

MEDIA OLAM TASVIRIDA "XOTIRA" KONSEPTINING LINGVOKOGNITIV TADQIQI

Dildora Baxadirjanovna AGZAMOVA

Dotsent, filologiya fanlari nomzodi

Mirzo Ulug'bek nomidagi O'zbekiston milliy universiteti

Toshkent, O'zbekiston

ЛИНГВОКОГНИТИВНЫЙ АНАЛИЗ КОНЦЕПТА «MEMORY» В МЕДИЙНОЙ КАРТИНЕ МИРА

Дильдора Бахадыржановна АГЗАМОВА

Доцент, кандидат филологических наук

Национальный университет Узбекистана имени Мирзо Улугбека

Ташкент, Узбекистан

LINGUO-COGNITIVE ANALYSIS OF THE CONCEPT "MEMORY" IN MEDIA WORLD PICTURE

Dildora Bahadirjonovna AGZAMOVA

Associate Professor, Candidate of Philological Sciences

National University of Uzbekistan named after Mirzo Ulugbek

Tashkent, Uzbekistan dildoraagzamova520@gmail.com

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Annotatsiya. Ijtimoiy munosabatlar insonning dunyo haqidagi g'oyalari asoslanadi, buning natijasida falsafiy va lingvistik adabiyotlarda uning ma'lum bir modeli shakllanadi. Ijtimoiy fanlarning biror-bir sohasida ishonchli metodologiya mavjud emas, uning yordamida "olam manzarasi"ni ham bir butun sifatida, ham uning ko'plab tarkibiy qismlarida aniqlash mumkin bo'ladi. "Olam manzarasi" tushunchasi insoniyatning dunyo haqidagi g'oyalari o'rganishga asoslanganligiga tayanib, inson va atrof-muhitning o'zaro ta'siri bo'lgan olam manzarasini atrof-muhit va inson haqidagi ma'lumotlarni qayta ishlash natijasi deb atash mumkin. Turli aloqalar natijasida olam bilan ongning barcha shakllari ishtirokida — kundalik, ilmiy va falsafiy, diniy-mifologik va badiiy — inson o'zi uchun dunyoning ajralmas qiyofasini yaratadi. Ushbu maqolada MEMORY lingvokognitiv hodisasini media olam tasviri nuqtayi nazaridan o'rganishni maqsad qilib qo'yganimiz. Turli kontekstlarda amalga oshirilgan MEMORY leksemasining semantik tahlili shu nomdagi konseptning kognitiv xususiyatlarini ko'rsatadi. Kognitiv tilshunoslikda kontekst "ma'nolarni shakllantirish va talqin qilish asosida" butun bilim tuzilmalarini ifodalaydi. Tarkibiga ko'ra ajratilgan o'xshash leksemalarni birlashtirish jami reaksiyalar chastotasini anglab yetilgan integral semantik komponentlarini ajratib ko'rsatish ularni ifodalovchi birliklar MEMORY lingvokognitiv fenomenining kognitiv belgilarini, yuqori chastotali, ya'ni $\geq 10\%$ qiymatdagi yorqinlik darajasiga ega, yaqin periferiya $3\% > 10\%$ hamda uzoq periferiya $1\% \geq 3\%$ qiymatdagi yorqinlik indeksiga ega bo'lgan semantik guruhlar tashkil qiladi. Jami ingliz media matnlari asosida ajratilgan semalar soni 56 tani tashkil etadi.

Kalit soʻzlar: olamning media manzarasi; kognitiv belgilar; markaz; yaqin periferiya; uzoq periferiya; MEMORY lingvokognitiv hodisasi.

Аннотация. Опираясь на то, что понятие «картина мира» основано на изучении представлений человечества о мире, можно назвать картину мира, в которой происходит взаимодействие человека и окружающей среды, результатом обработки информации об окружающей среде и человеке. В статье мы стремимся изучить лингвокогнитивный феномен MEMORY (Память) с точки зрения медийной картины мира. Семантический анализ лексемы MEMORY, проведенный в различных контекстах, показывает познавательные свойства одноименного понятия. В когнитивной лингвистике контекст представляет собой целые когнитивные структуры, «основанные на формировании и интерпретации значений». Выделение зрелых интегральных семантических компонентов общей частоты реакций, которые они представляют, составляют когнитивные признаки лингвокогнитивного феномена MEMORY, высокочастотные, т. е. семантические группы, имеющие уровень яркости при значении $\leq 10\%$ к ядерной зоне, $3\% > 10\%$ к близкой периферии и имеющие индекс яркости при значении $\leq 1\% > 3\%$ к дальней периферии. Общее количество сем, выделенных на основе текстов английских СМИ, составляет 56.

