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PHONOSEMANTISM AS PART OF THE SIGN SYSTEM OF LANGUAGE

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ABSTRACT

Phonosemantics is a science with a thousand-year history, the attitude to which is ambiguous. Despite the fact that the main principle of this linguistic discipline about the motivation of the sound unit and the legitimacy of the phenomenon has been repeatedly questioned, although discussions on the universality and specificity of the phenomenon under study continue to this day.

Language is the most powerful means of forming thought; social phenomenon that attest to such its main functions as informational, communicative, emotional, cognitive, epistemological, accumulative. All functions are usually implemented not in isolation, but in various combinations, because each statement in most cases is multifunctional.

All functions ultimately work for communication, and that's in the sense that the communicative function is leading. Simultaneously with the acquisition of human language, it acquires knowledge about the world around, which significantly shortens and simplifies the path of cognition, protects a person from unnecessary mistakes.

F. de Saussure explained the problem of the value of a linguistic sign, arguing that a linguistic sign combines a concept and an acoustic image and has two essential features: arbitrariness (unmotivated) and linearity (unfolding in time and one dimension).

The sign is used to indicate an object outside it, to receive, store and transmit information. A sign acquires its meaning only in a certain system, because outside it is not a sign and means nothing.

The palette of phonosemantic searches is inexhaustible, as each linguistic and literary-artistic direction in various manifestations considers the symbolism of images of phonemes, morphemes, tokens, syntagms, texts.

The scope of using linguistic units with existing phonosemantic features is different types of movement, sound, light phenomena, physiological and emotional states of both humans and animals.

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Language is one of the greatest mysteries, because in its component - words are laid down over the centuries so much information that we can not sometimes fully comprehend the full depth of their information.

Language - a system of sound and graphic signs, which arose at a certain level of human development, is evolving and has a social purpose. It is the most important means of communication and transmission of information from person to person, the formation and explication of thought [3, p. 68].

We agree with the opinion of A.T. Krivonosov that the linguistic consciousness of man, as a reflection of the structure of the world, could not have arisen without the matter of signs. Before its appearance, consciousness passed through mental and logical forms of the sign, turning into phonemes and concepts [5, p. 525].

A linguistic sign is a natural matter associated not only with sensory thinking - sensation, perception and imagination, but also with abstract forms of thinking - phonemes, morphemes, concepts and statements. This is natural matter, the ideal traces of which are associatively deposited in the nervous system of the brain.

Therefore, all hypotheses that language matters and directly reflects this world, expressing opinions, at the present stage of development of linguistic science is refuted. There is only the movement of the material world into an ideal, psychological and, accordingly, logical world, into a system of logical forms generated by thinking. The already outdated material and ideal side of the mark now getting social and psychophysiological side.

Since language is a systemic phenomenon, all the functions of language are not performed in isolation, but are manifested in close interaction and unity: informative, communicative, emotional and cognitive functions [1, p. 17].

1. The informative function interprets language as a means of cognition and registration of all the knowledge that is acquired by people in the process of their conscious activity. Its varieties are the function of information storage, contact function, the function of registration of cultural values.

2. The communicative function states that language is the most important means of human communication and information processes in modern society (in scientific, technical, political, business, educational and other fields). In this role, language has a universal character: it can convey everything that is expressed by facial expressions, gestures or symbols. In speech activity it is realized in one of three possible variants:

- Individual - regulatory function (influence function);

- Collective-regulatory function (radio, press, oratory) - in terms of "mass communication" has no feedback;

- Self - regulatory function (when planning one's own behavior) [6, p. 150].

3. The emotional function of language is realized in fiction, oratory, in debatable speech - controversy, controversy, song, opera, etc. and is that it is a universal means of expression of the inner world of man and covers a huge range of speech human behavior.

4. Cognitive function interprets language as a kind of cognition of the world around. Unlike other beings, human uses not only individual experience and knowledge, but also the acquisition of all his predecessors and contemporaries, that is, social experience. Knowing any language, a person learns the colorful world through the prism of this language. These are memories, reflections in moments of rest, preparation for oral statements and the formation of a written text, creative activity, and others. This function of language is not only to accept and accumulate the experience of society. It is directly related to the function of thinking, the formation and existence of thought. [2, p. 17].

