NEW TRENDS IN STYLISTICS: COMMUNICATIVE AND COGNITIVE APPROACHES

Xoshimova Dilnoza Sobit qizi
Student of Alfraganus University
dxoshimova8@gmail.com

Annotation: In recent years, the field of stylistics has witnessed significant transformations, incorporating insights from communication theory and cognitive science. Two of the most influential trends are communicative stylistics, which emphasizes the functional and contextual use of language in various communication settings, and cognitive stylistics, which explores how linguistic structures interact with mental processes to create meaning. This article aims to provide an overview of these trends, their theoretical foundations, and their applications in literary and non-literary texts.

Key word: Communicative stylistics, Cognitive stylistics, Conceptual metaphor theory, Discourse analysis, Pragmatics, Mental spaces, Schema theory, Foregrounding, Stylistic analysis

Introduction: Stylistics, traditionally concerned with the study of language style in literature, has expanded its scope to encompass broader linguistic and interdisciplinary inquiries. New trends like communicative and cognitive stylistics have reshaped the way we analyze language, moving beyond formalist approaches and focusing on how language functions in communication and how it is processed by the mind. These trends address questions such as how style impacts the effectiveness of communication, how readers interpret texts, and how linguistic choices shape understanding.

1. Communicative Stylistics: Communicative stylistics is grounded in the idea that language use is inherently linked to the communicative context. This approach emphasizes how style adapts to the purpose of communication, the nature of the audience, and the specific social or cultural environment. Communicative stylistics incorporates elements of pragmatics, discourse analysis, and sociolinguistics to understand how linguistic choices are shaped by the interaction between speakers and their contexts.

Key Concepts in Communicative Stylistics:

- **Contextual Sensitivity:** Language style is influenced by the communicative situation, including the relationship between the speaker and the listener, the medium of communication, and the cultural or institutional context. For example, in a formal setting, a speaker might use more sophisticated vocabulary and complex syntactic structures, while in informal contexts, conversational tone and colloquial expressions might dominate.
- **Discourse and Genre Analysis:** Communicative stylistics examines how different genres (e.g., political speeches, journalistic articles, academic writing) use stylistic features to achieve their communicative goals. By analyzing discourse, this approach reveals how stylistic choices contribute to clarity, persuasion, or emotional impact.
- **Politeness and Persuasion Strategies:** Politeness theory, as part of pragmatics, explores how language style conveys respect, mitigates face-threatening acts, or enhances persuasion. The strategic use of politeness markers, rhetorical devices, or hedging in speeches or debates is a central focus of communicative stylistics.

Application of Communicative Stylistics: In media and political discourse, communicative stylistics plays a critical role in analyzing how language is tailored to influence public opinion. Politicians, for example, often manipulate style to build credibility, forge emotional connections with voters, or underscore ideological points. In advertising, stylistic devices like slogans, metaphors, and repetition are designed to attract attention and shape consumer behavior. The study of these elements helps understand how language functions as a persuasive tool in various communicative contexts.

2. **Cognitive Stylistics (Cognitive Poetics):** Cognitive stylistics, also known as cognitive poetics, focuses on the relationship between language and mental processes. It examines how readers or listeners process, interpret, and internalize language based on cognitive mechanisms such as perception, memory, and conceptualization. Cognitive stylistics builds on the work of cognitive linguistics and psychology, particularly in its exploration of metaphor, narrative, and imagery.

Key Concepts in Cognitive Stylistics:

- **Conceptual Metaphor Theory:** One of the foundational theories in cognitive stylistics is conceptual metaphor theory, introduced by George Lakoff and Mark Johnson. It posits that much of human thinking is metaphorical, with abstract concepts understood in terms of more concrete experiences (e.g., "time is money"). Cognitive stylistics investigates how such metaphors shape our understanding of the world and how they are used in literature to evoke deeper meanings.
- **Schema and Frame Theory:** Cognitive stylistics also draws on schema theory, which suggests that people interpret texts based on mental structures (schemas) built from prior knowledge and experiences. Readers use these schemas to make sense of narrative elements, characters, and plot developments.
- **Foregrounding:** Foregrounding is a key stylistic strategy in cognitive stylistics, where certain linguistic elements are made more prominent or unusual to attract the reader's attention. This can be achieved through deviations from linguistic norms, such as unusual syntax, repetition, or sound patterns, which create cognitive engagement by challenging readers' expectations.

Application of Cognitive Stylistics: Cognitive stylistics has profound implications for literary analysis. It provides insights into how readers interact with texts at a cognitive level—how they interpret metaphors, visualize settings, empathize with characters, or predict plot developments. For instance, in poetry, cognitive stylistics can explain how certain sound patterns or figurative language trigger emotional responses or evoke vivid mental imagery. In narrative fiction, cognitive stylistics helps explain how readers mentally project themselves into the perspectives of different characters or immerse themselves in the fictional world.

3. **The Intersection of Communicative and Cognitive Stylistics:** Although communicative and cognitive stylistics are distinct, they are complementary. Communicative stylistics is concerned with the external social and cultural factors that shape language use, while cognitive stylistics delves into internal, mental processes. Together, these approaches offer a more comprehensive view of how style operates in both the production and reception of language.

For example, in political speeches, communicative stylistics might analyze how a politician uses metaphors to align with a particular ideological stance, while cognitive stylistics could explore how those metaphors are mentally processed by the audience, shaping their perceptions

of the message. Similarly, in literature, cognitive stylistics can explain how readers process narrative structures and characters, while communicative stylistics can provide insights into how those elements function within specific cultural or historical contexts.

Conclusion: The emergence of communicative and cognitive stylistics represents a shift towards more dynamic and interdisciplinary approaches to the study of language. By integrating insights from communication theory, pragmatics, and cognitive science, these trends offer new ways to understand the role of style in both the creation and interpretation of meaning. Communicative stylistics emphasizes the functional and context-dependent aspects of language, while cognitive stylistics focuses on how linguistic structures shape thought processes. Together, they enrich our understanding of how style functions in literature, media, and everyday communication, offering a holistic approach to stylistic analysis.

References:

1. Lakoff, G., & Johnson, M. (1980). Metaphors We Live By. University of Chicago Press.
2. Simpson, P. (2004). Stylistics: A Resource Book for Students. Routledge.
3. Stockwell, P. (2002). Cognitive Poetics: An Introduction. Routledge.
4. Toolan, M. (2010). Language, Text, and Context: Essays in Stylistics. Routledge.
5. Semino, E., & Culpeper, J. (Eds.). (2002). Cognitive Stylistics: Language and Cognition in Text Analysis. John Benjamins.