Ключевые слова: медийная картина мира; когнитивные признаки; ядро; ближняя периферия; дальняя периферия; лингвокогнитивный феномен MEMORY.

Abstract. Social relations are based on a person's ideas about the world, as a result of which a certain model is formed in philosophical and linguistic literature. The fact that the concept of “picture of the world” is based on the study of mankind's ideas about the world, we regard the picture of the world in which human and environmental interaction occurs. As a result of various connections with the universe, with the participation of all forms of consciousness – everyday, scientific, philosophical, religious, mythological and artistic - a person creates for himself an integral picture of the world. This article studies the linguocognitive phenomenon of MEMORY from the point of view of the media picture of the world. In cognitive linguistics, context represents entire cognitive structures “based on the formation and interpretation of meanings”. The selection of mature integral semantic components of the total frequency of reactions, that they represent, constitute cognitive features of the linguocognitive phenomenon MEMORY, high-frequency, i.e. semantic groups having a brightness level at a value of $\leq 10\%$ to the nuclear zone, $3\% > 10\%$ to the near periphery and having a brightness index at a value of $\leq 1\% > 3\%$ to the far periphery. The total number of semes allocated on the basis of English media texts is 56.

Keywords: media picture of the world; cognitive features; core; near periphery; far periphery; linguocognitive phenomenon MEMORY.

Kirish. Ijtimoiy munosabatlar insonning dunyo haqidagi gʻoyalariga asoslanadi, buning natijasida falsafiy va lingvistik adabiyotlarda uning maʼlum bir modeli shakllanadi. Ijtimoiy fanlarning biror-bir sohasida ishonchli metodologiya mavjud emas, uning yordamida “olam manzarasi”ni ham bir butun sifatida, ham

uning ko‘plab tarkibiy qismlarida aniqlash mumkin bo‘ladi. “Olam manzarasi” atamasini haqiqat modeli sifatida ilmiy foydalanishga kiritishda L. Vitgenshteyn alohida rol o‘ynaydi, olim ushbu atamaning metaforik va “dunyo tasviri” psixologik tushunchasi bilan sinonimligini ta’kidlagan (2).

“Olam manzarasi” tushunchasi insoniyatning dunyo haqidagi g‘oyalarini o‘rganishga asoslanganligiga tayanib, inson va atrof-muhitning o‘zaro ta’siri bo‘lgan olam manzarasini atrof-muhit va inson haqidagi ma’lumotlarni qayta ishlash natijasi deb atash mumkin. Turli aloqalar natijasida olam bilan ongning barcha shakllari ishtirokida — kundalik, ilmiy va falsafiy va diniy-mifologik va badiiy — inson o‘zi uchun dunyoning ajralmas qiyofasini yaratadi. U buni quyidagi vositachilar yordamida shakllantiradi: til, mifologiya, din, san’at, fan, ommaviy axborot vositalari kabi ramziy tuzilmalar hayotiy faoliyatni tartibga soluvchi vazifasini bajaradi.

