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CONNOTATION AS A MEANS OF EXPRESSIVENESS OF NOMINATIVE UNITS

Abstract. *This article explores the role of connotation as a significant means of expressiveness in nominative units within language. Connotation refers to the associative meanings and emotional implications that words carry beyond their literal definitions. By examining various examples from literature, everyday speech, and different linguistic contexts, the study highlights how connotative meanings enrich communication, evoke emotions, and influence perceptions. The analysis reveals that nominative units—ranging from simple nouns to complex phrases—can possess multiple layers of meaning that enhance their expressiveness. Furthermore, the article discusses the interplay between connotation and cultural context, illustrating how shared experiences and societal norms shape the connotative landscape of language. Ultimately, this research underscores the importance of connotation in achieving nuanced expression and effective communication, suggesting that a deeper understanding of this phenomenon can improve both linguistic competence and interpretative skills.*

Key words: *Connotation, expressiveness, cultural context, linguistic competence, interpretative skills.*

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КОННОТАЦИЯ КАК СРЕДСТВО ЭКСПРЕССИВНОЙ ОКРАСКИ НОМИНАТИВНЫХ ЕДИНИЦ

Абстракт. *В этой статье исследуется роль коннотации как важного средства выразительности в номинативных единицах языка. Коннотация относится к ассоциативным значениям и эмоциональному подтексту,*

которые слова несут в себе помимо их буквального определения. Изучая различные примеры из литературы, повседневной речи и различных лингвистических контекстов, авторы исследования подчеркивают, как коннотативные значения обогащают общение, вызывают эмоции и влияют на восприятие. Анализ показывает, что номинативные единицы — от простых существительных до сложных фраз — могут обладать несколькими уровнями значения, которые усиливают их выразительность. Кроме того, в статье обсуждается взаимодействие между коннотацией и культурным контекстом, иллюстрирующее, как общий опыт и социальные нормы формируют коннотативный ландшафт языка..

Ключевые слова: коннотация, выразительность, культурный контекст, лингвистическая компетентность, навыки интерпретации.

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KONNOTATSIYA NOMINATIV BIRLIKLARNING EKSPRESSIVLIK VOSITASI SIFATIDA

Annotatsiya: Ushbu maqola konnotatsiyaning til ichidagi nominativ birliklarda ekspressivlikning muhim vositasi sifatida rolini o'rganadi. Konnotatsiya so'zlarning so'zma-so'z ta'riflaridan tashqarida olib boradigan assotsiativ ma'nolarni va hissiy ta'sirlarni anglatadi. Adabiyot, kundalik nutq va turli xil lingvistik kontekstlardan turli xil misollarni o'rganib, tadqiqot konnotativ ma'nolar muloqotni qanday boyitishi, hissiyotlarni uyg'otishi va in'ikoslarga ta'sir qilishini ta'kidlaydi. Tahlil shuni ko'rsatadiki, nominativ birliklar—oddiy otlardan murakkab iboralarga qadar—ularning ekspressivligini oshiradigan bir necha ma'no qatlamlariga ega bo'lishi mumkin. Bundan tashqari, maqolada konnotatsiya va madaniy kontekst o'rtasidagi o'zaro bog'liqlik muhokama qilinadi, umumiy tajribalar va ijtimoiy me'yorlar tilning konnotativ landshaftini qanday shakllantirishini tasvirlaydi. Shunday qilib, tadqiqotda nozik ifoda va samarali muloqotga erishishda konnotatsiyaning muhimligi ta'kidlanib, ushbu hodisani

chuqurroq anglash lingvistik kompetentsiyani ham, izohlash qobiliyatini ham yaxshilashi mumkinligini ko'rsatmoqda.

Kalit so'zlar: *Konnotatsiya, ekspressivlik, madaniy kontekst, lingvistik kompetentsiya, talqin qilish qobiliyatlari.*

Introduction

The role of connotation in speech is very important; no language can do without it, since “these are necessary means of improving and making speech culturally flexible, means by which the subjective human factor ‘bursts’ into the objective information expressed with the help of words” [1].

