassing theory, semiotics, and the general theory of science.

American philosopher, mathematician, founder of pragmatism and semiotics Charles Sanders Peirce (1837–1914), his work on semiotics became known already in the 1930s. He divided semiotic signs into indexes, icons, or iconic signs and symbols. Peirce distinguished between extensional, i.e. the breadth of the concept, and the intension - the depth of the concept. In the analysis of a sentence, he introduced the concepts of Subject, Predicate and Bundle; using the concept of the Bundle, which plays an important role in his theory, Peirce denoted the opposition (in modern terms) of a sentence and a statement [10 ;12 ;13].

The fate of Ferdinand de Saussure is similar to that of Pierce - both lived at the same time, their works were recognized only after death, with the help of their students. One of the main provisions of Saussure's semiotic theory is the interpretation of the sign as a two-sided mental entity: concept + acoustic image. A sign becomes such when it acquires significance (*valeur*) in the system - i.e. when it occupies a certain place in the system of oppositions. The second important position in this theory is the idea of arbitrariness, or lack of motivation, of a linguistic sign. Saussure introduced into semiotics the distinction between synchronicity and diachrony, the distinction between *langue* // *parole* (language // of speech activity) [Saussure, 13, 1975 and 1977: 268].

The service of Charles William Morris (1901-1978) is of particular importance in the development of semiotics and he included

semiotics in the encyclopedia of knowledge in 1938. Recognizing that the characteristic feature of human intelligence is the generation of signs, Morris says that semiotics is designed to solve the problem of unifying the sciences. He distinguishes semiotics as a collection of signs (and the science of them) and the process in which something functions as a sign - the process of semiosis. Morris introduces the concept of metasigns - signs that indicate signs, and clarifies the fact that signs indicating the same object do not necessarily have the same conceptual assemblies (*designata*). Not all *designata* are associated with real objects (*denotations*). Morris owns the now generally accepted subdivision of the dimensions of semiosis into the relation of signs to their objects (semantics), into the relation of signs to their users, or interpreters (pragmatics), and into the relation of signs to each other (syntax).



Autonomous semiotic directions. Schools and directions of semiotics in the second half of the twentieth century. can be determined by the dominant object of research, by territorial characteristics (often uniting supporters of one method) and by the theoretical credo of researchers of one school. We can talk about the following relatively autonomous semiotic directions: the French school of semiotics and structuralism; semiotic direction Umberto Eco; Tartu Semiotic School; Moscow Semiotic School; Polish Semiotic School; School of the Ruhr University in Bochum; semiotic works of Russian scientists, not united in groups and directions.

The scientific interests of the scientist Umberto Eco are so diverse that they gave him the opportunity to formulate a semiotic theory covering all modern cultural phenomena. He proposes the application of a unified semiotic approach to all phenomena of communication and to various forms of art, mainly paying attention to literature and the visual arts, while not forgetting about situations of everyday communication. After his first semiotic studies, U. Eco decided to collect and systematize his achievements in the "Treatise on General Semiotics", the purpose of which is "to explore the theoretical possibilities and social functions of a unifying teaching of all

phenomena associated with designation and communication." [Eco: 6].

The fact that the semantic-functional sentences of the canonical model are also studied as semantically-typologically separate syntactic constructions in scientific research of the systemic-structural syntactic plan, and conducted in Uzbekistan in recent years, indicates a wide range of semantics [Bobokalonov: 2; 3].

CONCLUSION

Thus, communicative communication helps to create the most convenient ways to establish communication. In particular, steps are being taken towards linguodidactic semiotics in teaching foreign languages.

In particular, steps are being taken towards linguodidactic semiotics in teaching foreign languages. Based on the theoretical questions of semiotics, it is clear that all languages of the private sector are conducting research that proves that this area is in demand when organizing the third intermediate questions between language and speech. Based on these requirements, in our future work, we strive to focus on the problems of studying the comparative nature of interlinguistics, as well as culturological, neuropsychological and linguodidactic features of semiotics.

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