Asosiy qism. Ushbu maqolada MEMORY lingvokognitiv hodisasini olamning media manzarasi nuqtayi nazaridan o‘rganishni maqsad qilib qo‘yganmiz. I. V. Rogozinaning ta’kidlashicha, ommaviy axborot vositalari inson mental qobiliyatida mavjud bo‘lgan va media matnlarida aks etgan borliqdagi voqelikning bir qismi bo‘lgan olamning maxsus media manzarasida o‘z aksini topadi. Olamning media manzarasi (OMM) uning variatsiyalarida (olamning radio manzarasi, olamning internet manzarasi, olamning matbuot manzarasi va boshqalar) da aks etadi va “ommaviy axborot vositalarining polimodal, polisemiotik mahsuloti bilan o‘zaro ta’siri natijasida retsipient shaxsning fikrlashi natijasida shakllangan va olamning individual modelini o‘ziga xos tarkibiy qismiga aylangan media voqelik modelidir” deb ta’riflanadi (8, 23). Ingliz media matnlarida o‘zining lingvistik ifodasini topadigan olamning matbuot manzarasi OMMning variatsiyalaridan biridir. Media matni ommaviy axborot vositalarining jurnalistik matni sifatida tushuniladi va Y. S. Kubryakovaning xulosalariga ko‘ra, atrofda voqelik haqidagi jamoaviy va individual bilimlarni pragmatik maqsad bilan qamrab oladigan kognitiv ta’lim sifatida talqin qilingan informatsion yozma xabar sifatida belgilanadi (5, 513). M. Y. Kazakning talqiniga binoan, media matni integrativ hodisa bo‘lib, ko‘p darajali belgiga ega hamda mediaviy, ommaviy, polikodlik va ochiqlik kabi belgilardan tashkil topadi. E. E. Koptyakova ta’kidlaganidek, OMMni lingvistik darajada aks ettiruvchi mediamatnlar takrorlanuvchi stereotiplarni translyatsiya qilish orqali jamoatchilik fikri va jamoaviy baholash tizimining shakllanishiga bevosita ta’sir qiladi (4, 213). Mazkur mavzuni o‘z ishlarida G. Y. Solganik, T. G. Dobrosklonskaya, I. V. Rogozina va boshqalar tahlil qilishgan (8; 3; 7).

Mediamatn — mediaaxborot bo‘lib, bu xabar (gazeta, jurnal, tele- va radioeshittirish) nashrning alohida olingan ko‘rinishi, matbuot, televideniye, radio, Internetda qo‘llaniladigan matn. Hozirgi vaqtda mediamatn medialingvistika, mediamadaniyat, mediata’lim sohalari — lingvistik, falsafiy va pedagogik fanning yangi yo‘nalishlarida asosiy maqomiga ega bo‘ladi. Mediamatnning muhim belgilari quyidagilarda ko‘rinadi: birinchidan, — ushbu

konsepsiyaning universal, klassik ma'nosida (B.Y. Misonjnikov) matn sifatida, ikkinchidan, boshqa aloqa sohalaridagi (ilmiy, badiiy va hk.) matnlardan farqli ravishda noyob matn turi sifatida ko'rib chiqilishi mumkin, uchinchidan, ommaviy kommunikatsiyaning to'plangan mahsuloti sifatida — har biri o'ziga xos xususiyatlariga ega bo'lgan jurnalistika, reklama va PR matnlari. Shunga qaramay, bugungi kun media lingvistikasida matn og'zaki nutqni ham o'z ichiga qamrab oladi (6).

Media matnlari MEMORYning ijtimoiy hodisasiga oid turli xil tematik kontekstlarni aks ettiradi. Tadqiqotning bir qismi sifatida 2019-yildan 2023-yilgacha bo'lgan davrda chop etilgan Buyuk Britaniya davriy nashrlari *The Guardian*, *The Times* gazetalaridagi maqolalar tanlab olindi. Yuqorida aytib o'tilgan gazeta va jurnallarni tanlash mezoni xotira muammolarini o'z ichiga olgan va mualliflarning xotira haqidagi bayonotlarini o'z ichiga olgan sarlavhalarning mavjudligi bilan belgilanadi.

Turli kontekstlarda amalga oshirilgan MEMORY leksemasining semantik tahlili shu nomdagi konseptning kognitiv xususiyatlarini ko'rsatadi. Kognitiv tilshunoslikda kontekst "ma'nolarni shakllantirish va talqin qilish asosida" butun bilim tuzilmalarini ifodalaydi (1, 119).

Ilmiy adabiyotlarda kontekst atamasi nutqiy vaziyat mahsuli deb ko'rsatiladi. "Kontekst — bu bir leksik yoki grammatik birlik asosida ifodalangan ma'no yoki tushunchani oydinlashtirish uchun keltirilgan, tuzilgan minimal nutq birligi. Qoida bo'yicha bu — so'z birikmasi, ba'zan gap, kamdan-kam abzas yoki yaxlit matnga teng keladi" (10; 2). Kontekst so'zlarning semantik ma'nosi reallashadigan o'ziga xos maydon, nutqiy vaziyat hisoblanadi. Borliqning mavjud dalillari lug'atlarda berilganidek, alohida so'zlarda emas, balki nutqiy aloqalarda, tugal xabarlarida, matnlarda, ularning minimal bo'lagi bo'lgan gaplarda aks etadi... So'zlar va ular ma'nolarining ong va borliqqa munosabati gap orqali bog'langan, gapdan tashqarida ular faqat potensial birlikdir, xolos. Ularni mexanizmning detallariga qiyoslash mumkin, ularning vazifasi faqatgina butun bir mexanizm bilan aloqada tushuniladi.