According to the modern vision of the sign nature of language, a language sign is considered as an abstract conceptual system that is able to self-organize under the influence of any context as a result of interaction of two processes - logical thinking and images involved in the semantic field of language signs. Linguists of the 21st century are increasingly confirming the hypothesis that the main functions of language - the creation, storage and transmission of information - are due to cognitive human activity, and cognitive mechanisms at the present stage of development of linguistics are designed and studied in accordance with the internal sound form. Representation is considered by modern scientists from various positions: cognitivism, psychology, logic, theory of cognition and semiotics. Each of these approaches through the information-cognitive system of the human mind opens access to the structure of the internal reproduction of the world by using language, which is a symbolic representative of cognitive structures. In this approach, language is studied in conjunction with the intellect, with all the mental, conceptual and cognitive processes that are inherent in human. Language signs not only generate direct connections with the referent, but also evoke associations, connotations, visual images and tactile sensations. They have informational, communicative, cognitive and creative functions and are charged with potential energy in order to represent the mental meaning and structure the cognitive actions of the object [4, p. 51].

However, some linguists still tried to establish a relationship between sound and its meaning in language. Such studies were questioned or not recognized at all, as it was considered amateurism.

Semiotics, or semiology, is the science that studies the ways in which information is transmitted, the properties of signs and sign systems in human society (mainly natural and artificial languages, and some cultural phenomena, systems of myths, rituals), nature (communication in the animal kingdom), or in the person himself (visual and auditory perception, etc.) [7, p. 213]

Another key concept of semiotics is the sign process or semiosis. Semiosis is a specific situation that contains a certain set of components. In a symbolic situation, a specific form of the dialectic of cognition is expressed in schematic form: from objective activity (object as a source of reflection) to its logical reflection (imaginary image of an object - a sign as a carrier of meaning) and from it through practice back to activity (to an object that is indicated) [2, p. 17]. The structure of the process of semiosis is formed by:

- 1) symbolic means - the object or phenomenon that acts as a sign;
- 2) designate - that which expresses the sign;
- 3) interpreter, or user - the one who uses the sign.

The basic term in semiotics is "**sign**", which is interpreted as a certain empirical material object, perceived on a sensory level by a representative of some other object and acts in the process of communication and thinking of people. This term represents not only the object, phenomenon, process, action, event), but also the individual properties of objects and the relationship between them [5, p. 150].

The semantics of a language sign is the result of a person's assimilation of a certain system of activity attitudes, in relation to which a language sign later appeared. The sign is the initial link of conscious planning of one's own arbitrary actions. The sign (including the word) acquires meaning due to the fact that it is the final link in the process of collapsing the system of initial expanded actions with objects. This process of meaning formation occurs not only at the level of a single word, sentence or large text, but also a single sound, leading to the emergence of the so-called phonetic meaning.

The main provisions of F. de Saussure can be represented by the following statements:

1. A language sign is a two-sided mental unity. Actually, language is a system of signs, in which the most important is a combination of meaning and acoustic image, and these two components are clearly mental.

2. A linguistic sign connects not a name, but a concept and an acoustic image. With this image is not a material and purely psychological sound, but its mental one reflection and idea we received about the above-mentioned physical sound directly from our senses.

3. The sign as living nature is transformed into an acoustic image and its idea.

4. Signs are matter, but they are mental because they are collectively connected consciousness, agreement with objects through mental associations. These are abstract reality.

5. The verbal image does not coincide with the sound itself and is mentally the same to the same extent as the concept associated with it.

6. Directly observe specific entities or units language is impossible [8, p. 456].

A detailed analysis of the category of the sign is necessary for further deep understanding of the studied phonosemantic phenomena in the study of the phonological system of modern German, the search for universal patterns at the phonetic and phonological level of the German language, disclosure modification changes of language and extralinguistic activity.

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