The peculiarity of such vocabulary is usually characterized by the special complexity of the semantics of words, connected with the fact that the content of the word, in addition to the objective-conceptual meaning, contains connotative components. They reflect the emotional, expressive and evaluative attitude of people to those phenomena that are designated by the word.

In the context of the anthropocentric paradigm, it is important that, exchanging information of a factual nature, the participants in communication do not remain impartial, but express their attitude to the subject under discussion, to partners, to the communication situation as a whole. Therefore, the study of the human factor in language is inextricably linked with its expressive function, realized by a system of multi-level linguistic means.

Analysis of Literature

A significant part of this system consists of words with a connotative component of meaning, considered ambiguously in terms of their linguistic status, as well as from the point of view of the volume and nature of connotation, the specificity of certain connotative meanings and the methods of their representation in language and speech (E.S. Aznaurova, Yu.D. Apresyan, I.V. Arnold, L.G. Babenko, N.A. Lukyanova, V.N. Telia, T.A. Tripolskaya, V.K. Kharchenko, A.L. Sharandin, V.I. Shakhovsky, etc.).

This situation with the study and description of connotation is largely due, in our opinion, to the fact that it is unclear how to distinguish connotative components in a specific (speech) unit. Sufficiently reliable methods of connotation research and methods of its adequate lexicographic description have not been developed.

In recent years, the attention of researchers has been attracted to issues related to the study of connotatively labeled units and their status in the sign theory of language (I.A. Arnold, L.G. Babenko, E.V. Kuznetsova, N.A. Lukyanova, I.A. Sternin, V.N. Telia, T.A. Tripolskaya, A.L. Sharandin, etc.).

Methodology of research

This paper examines the significance of connotation as a vital tool for expressiveness in language's nominative units. Connotation encompasses the associated meanings and emotional nuances that words convey beyond their literal interpretations. Through an analysis of various examples from literature, everyday conversation, and diverse linguistic settings, the study demonstrates how connotative meanings enhance communication, trigger emotions, and shape perceptions. The findings indicate that nominative units—ranging from basic nouns to intricate phrases—can have multiple layers of meaning that boost their expressiveness. Additionally, the paper addresses the relationship between connotation and cultural context, showing how collective experiences and societal norms influence the connotative dimensions of language. Ultimately, this research highlights the crucial role of connotation in achieving subtle expression and effective communication, suggesting that a deeper grasp of this concept can enhance both linguistic skills and interpretative abilities.

Analyses and results

The study of connotation in a wide speech or text space led to the expansion of this very concept, which turned out to be more complex and multifaceted than previously imagined. It turned out that the connotation can go beyond the word. Traditional studies of connotation, which is not part of the semantic structure of a word, but is created by the creative intentions of the author, although they took into

account the context, but focused on a rather limited segment of the text [2]. Previously, connotation was not considered in a wide textual space, into which it can be inscribed, while acquiring the properties of a pragmatic connotation.

Within its framework, connotation turns out to be one of the most important areas of human speech-thinking activity, reflecting the conceptualization of the subjective sphere of reality and expressing it through multilevel linguistic units, primarily lexical and syntactic, in the structure of a particular discourse (text). Moreover, the essential point of reflecting the subjective (connotative) sphere of human activity is that this sphere, this side of human perception of reality is not characterized by the uniformity of any one connotative component, but is a combined model, as a rule, in unequal proportions of various connotative meanings, the nature of which turns out to be associated with different sides of human mental activity. But at the same time, there is no doubt that in their combination (simultaneity), connotative meanings are oriented to the communicative needs of speakers, to the realization of various intentions of a linguistic personality [3].