Ommaviy axborot vositalarining inglizcha matnlarida taqdim etilgan XOTIRA konseptini og'zaki ifodalaydigan lingvistik vositalarni tahlil qilib, tegishli ma'nolar aniqlandi. Har bir ma'no uni tashkil etuvchi semalar (semantik komponentlar) asosida tahlil qilinadi. Mazmun jihatidan o'xshash semantik komponentlar XOTIRA lingvokognitiv hodisasining kognitiv xususiyatlarini shakllantirish bilan umumlashtiriladi.

Ingliz media matnlarida XOTIRA konsepti quyidagi ma'nolariga ega:

1. It was in the summer of 2020 — at the height of the Covid-19 pandemic — that I first noticed a problem. I was having difficulty speaking. It wasn't a casual chat with my wife, Helen, or our two daughters, or my son who lives in the US, but a Skype or Zoom interview about international affairs with a TV channel. I can't remember which one or what the topic was — probably the Middle

East, my main area of expertise, or possibly Brexit. I felt embarrassed because I was less articulate than usual — “lost for words”, as the saying goes (13).

Ajratib olingan ma'nolar: *Covid-19 pandemic, lost for words, to be less articulate.*

2. Starting in February 2021, I went through a series of tests: my ability with words, short-term memory, drawing (copying shapes), speech. The results were mixed. The final assessment was that I was suffering from mild cognitive impairment. MCI is a condition that causes memory and thinking problems, affecting between 5% and 20% of people over 65. It is not a type of dementia, but for many people it is an intermediate stage leading to the development of diseases such as Alzheimer's. That word, “dementia”, I found extremely upsetting and negative, so Helen and I began to refer to it as “degeneration” or “the D-word” (13).

Ajratib olingan ma'nolar: *my ability with words, short-term memory, mild cognitive impairment, MCI is a condition that causes memory and thinking problems, dementia, diseases such as Alzheimer's, “degeneration” or “the D-word”.*

3. Over time, his style loosened and dissolved into near abstraction — though he never abandoned elements of figuration. By the end, he was no longer working from observation, but from memory.

Memory is fallible. Family members will remember the same incidents differently, and describe them using different words. Eyewitness accounts often vary. Memory is slippery and dangerous, but that is also what makes it such a profoundly important creative tool. Where would Paula Rego be without her self-consciously faulty use of memory, one that verges on mythologisation, in an oeuvre that draws so deeply on her childhood? The point for her is not accurate, photographic recall, but memory used almost as a dreamscape, to be visited to harvest artistic material. James Joyce's reconstruction of Dublin in *Ulysses* published a century ago this year, relishes precisely recalled topographical details — but he used memory to alienate himself from his native city, so that he could re-render it as the epic canvas for his masterpiece of modernism (14).

Ajratib olingan ma'nolar: *Memory is fallible; Memory is slippery and dangerous, but that is also what makes it such a profoundly important creative tool; self-consciously faulty use of memory; but memory used almost as a dreamscape, to be visited to harvest artistic material; memory to alienate himself from his native city.*

4. Eve, played by actor Karlina Grace-Paseda. We meet her sitting in her living room, surrounded by Post-its reminding her to water the plants. Her memory is failing (15).

Ajratib olingan ma'nolar: *Her memory is failing.*

5. A car crash left me with major memory loss. When I listened to the songs afterwards, I was hearing things I had written but had no recollection of. In fact, I don't remember things from months before and after the crash. It's left me with massive patches of amnesia.

There's a whole three-year chunk of my cultural memory missing — I don't remember any of the music or TV shows from 1999 to 2001. When I eventually put it on, I was hearing songs that I had written but had no recollection of. I didn't know what the lyrics were about, what I was thinking, who they were written for. But I thought: these are pretty good. I decided to make an album from them, even though now, my main career is as a travel reporter for BBC Radio London (16).

