THE NOTION OF CONCEPTUALIZATION, CONCEPTUAL STUCTURES AND CONCEPTUAL SYSTEMS

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Annotation: in this article all general information and types of the concept in Cognitive Linguistics is given. It is considered to be one of the main notions of Cognitive Linguistics, Linguoculturology, Linguoconceptology and other linguistic disciplines of the anthropocentric paradigm.

Key words: "concept", the main notion, Cognitive Linguistics, Linguoculturology, Linguoconceptology, the anthropocentric paradigm, the most controversial issues, types of the concept.

Cognitive Linguistics viz. Cognitive Semantics is primarily concerned with investigating the process of conceptualization and categorization. Conceptualization is the fundamental semantic phenomenon. In Langacker's words, semantics is conceptualization, which is aimed at semantic interpretations of linguistic units. It means that linguistic units reflect the nature and organization of the conceptual systems. The conceptual system is understood as regulated structural combination of concepts in the human mind. From this perspective language can be regarded as a tool for investigating the conceptual system.

The process of conceptualization is based on the assumption that meaning is encyclopedic in nature, it depends on encyclopedic knowledge. Encyclopedic knowledge, in its turn, is a structured system of knowledge, organized as a network.

So, conceptualization is a dynamic mental process of concept formation, of human cognitive activity connected with composing knowledge structures on the basis of the linguistic data and encyclopedic information. A vivid example of the word "banana" is given by V. Evans and M. Green (1988). The word involves a complex network of knowledge concerning a) the shape, colour, smell, texture and taste of the fruit; b) whether we like or hate bananas; c) how and where bananas are grown and harvested; d) details relating to funny situations with banana skins, etc. Another example is "book". Cognitive interpretation of this word is aimed to uncover its conceptual structure. On the ground of human experiences and encyclopedic knowledge the following parameters of BOOK can be outlined:

edition (place, year, publishing house);
author;
functional style and genre;
design (size, format, colour, illustrations);
quality and price;
cover (hard/soft).

So, a complex conceptual structure of the analyzed word is constructed in the process of conceptualization and categorization of the information evoked from human experiences and encyclopedic knowledge.

The encyclopedic approach to meanings denotes that linguistic units are seen as relating to thoughts, ideas, world knowledge. It should be stressed that each act of conceptualization draws upon the strategies that relate to mechanisms of inferences, making conclusions, decoding implicit information. The notion of inference is considerably important for Cognitive Linguistics. It means interpreting implications and making conclusions drawn from the cognitive processing and conceptualization of the linguistic data. The cognitive interpretation of linguistic units makes it possible to get new information, exert additional

conceptual senses and draw some conclusions about the conceptual system. Inference is aimed at decoding implicit information, removing ambiguity and getting new information. In this view, indirect speech acts are understood only on the basis of the mechanisms of inference. For example, in the frame of a class-room the teacher's remark "The blackboard is dirty." has inferences of reproach such as "Why didn't you clean the blackboard?" and order "Clean the blackboard".

RECOMMENDED LITERATURE :

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