In the "Dictionary of Linguistic Terms" O.S. Akhmanova can see the following definition of connotation: "Connotation - (added meaning, coloring, coloring). The additional content of a word (or expression), its accompanying semantic or stylistic shades, which are superimposed on its basic meaning, serve to express various kinds of expressive-emotional-evaluative overtones and can give the statement solemnity, playfulness, ease, familiarity".

But with the definition of connotation, not everything is so simple. Over the past decades, various approaches to the study of connotation have appeared, which indicates the complexity of this phenomenon.

I.A. Sternin in his work "Problems of analyzing the structure of the meaning of a word" gives the following definition of connotation: "Connotation is understood as additional information in relation to the concept, as part of the meaning associated with the characteristics of the communication situation, the participants in the act of communication, a certain attitude of the participants in the

act of communication to the subject of speech. Connotation is part of the systemic meaning of a linguistic sign”.

V.N. Telia speaks of connotative meaning as “a semantic essence that is routinely and occasionally included in the semantics of linguistic units and expresses the emotive-evaluative and stylistically marked attitude of the subject of speech to reality when it is designated in a statement”.

We agree with a number of researchers who believe that the connotative macrocomponent is included in the lexical and phraseological meaning along with the significative-denotative one and interacts with it.

Scientists also have different opinions regarding the structure of the connotative component of meaning. A.V. Kunin distinguishes emotive, expressive and functional-stylistic components. L.E. Kruglikova talks about the emotional and evaluative, but does not include a stylistic component.

Many scientists have dealt with the problem of studying the evaluative component of connotation. The variety of approaches emphasizes the complexity and importance of this component in the connotation.

I.A. Sternin in his work “Problems of analyzing the structure of the meaning of a word” gives the following definition of evaluation: “The evaluative component of the meaning of a sign is an approving or disapproving assessment contained in the meaning of the word.

In the process of analysis, one cannot associate the evaluative component of a word with the truth or falsity of the use of a word with this component; the assessment of the word used may not correspond to the real situation”. The author talks about the subjective nature of the assessment. Indeed, a person is a “subject” of assessment, who has his own worldview, his own socio-cultural values, which may differ from the values of society [4].

But at the same time, many authors talk about the objective nature of evaluation component. on the totality of the social experience of a linguistic community and the norm recognized within it” [5]. Thus, we see the dual nature of assessment. In our study, we will adhere to the point of view of E.F. Arsentyeva,

who argues that “evaluativeness can be defined as the attitude of the subject to the object of nomination enshrined in language”.

Here are a few examples of connotative meanings in different contexts:

"After a long day at work, coming back to my cozy home feels like a warm hug."

In the first example the word "home" may have connotations of warmth, security, and comfort, evoking feelings of safety and belonging.

"I can't trust him; he's always been a snake in the grass."

In the second example the term "snake" often connotes deceit or betrayal, suggesting a negative or untrustworthy character.

"The firefighter's heroic actions in rescuing the family from the burning building were truly brave."

Using the word "brave" to describe someone can carry connotations of courage, boldness, or valor, implying admiration for their actions [6].

"As I gazed at the serene blue ocean, I felt a deep sense of peace and tranquility wash over me."

The color blue can have connotations of calmness, tranquility, or sadness, depending on the context in which it is used.

These connotations help to create a richer and more nuanced understanding of the words and ideas being conveyed.

Conclusion

In conclusion, connotation serves as a powerful means of expressiveness within nominative units, enriching language with layers of meaning that extend beyond mere definitions. Through the interplay of emotional nuances and cultural contexts, connotative meanings allow for a more nuanced and impactful communication. The analysis presented underscores how words can evoke feelings, shape perceptions, and foster connections among speakers and listeners. By recognizing the significance of connotation, individuals can enhance their linguistic skills and interpretative abilities, leading to more effective and expressive communication. Ultimately, a deeper understanding of connotation not

only enriches our appreciation of language but also empowers us to convey complex ideas and emotions with greater clarity and depth.

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