Ajratib olingan ma'nolar: *major memory loss; It's left me with massive patches of amnesia; my cultural memory missing.*

6. **Christos Nikou's new comedy Apples is about a city afflicted with mass amnesia.** A busker picks his way falteringly through Twinkle, Twinkle, Little Star, foxed by a tune he can't quite recall, while a man arrives at the last stop on a bus journey with no idea who he is or where he is going. Though there is no apparent cure, sufferers are prescribed everyday activities to help rebuild their lives, from swimming and dancing to one-night stands. With no modern technology in this timeless alternative present, each task must be documented with a Polaroid camera. Pics or it didn't happen.

“That loss ended up feeding into the script. How you can accept something that hurts you deeply and still move on in an optimistic way, by keeping the other person alive in your memory.” Remembering is hard, he points out, when we have technology to lean on. “We don't need to know the way because Google Maps tells us. And how many phone numbers do we know? For me, it used to be 15. Now it's one or two. We must make sure we don't forget our emotions and become like robots” (17).

Ajratib olingan ma'nolar: *mass amnesia, keeping the other person alive in your memory; Remembering is hard;*

7. Lockdown is distorting our memories — but there are ways to regain control. Since the lockdown began, time and memory seem to have lost all meaning. In March, the days seemed incredibly long, interspersed by daily news that had radical effects on our lives. I found myself saying things like, “can you believe it's only been three days since we went into lockdown”? Now, in April, the converse is true. I often find myself trying to remember whether it has been two, three or five weeks since this first started. In an attempt to challenge our sense of reality, he titled this piece *The Persistence of Memory*. It reminds us that time and memory are inherently linked, and neither are as rigid as we seem to think.

Ajratib olingan ma'nolar: *Lockdown is distorting our memories; time and memory seem to have lost all meaning; he titled this piece The Persistence of Memory; It reminds us that time and memory are inherently linked (18).*

8. **After a week on a high saturated fat, high added sugar diet, volunteers scored worse on memory tests.** Researchers found that after seven days on a high saturated fat, high added sugar diet, volunteers in their 20s scored worse on memory tests and found junk food more desirable immediately after they had finished a meal (19).

Ajratib olingan ma'nolar: *volunteers scored worse on memory tests.*

9. There is no other time of the year that is so completely enveloped in aromas. No wonder our memories are in overdrive (20).

Ajratib olingan ma'nolar: *No wonder our memories are in overdrive.*

10. New drug raises hopes of reversing memory loss in old age
An experimental drug that bolsters ailing brain cells has raised hopes of a treatment for memory loss, poor decision making and other mental impairments that often strike in old age. The drug could be taken as a daily pill by over-55s if clinical trials, which are expected to start within two years, show that the medicine is safe and effective at preventing memory lapses (21).

Ajratib olingan ma'nolar: *hopes of reversing memory loss; preventing memory lapses.*

11. Philosophically speaking, we can never fully trust our memory. 'Memory is a kind of fantastic time machine'. Sisters Hilde and Ylva Østby, a neuropsychologist and a novelist, have written a book exploring the true nature of memory. What is memory's relationship to consciousness and our identities? Where and how is memory stored? How reliable are our memories? And why did our memory evolve to be so rich and detailed?

In a sense, there are two ways of looking at memory: the literary and the scientific. There is the Proustian model in which memory is about meaning, an exploration of the self, a subjective journey into the past. Then there is the analytical model, where memory is subjected to neurological study, psychological experiments and magnetic resonance imaging (22).

Ajratib olingan ma'nolar: *Memory is a kind of fantastic time machine; trust our memory; Where and how is memory stored? How reliable are our memories? And why did our memory evolve to be so rich and detailed? two ways of looking at memory: the literary and the scientific; Proustian model in which memory is about meaning, an exploration of the self, a subjective journey into the past. And then there is the analytical model, where memory is subjected to neurological study, psychological experiments and magnetic resonance imaging.*

12. For the remaining 55 years of his life, he was unable to form new memories — or rather, new explicit memories. Memory is divided up in various ways. First between long-term and short-term memory. Explicit memory, which is part of long-term memory, is the product of conscious thought, while implicit memory enables unthinking rote actions. Explicit memory is itself subdivided between episodic memory — the autobiographical record of our experience — and semantic memory, which concerns general knowledge or “textbook learning”.

