

## ASSOCIATION PHENOMENON AND SIGN

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### ABSTRACT

The associative word and sign (sign) are essentially compatible psycholinguistic terms, and the theory of the linguistic sign is based on the theory of mental association and is formed with the help of it, taking it into its composition.

**Keywords:** Association, symbol, psycholinguistics, linguosemiotics, word, consciousness, concept

The lexical-phraseological level of the language consists of words (lexemes) and phraseological units (phrasemes). At this level, word and word, word and phraseological unit, phraseological unit and phraseological unit are in mutual relation. These are semantic relations such as lexical-semantic (word+word), lexical-phraseological (word + phraseological unit) and phraseological (phraseological unit + phraseological unit).

Lexical-semantic relations form a lexical paradigm [1:83-88; 9:27]. Words belonging to one lexical-semantic paradigm (group) are in a mutual similarity-difference [2:29] relationship. Similarity is the presence of the same semantic components (semas) in the semantics of two words. And the difference is the presence of semes that are unique in the meaning of two words, one of them has and the other does not. If there is a similarity in the meaning (sememe) of two words, then a synonymous relationship is formed, if there is a lot of difference, an antonymous relationship is formed. So, antonymic and synonymous relations are special types of lexical-semantic relations. In recent years, among lexical-semantic relations, relations such as degree (graduonymic), nesting, gender-species (hypo-hyperonym), part-whole (partonymic) began to be included [3:20-21]. In addition, the lexical meanings of words can form lexical-semantic relations from other aspects: own meaning-metaphorical meaning, new meaning-old meaning, figurative meaning-non-figurative meaning. So, there are many lexical-semantic types, the most important of which is the dependence of two lexical units on certain semantic aspects. As a result of this relationship, the meaning of one word is connected with the meaning of another word, associative relationship [6:7]. The sign phenomenon is directly related to the association phenomenon. Therefore, at this point, it is necessary to dwell on the type of associative relationship.

Usually, by tradition, an associative relation is a type of relation contrasted with a syntagmatic relation. F. de Saussure said, the language unit, in particular, the syntagmatic relationship (connection) of the word is related to its position in the process of communication, reporting (speech, text). In this case, it (word) functions as a part of a sentence and acquires a syntagmatic (syntactic) status. In other words, the syntagmatic relationship of a word is its state (status) in which it is associated with a word such as a syntactic function (possessor, determiner, complement) in a sentence. The paradigmatic relation, which is opposed to the syntactic relation, is the state in which the word is in contact with similar words in a certain group in the

memory before the communication process, sentence (sentence) is formed. For example, the word friend is in the syntagmatic relation (I respect my friend) in the sentence "I respect my friend". Until this sentence is constructed, the word friend is in the same "nest" in memory as the words oshna, jora, and aghaini, and is connected with them on the basis of similarity or in a paradigmatic relationship. So, the syntagmatic relationship is a linear (sequential) connection of language units, and a paradigmatic relationship is formed from the connection within a group in memory. The phenomenon of word signification is actually related to this type of relation.

The phenomenon of association is a psychological phenomenon, which means the connection of sensations (sensation of properties), image, concept, imagination, idea, etc. in the mind (psyche) [7:143-146]. Therefore, association is the basis of the formation and functioning of consciousness. After all, conscious (mental) activity refers to the processes of finding something with the help of something else, reporting about it or getting information.

It goes without saying that the connection or association of mental units (sensation, image, understanding) and the imagination, fantasy, idea formed on the basis of them is studied in psychology. It is known that the concept is a mental-logical (psychic-logical) phenomenon, which can be expressed in words or not. Linguistics is also involved because the word (language unit) is involved in studying the interconnection (association) of the concepts expressed by this word. Thus, the word (sound+concept) association has a linguistic and psychological nature, and the two-way association is studied by psycholinguistics. So, in this case, the word is a psycholinguistic unit, and the associated association can be called a psycholinguistic association.

From the second half of the 20th century until now, psycholinguistics has been paying great attention to the issue of associative connection of words [4:76-70; 5:127-130; 3:96-110]. In this case, the terms stimulus word and associate word are used for those who form an associative link: a stimulus word is a stimulus word used to recall another word, and an associate word is a stimulus word. The question arises: what are the differences between the term "stimulus word" used in the theory of psychological association and the term "sign (marker)" used in the theory of linguistic signs, as well as the term "associate word" and the term "sign (expression)"? Apparently, the terms in these pairs are not mutually exclusive. The term "stimulus word" refers to the psychological side of the phenomenon, which is essentially two-sided, and the term "sign" refers to the linguistic side of this complex phenomenon. The term "associative word" and "expression" also emphasize the psychological and linguistic aspects. So, the associative word and the signifier are essentially compatible psycholinguistic terms, and the theory of the linguistic sign is based on the theory of psychic association and is formed with the help of it, taking it into its composition.

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