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METHODOLOGY FOR CONSIDERING WORLD MODELING IN THE LINGUO-COGNITIVE DIRECTION OF MODERN RUSSIAN SCIENCE

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Abstract. The article discusses the concept of "world modeling" within the framework of a relatively new linguo-cognitive direction of its study. The article proposes the prospects for using the concept of "world modeling" in the discourse analysis of texts of various social and cultural orientations.

Key words: world modeling, cognology, linguistics, philology, text, discourse.

THE INFLUENCE OF C. OGDEN AND I. RICHARDS' THEORY IN SEMANTIC STUDIES

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Abstract. The Richard-Ogden theory occupies an important place in semantic studies and aims to explain the relationships between meaning and linguistic structures. This theory, put forward by Charles Kay Ogden and Ivor Armstrong Richards, is mainly known for its "triangle of meaning" model. According to this model, there is a complex relationship between words, the objects they refer to, and the perceptions people form about these objects.

This article analyzes the influence of the Richard-Ogden theory on modern semantic research. Particular attention is paid to the application of the theory in such fields as conceptual semantics, cognitive linguistics and discourse analysis. In particular, it is shown that language is not only a symbolic system, but also shapes the ways in which individuals and societies perceive the world.

In modern linguistics, this theory is applied to solve problems of semantic variability, term formation and translation. The article notes that this approach is also relevant in information technology, the field of natural language processing in artificial intelligence, and the semantic interpretation of legal texts.

Consequently, Richard-Ogden's theory allows us to consider the meaning of language not only in a lexical or grammatical context, but also in psychological and social contexts. The article shows that this approach proves that semantics is a dynamic and changing field, and provides a theoretical basis for future research.

Key words: semantic studies, theory of language and meaning, referential meanings, relationship of symbol and meaning, philosophy of language.

The study of the relationship between language and meaning is one of the most important issues in the fields of philosophy, semiotics and linguistics. The relationship

between language and meaning is one of the main research areas of linguistics. People use language not only as a means of expression during communication, but also to express meanings through deep semantic structures. This article will examine various aspects of the relationship between language and meaning, semantic theories and their role in communication.

Language is the main means of human communication and consists of phonetic, lexical and grammatical components. Meaning expresses the content of words, expressions and sentences and the information loaded on them. The interaction of language and the meaning system plays an important role in the formation of human thinking.

The study of the relationship between language and meaning is the main subject of semantics. Semantics studies the structures of meaning, the semantic load of words and expressions. In linguistics, semantics, together with syntactic and pragmatic aspects, helps to understand the full picture of language.

One of the fundamental studies in this field is the work "The Meaning of Meaning", co-authored by Charles Kay Ogden and Ivor Armstrong Richards. This book explores various aspects of the concept of meaning and presents the basic principles of meaning formation. The Triadic Model presented in the book is one of the important theories explaining the mechanism of meaning formation in language. One of Ogden's most famous works is the book "The Meaning of Meaning". He wrote this book together with I. A. Richards, in which he proposed a triadic model explaining the meaning of language.

In the book "The Meaning of Meaning" authors tried to explore the problem of meaning in more depth, combining various philosophical and psychological approaches. The main attention in the work is paid to the following issues:

- Meaning and the ways of its formation;
- Semantic relations and levels of meaning;
- The relationship between language and thought;
- The formation of meaning in the process of communication [Ogden, 2023, p. 19].

One of the main theses emphasized in the book is that words do not directly denote objects, but rather are understood through certain meanings that are interconnected. This approach allows us to explain the concept of meaning in a more complex and contextual framework.

The Triadic Model is at the heart of Ogden and Richards' theory of meaning. This model claims that meaning relationships are built on three main elements:

1. Symbol – A word or linguistic unit;
2. Referent – A real object or concept to which the word refers;
3. Thought/Reference – The mental concept that a person associates with that word.

According to this model, when a person speaks, he does not work directly with objects, but with the concepts he creates in his mind. For example, when he hears the word "tree", an image of a certain tree comes to mind. That image corresponds to the description of a certain tree that exists in reality. In this process, language plays the role of a symbolic tool only and does not express the object itself, but the concept that has arisen in the person's mind about it.

The Triadic Model has wide applications in the fields of linguistics and semiotics. The importance of this model is manifested in the following aspects:

- Use in semiotic analysis – It is useful for studying the symbolic structures of language;

- Application in communication theories – It helps to explain the causes of misunderstandings between people;

- Role in translation and language teaching – It helps to understand the difficulties in transferring meaning between different languages [Ogden, 2023, p. 96].