Molaison's short-term (sometimes called working) memory remained intact, as did his procedural (or implicit) memory. He could learn new motor skills. He just couldn't remember learning them. Molaison's case had a profound effect on the study of memory, chiefly in placing the hippocampus as a vital part of memory formation and retention. As the Østby sisters acknowledge, memory is an area of

neuropsychology that is fraught with dispute. While everyone agrees that the role of the hippocampus is central to memory, there is division over whether it is simply the part of the brain that consolidates memory or if it is also employed to overwrite the original memory with each new recollection of it. In fact, almost everything about memory remains open to debate, speculation, theorising. It used to be thought, for example, that memories were like files that we retrieved or — if we couldn't recall them — lost. Now it's much more widely understood that memories are created and then recreated, each time in a slightly different way. But this does not necessarily mean that one memory is more reliable than the others. As Hilde explains, it's a bit like writing autobiographical fiction. The writer takes the basic facts and then fills in the gaps with their imagination. That's what we do with memory as well. It's a creative act as much as it is an accurate representation of the past. Memory, as an observable process, remains shrouded in myth. One of the most insistent myths stems from Freud's early understanding of repressed memories. The basic idea is that children unconsciously bury traumatic memories that can sometimes later be retrieved under hypnosis or psychoanalysis. Although there is some evidence to support a limited conception of repressed, or more accurately dissociated memory, it's a field of research that has suffered from claims of false memory manipulation. "Most traumatic memories are highly memorable," says Ylva. "It's much more common that bad memories haunt people" (23).

Ajratib olingan ma'nolar: *new explicit memories; implicit memory; episodic memory; semantic memory; original memory; repressed memories; dissociated memory; false memory; traumatic memories; bad memories.*

13. Memory study induces sleeping people to forget word associations. Playing sounds while you slumber might help to strengthen some memories while weakening others, research suggests, with experts noting the approach might one day help people living with traumatic recollections.

Previous work has shown that when a sound is played as a person learns an association between two words, the memory of that word association is boosted if the same sound is played while the individual sleeps (24).

Ajratib olingan ma'nolar: *to strengthen some memories; traumatic recollections; the memory of that word association is boosted.*

14. Better memory found in people who suffered trauma during the Troubles.

Superior memory recall has been found in people who suffered trauma in the Troubles. The research on later-life memory performance was carried out at Queen's University using data from 6,571 participants aged over 60 in the Northern Ireland Cohort for the Longitudinal Study of Ageing (25).

Ajratib olingan ma'nolar: *better memory, superior memory, on later-life memory.*

15. Pandemic memory loss

... assess their **memory**. Results in the Journal of Clinical Medicine showed a decrease in working **memory** and prospective **memory** (the ability to remember to carry out intended actions in the ... (11)

Ajratib olingan ma'nolar: *Pandemic memory loss, assess one's **memory**; a decrease in working **memory** and prospective **memory**.*

16. Air pollution takes decade off memory, study suggests

Living in an area with high air pollution worsens your **memory** to the same extent as ageing ten years, research suggests. A study of 34,000 people across England found ... (12)

Ajratib olingan ma'nolar: *Living in an area with high air pollution worsens your **memory**.*

Yuqorida keltirilgan mazmun jihatidan o'xshash semantic komponentlarni umumlashtirish orqali quyidagi kognitiv belgilarni ajratish mumkin:

1) **Covid-19.** *Covid-19 pandemic, Pandemic memory loss, a decrease in working **memory** and prospective **memory**, Lockdown is distorting our memories, time and memory seem to have lost all meaning; he titled this piece The Persistence of Memory; It reminds us that time and memory are inherently linked. —7 (13%)*

2) **Mental disorders** — *mild cognitive impairment, MCI is a condition that causes memory and thinking problems, dementia, diseases such as Alzheimer's, "degeneration" or "the D-word", Her memory is failing, major memory loss; It's left me with massive patches of amnesia; my cultural memory missing, mass amnesia, Remembering is hard, volunteers scored worse on memory tests, No wonder our memories are in overdrive, hopes of reversing memory loss; preventing memory lapses. —15 (27%)*

3) **Verbal ability** — *lost for words, to be less articulate, my ability with words. —3 (5%)*

