

PHONOSEMANTICS AS A SEPARATE BRANCH OF LINGUISTICS

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Annotatsiya: Ushbu maqolada fonosemantikaning paydo bo'lishidan tortib, u haqida bugungi kunga qadar ma'lum bo'lgan qarashlar, shuningdek, ayrim tovushlarning inson ong ostida turli hissiyotlar uyg'otishi haqida ham so'z boradi.

Kalit so'zlar: Fonosemantika, fonosemantik qoidalar, harflar va tovushlar, fonosemantik tahlil kashfiyotchilari, M.V.Lomonosov, Velimir Xlebnikov, Charlz Osgud, A.P.Juravlev

Annotation: This article will discuss a number of issues including the emergence of phonosemantics, the contemporary views on this discipline as well as some evidence that certain sounds evoke various emotions in the human mind.

Key words: Phonosemantics, phonosemantic rules, letters and sounds, founders of phonosemantic analysis, M.V.Lomonosov, Velimir Khlebnikov, Charles Osgud, A.P.Zhuravlev.

Аннотация: В этой статье пойдет речь обо всем, от возникновения фоносемантики до представлений, которые известны о ней по сей день, а также о том, что определенные звуки вызывают в сознании человека различные эмоции.

Ключевые слова: Фоносемантика, фоносемантические правила, буквы и звуки, первооткрыватели фоносемантического анализа, М.В.Ломоносов, Велимир Хлебников, Чарльз Осгуд, А.П.Журавлёв.

Phonosemantics. Phonosemantics is a branch of linguistics that suggests that vocal sounds, phonemes, can have meaning by themselves. It is born at the intersection of phonetics (according to the plan of expression), semantics (according to the plan of content), lexicology (according to the generality of these plans) and psychology (the theory of perception) and found its confirmation. Phonosemantics allows you to understand and distinguish the meaning based on the 'sound shell' of the word. Thus, any word has two meanings. Firstly, a word is represented as a symbol denoting an object or a process; secondly, it is viewed as a set of sounds that create mental associations on the mind of a person by themselves. The adult mind perceives words through their initial meaning, the latter reaction to the word is unconscious and experienced by a person in the form of a certain emotional background. This second meaning of the word is called phonosemantic meaning.

Phonosemantics is a branch of linguistics that studies the sound-visual system of the language, the main idea of which is that all sounds of a language have their own meaning, regardless of whether they are separate or part of a word. For example, in this theory, the sound [r] evokes the impression of being 'mighty, strong, brave and rough' in person.

The inventors of phonosemantic analysis. In general, the idea that sound makes sense goes back a long way. In ancient times, the word and its meaning were considered inseparable. Even the ancient Greek philosopher Plato said that people are free to choose the name of the subject, however put forward the idea that the freedom of choice is limited by the features of the object and the features of voice of speech. M.V.Lomonosov believed that speech sounds have different meanings and even recommended using these features of sounds to give more clarity to artistic works. The assumption that language sounds have their own semantics is based on human thinking that has been confirmed several times in history. In particular, Mikhail Lomonosov developed this idea long time ago, and in his Rhetoric (1748) the following is noted: "Of the consonants, hard k, p, t and soft b, g, d do not have a clear pronunciation; when other consonants are not joined to them, they have neither originality nor force, and therefore they are only dull, meaningless, and natural sounds, which serve only to describe living actions, for example: cities and houses being built can be used to mean noise, neighing of horses, and screams of some animals.

Velimir Khlebnikov in his articles "Our Foundation" and "Artists of the World!" proposed creating a dictionary with detailed meanings of individual sounds. Velimir Khlebnikov was also a supporter of creating a new language and was interested in manifestos of futurists. Poets are not behind linguists in many works. For example, let's remember A. Rimbaud's famous sonnet "Vowels" (A-black; E-white and I-red; U-green...), which symbolically described sounds through colors.

Each sound of human speech has its own subconscious meaning. For the first time, their meaning was determined by the American scientist Charles Osgood using the results of a survey of a large audience. Osgood developed the technique of "Pronouncing words in musical tones" and called it the method of "Semantic differentials", the scientist asked the participants to describe the emotions caused by this or that sound: as strong or weak, light or heavy, light or dark, big or small. The participants were asked to evaluate the sounds. A.P.Zhuravlev is considered the main author of today's theory of phonosemantics. He not only formulated his ideas in the book "Sound and Meaning", but also promoted this scientific theory in his speeches. Aleksandr Pavlovich Zhuravlev is a doctor of philological sciences, a specialist in the field of cybernetics, a cybernetic linguist. A.P.Zhuravlev coined the term "Sound color" and words along with texts worked on color image. Basic rules of phonosemantics proposed by Soviet philologist A.P.Zhuravlev assumed that each sound of human speech has a certain subconscious meaning.

Basic rules of phonosemantics. According to Juravlev, high-quality phonosemantic scales allow to assess the impact of sounds on the mental state of a person. Phonosemantic analysis shows what kind of emotional background appears at the subconscious level of a person when pronouncing a word. That is, according to the results of this analysis, you can imagine what impression people can subconsciously make when pronouncing your surname or name. The more marked the symbols are, the stronger the emotional and subconscious significance of the word is. The basic rules of phonosemantics are that every word in the Russian language has some meaning, means something, and has its own perception. However, as we have seen, individual sounds are important, so combinations of sounds are phonetically important. Here is an example of such an evaluation of the word 'love' (using the Baal program).

The meaning of letters and sounds is as follows: A-strength, power, comfort, B-big, ability to feel, constancy. V-instability, lack of systematicity, unity with nature. G- attention to detail, conscientiousness. D-manner, mood, ability of extrasensory perception. E- endurance, understanding, talkativeness. E-passion, self-expression, energy, emotion. F- ambiguity, meaningful but hidden inner world. K-endurance, nervousness, understanding. L-artistic, small things, logic, great intelligence. M-care, shyness, diligence, pedantry. N-creative ambitions, interest in health, sharp mind. A great feeling, a mysterious excitement. P-modesty, loneliness, wealth of ideas, care about appearance and so on.

The meaning of letters and sounds P-self-confidence, constant tension, dogmatism. C- common sense, tyranny, dominance, mood. Searching for T-ideal, sensitive creative personality. U-weakness, shyness, generous sympathy, intuition. F-tenderness, adaptability, originality of ideas, ability to lie. X-sexual problems, obedience to the law, inconsistency of emotions. C-claim to leadership, arrogance. H-loyalty. Jealousy, developed sense of humor, intolerance. Sh-generosity, forward thinking, intelligence. B-softness, the ability to soften the sharp moments of the relationship. S-sense of ownership, practicality, simplicity of spirit. B-classification, ability to place on shelves.

Phonosemantic analysis of names. One sound of the name gives a lot of information. The name can look harmonious, kind, majestic, cute or scary. There is faith in the heart: every person finds his reflection in the world around him. Name and surname play a very important role in the life of every person, and also have a great influence on shaping him as a person.

In summary, the method of phonosemantics holds considerable practical promise. It can significantly contribute to understanding the meaning and essence of words and texts, serving as a vital tool in learning. Moreover, it enables the assessment of texts in terms of human perception. For instance, consider devising an advertising slogan; testing it for its actual reception may reveal discrepancies between its pleasant sound and its expected impact. Exploring the phonosemantic aspects of a word can be intriguing, especially when selecting a name, as it ensures alignment with desired impressions.



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