C. Ogden and I. Richards's "The Meaning of Meaning" and its Triadic Model provide an important theoretical framework for studying the relationship between language and meaning. The main principle of this model is that meaning does not consist only of a direct relationship between word and object, but is also formed through thought and mental concepts. They characterize the concept of "meaning" as the mutual substitution of three components between word and referent through understanding. Thus, such an approach characterizes "true meaning" as the reference of separate and isolated words and, therefore, is unable to reveal its true essence. This theory still remains relevant in the fields of modern linguistics and semiotics and is widely used by various researchers.

This model criticized Ferdinand de Saussure's binary semiotic model and introduced a new approach. Ogden's triadic model consists of three main components:

- Symbol – the word or sign
- Referent – the object that the sign refers to
- Thought – how a person understands the relationship between that symbol and the object.

This theory has opened up new directions in the fields of linguistics and semiotics, and has been used to solve problems of semantic meaning and communication.

Ogden is also the author of the language project called "Basic English". This system aimed to simplify the English language for global communication. The project was based on the use of 850 basic words, trying to make it easier to learn the language. This approach aimed to simplify the grammar and lexicon of the language, making it more accessible for international communication.

Charles Ogden's theories investigated the structure of the meaning of language, the formation of meaning in the process of communication, and ways to simplify the language for international communication. His ideas have had a great influence on the fields of semiotics, communication theory, and the limitation of language.

Ogden and Richards's semantic theory has been widely applied in various fields. It influenced Ferdinand de Saussure's theory of the sign, paving the way for understanding language in a social context. Poststructuralist theory, especially Derrida's concept of deconstruction, has emphasized the instability of meaning.

The semantic load of words can be different in different cultures. Ogden and Richards' approach is used in translation theory to solve the problems of equivalence and meaning transfer.

This theory has played an important role in understanding how the human brain forms and perceives meaning. Scientists such as George Lakoff and Mark Johnson have used these ideas to conduct research on metaphors and conceptual schemes.

As is known, currently, both in psychology and linguistics, great importance is attached to the discussion of the problem of the interaction between meaning and concept. Therefore, it seems to us that the definition of the concept of meaning should reveal the true essence of the mentioned interaction. However, it is impossible to draw a definite conclusion about the relationship between meaning and concept from existing approaches to meaning, such as "a generalized reflection of reality", "an attitude, not an essence" [Eco, 2009, p. 67].

Unfortunately, there is no common ground on the relationship between meaning and concept. Thus, some authors have completely identified these concepts. They rightly note that there is a replacement of one term with another, the meaning of the word is characterized as a concept, but the «concept» is conceived through certain words, which in turn gives grounds to say that the concept constitutes the meaning of the word.

Other authors characterize the concepts of «meaning» and «concept» as «two different categories, each of which has an incomparable characteristic (in the sense of comparison)» [Jackendoff, 2003, p. 14].

Such a distinction between «meaning» and «concept», in our opinion, is completely logical, since «concept» is a form of expression of reality, representing reality in the consciousness of the individual [Sebeok, 2001, p. 75].

If we proceed from such a distinction between «meaning» and «concept», then, of course, for the present scientific work, the definition of the concept of meaning should be based on «the relation of the word to this or that concept» [Chandler, 2002, p. 173]. If we construct a scheme in the form of 1 – sign (word), 2 – denotate (object, event), 3 – designate (concept about the object), then the relation of the sign to the denotate and the designate can be called meaning [Jackendoff, 2003, p. 68]. More precisely, the meaning has both the designative and denotative relations that constitute its basis. In this case, the concept is of a mediating nature. When studying the problem of meaning and its relation to the concept, we consider it important to dwell on some considerations related to this issue. In the Russian language, both concepts are ambiguous, characterized as a relation arising from the activity of the subject or as a means of expression. In English, the word «sense» can be considered to some extent as an equivalent of the word «meaning» (smysl). (There is no sense; to make sense). At the same time, the word «meaning» in Russian means «znachenie». In English, it can be expressed by the words «meaning, significance, importance» (to attach great importance).

The concepts of «znachenie» and «smysl» were first distinguished by G. Frege. By «znachenie» he meant the content expressed by a sign, and by «smysl» he meant its means of expression [Ogden, 2023, p. 124].