4) **Air pollution** — *Living in an area with high air pollution worsens your memory. —1 (1%)*

5) **Types of memory** — *better memory, superior memory, on later-life memory, traumatic recollections, new explicit memories; implicit memory; episodic memory; semantic memory; original memory; repressed memories; dissociated memory; false memory; traumatic memories; bad memories, short-term memory. —15 (27%)*

6) **Metaphors used with memory** — *Memory is fallible; Memory is slippery and dangerous, but that is also what makes it such a profoundly important creative tool.; self-consciously faulty use of memory; but memory used almost as a dreamscape, to be visited to harvest artistic material; memory to alienate himself from his native city., keeping the other person alive in your memory; Memory is a kind of fantastic time machine; trust our memory; Where and how is memory stored? How reliable are our memories? And why did our memory evolve to be so rich and detailed? two ways of looking at memory: the literary and the scientific; Proustian model in which memory is about meaning, an exploration of the self, a subjective journey into the past. And then there is the analytical model, where*

memory is subjected to neurological study, psychological experiments and magnetic resonance imaging. to strengthen some memories; memory of that word association is boosted. — 15 (27%)

Yuqori chastotali, ya'ni $\geq 10\%$ qiymatdagi yorqinlik darajasiga ega, yaqin periferiya $3\% > 10\%$ hamda uzoq periferiya $1\% \geq 3\%$ qiymatdagi yorqinlik indeksiga ega bo'lgan semantik guruhlar tashkil qiladi. Jami ingliz media matnlari asosida ajratilgan semalar soni 56 tani tashkil etadi.

MEMORY lingvokognitiv fenomenining kognitiv modeli

Markaziy kognitiv belgilar ($\geq 10\%$)	Yaqin periferiya kognitiv belgilari ($3\% > 10\%$)	Uzoq periferiya kognitiv belgilari ($1\% \geq 3\%$)
Mental disorders - 15 (27%) Types of memory - 15(27%) Metaphors used with memory- 15 (27%) Covid 19-7 (13%)	Verbal ability - 3(5%)	Air pollution - 1 (1%)

Xulosa. Olingan ma'lumotlarni tahlil qilish quyidagi xulosalar chiqarishga imkon berdi: mediamatn materiali asosida ajratib olingan MEMORY lingvokognitiv hodisasining lingvokognitiv belgilari 6 tani tashkil qiladi. MEMORY lingvokognitiv fenomenining kognitiv modeli markazidan Mental disorders — 15 (27%); Types of memory — 15 (27%); Metaphors used with memory— 15 (27%); Covid 19— 7 (13%) kabi kognitiv belgilar o'rin olgan. Bundan xulosa qilish mumkinki, ingliz xalqi olamining media manzarasida aqliy xastaliklar muammosi, xotira turlari hamda xotira bilan bog'liq metaforalar asosiy mavzu etib belgilanadi. 2019-yilda boshlangan Covid-19 pandemiyasi ham media olamida markaziy mavzu bo'lib kelayotganiga guvoh bo'lishimiz mumkin.

MEMORY lingvokognitiv fenomenining kognitiv modeli yaqin periferiyasidan esa *Verbal ability* — 3 (5%) kognitiv belgisi o'rin olgan. Ingliz xalqi lisoniy olamining media manzarasidan xotiraga so'zlashuv qobiliyati elementlari xosligini ko'rish mumkin.

MEMORY lingvokognitiv fenomenining kognitiv modeli uzoq periferiyasini esa *Air pollution* — 1 (1%) kognitiv belgisi bilan izohlash mumkin. Demak, sanoqli mualliflar xotirani havoning ifloslanishi bilan belgilashadi.

Ushbu tadqiqotning amaliy natijasi sifatida shuni ta'kidlash lozimki, biror-bir lingvokognitiv hodisani o'rganish jarayonida nafaqat leksikografik manbalar, balki xalqning olam manzarasi turlari yordamida ko'plab kognitiv belgilarni aniqlash mumkin. Bunda nafaqat olamning media manzarasi, balki olamning sodda manzarasi (assotsiativ eksperiment o'tkazish) (9), olamning kasbiy manzarasi (turli kasblarda aks etgan kognitiv belgilar tahlili asosida) va boshqalar zamonaviy fandagi ilg'or metodlarning samaradorligiga katta yordam beradi.

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