L.S. Vygotsky interprets the concept of «meaning» from a different perspective: «The meaning of a word (smysl) expresses the sum of all psychological factors that arise in our thinking due to the word. The meaning of a word (smysl) always has a dynamic, fluid, complex nature, having several different zones of continuity. «Meaning» is only one of the more solid, unified and precise zones of that «meaning» that a word possesses in the process of speech. A word taken out of context has only one meaning (znachenie). That meaning (znachenie) is not concrete: it is a different concept as a potential opportunity realized in the process of living speech and is a single stone existing in that «meaning – meaning» building» [Halliday, 2008, p. 105-106].

L.S. Vygotsky, emphasizing the inseparability of the concepts of «meaning» and «meaning», connects «meaning» with the function of the word in the process of speech. Two words act as a necessary condition for the formation of «meaning». N.I. Jinkin writes that by the minimal unity of «meaning» we mean two words that are related to each other according to «meaning» [Chandler, 2002, p. 83]. If we have at least two words, then between the concepts expressed by these words, of course, there must be certain connections that together create meaning. Thus, meaning (meaning) is understood as «a reflection of the connections existing between objects and a unity of this or that concept with another concept» [Chandler, 2002, p. 196]. Such a classification of meaning (meaning) allows us to determine whether the combination of words has meaning (meaning) on the basis of the correspondence of the concepts expressed by these or those words or their mutual exclusion. «If such correspondence between two or more concepts exists in the experience of the parties involved in the speech process, the idea of combining words expressing these concepts should be considered logical. If we are talking about the combination of two mutually exclusive words, such as «red green», etc., such a combination should be characterized as meaningless word combinations» [Halliday, 2008, p. 77].

Ogden and Richards' theory still retains its importance in today's semantic research. In the field of artificial intelligence and machine translation, their approach is used in the development of meaning networks and semantic analysis. In addition, the principles of this theory are applied in the analysis of manipulative discourses in political and media linguistics.

Charles Ogden and Ivor Richards' "Theory of Meaning" has led to revolutionary changes in the fields of linguistics and semantics and has paved the way for extensive scientific research. Their approach continues to play an important role in the fields of modern semantic analysis, translation studies and cognitive linguistics. Therefore, this theory will remain one of the main concepts not only in the past, but also in future language studies.

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ВЛИЯНИЕ ТЕОРИИ К. ОГДЕНА И А. РИЧАРДСА НА СЕМАНТИЧЕСКИЕ ИССЛЕДОВАНИЯ

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Аннотация. Теория Ричарда-Огдена занимает важное место в семантических исследованиях и направлена на объяснение взаимосвязей между значением и языковыми структурами. Эта теория, выдвинутая Чарльзом Кейем Огденом и Айвором Армстронгом Ричардсом, в основном известна своей моделью «треугольника смысла». Согласно этой модели, существует сложная связь между словами, объектами, к которым они относятся, и восприятием, которое люди формируют об этих объектах.

В данной статье анализируется влияние теории Ричарда-Огдена на современные семантические исследования. Особое внимание уделено применению теории в таких областях, как концептуальная семантика, когнитивная лингвистика и дискурсивный анализ. В частности, показано, что язык не только является символической системой, но и формирует способы восприятия мира индивидами и обществами.

В современной лингвистике эта теория применяется для решения проблем семантической изменчивости, терминообразования и перевода. В статье отмечается, что этот подход также актуален в информационных технологиях, области обработки естественного языка в искусственном интеллекте и семантической интерпретации юридических текстов.

Следовательно, теория Ричарда-Огдена позволяет рассматривать значение языка не только в лексическом или грамматическом контексте, но и в психологическом и социальном контекстах. В статье показано, что этот подход доказывает, что семантика является динамичной и изменяющейся областью, и обеспечивает теоретическую основу для будущих исследований.

Ключевые слова: семантические исследования, теория языка и значения, референциальные значения, связь символа и значения, философия языка.

DIE AFFIXALE ABLEITUNG ALS EINE ART DER WORTBILDUNG IN DER ENGLISCHEN SPRACHE

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Abstract. Im Artikel ist die Rede von der affixalen Ableitung in Englisch. Man betrachtet sie als produktive Wortbildungsart der englischen Gegenwartssprache. Die Ableitung spielt eine große Rolle in der Bereicherung der Sprache und in der Erweiterung und Präzisierung der Wortbedeutung. Als Objekt der Untersuchung sind Affixe vielseitig, wovon ihre Funktionen zeugen.

Schlüsselwörter: Ableitung, Wortbildung, Affixe, Präfixe, Suffixe, Wortbedeutung.