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# CONCEPT OF "DEVOTION": SEMANTIC, COGNITIVE, LINGUOCULTURAL APPROACH

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## ABSTRACT

The choice of anthropocentric linguistics as a scientific paradigm is due to the inclusion of the studied problems in the study of the semiosphere of the inner world of man, which is one of the priorities of modern research. In modern linguistics, it becomes relevant to understand and describe the linguistic ontology of the concept of "loyalty" to the fullest extent possible, to identify and form the conceptual properties of the concept, to characterize its objective structure as a moral concept.

## KEYWORDS

Anthropocentric paradigm, cognitive linguistics, linguoculturology, concept, loyalty, loyalty, betrayal.

## INTRODUCTION

The semantics of the human inner world, objectified as general generalized and collectively meaningful meanings, are constructed by a number of universal semantic discrete constants whose totality constitutes a particular semiosphere. These constants always have a point of view of meaning, affect the thinking, consciousness, psyche, linguistic attributes of a person. Their semantics is determined by a social and psychophysiological organization, a person is formed in a certain semiotic space in the process of socialization of a person and cannot be inherited at birth, an important place in the semiosphere of the human inner world is occupied by his moral World: Duty, faith, conscience, etc.

## Literature review.

The phenomena of moral and ethical conception have been researched in various plans by philosophers, who are often the subject of Cognitive Research in linguistics, and in natural language their nomination and performance characteristics are analyzed in detail scientifically. The interest of modern cognitive scientists in moral concepts is associated with their ethnolinguistic nature, the content of which is determined by the norms of society, they present knowledge about the inner world of a person. Behind them is an idealized world, an existing situation in the world, an incompatible idea.

Moral concepts are a category that reflect moral relationships and create morality as one of the forms of social consciousness. They fulfill a function that regulates the behavior of each person for the benefit of everyone, which is the paradox of their nature: they develop from the restriction of individual needs, which serves as an obstacle to their satisfaction.

No one denies the objectivity of moral concepts and their existence in collective consciousness. It is impossible to doubt the correctness of their dictionary interpretation. However, it is somewhat difficult for native speakers to give a clear definition of them, since the essence of lexemes that indicate moral (existence, social, etc.) concepts is very abstract, and verbal expression is somewhat complex. "The complexity of analyzing and understanding the essence of this type of concept is due to the lack of visible physical support in the material world, in addition to the sound form of the word".

The concepts of moral and ethical concept are abstract, and are subjective as opposed to specific noun concepts, which are more collective. They are not tied to a constant mental image; they do not have alternative associations, the essence of which can be arranged in the form of a diagram or in the form of a script, a frame.

The names of moral concepts are concepts that exist in the individual mind at an uncertain, undetectable intensity. "Moral concepts highlighted in the class of social concepts (''honor'',''duty'',''interest'',''absurdity'', etc.) are the main concepts that form the basis of language and World Pictures," m admits.V.Pimenova.

Ethical concepts require certain conditions for their formation as socio-assessment concepts that regulate the interaction of a person with others:

1) the presence of a system of traditional rules-moral, aesthetic, etiquette;

2) assessment of the appearance of behavior in relation to this system of norms by others;

3) the attitude of moral concepts to the assessment of another.

## RESULTS

In this case, there is an opportunity to change these conditions. Thus, the system of rules can be external and internal to a person, embedded in his consciousness, corporate or universal, enshrined in tradition or law, given by natural or divine revelation. Such concepts are involved in the mechanisms of coordination of the mind as a certain body, the purpose of which is manifested in sentencing and as an effective principle of man. Some of them are a reflection of the forms of external regulation of behavior that exists in society (e.g., "honor"," reputation"), while others are self-control or internal regulation of behavior ("guilt","conscience").

Moral concepts, such as "conscience", "honor", as well as the concept of "Fidelity", which is subject to analysis, begin with a "scenario" series of specific facts of human activity, actions, feelings and experiences, understanding interpersonal interactions. These subjects are assessed by nature on the principle of" plus " – " minus", always used in the context of certain emotional feelings. The epistemiological subject studies them not through dictionary definitions, but as a result of personal social experience, as well as the experience of previous generations, the traditions of the society to which it belongs.

The ability to understand" good "and"bad " is formed in native speakers as a result of an assessment of their actions, behavior, principles, spiritual ideals of other people, teaches to recognize "positive" and "negative" concepts from the point of view of morality.

Concepts of "shame" (Arutyunova 2000), "conscience" (Arutyunova 2000, Urison 2000, Kondratyeva 2006), "chastity" (Yakovleva 2000), "virtue" (Slepneva 2006), "crime" (Yevtushok 2004), "punishment" (Kontrimovich 2004); "sin" (Panova 2000), "duty special linguistic research has been carried out on concepts such as (Koshelev 2000)," conscience "egocentric orientation categories (chijova 2005);" good "and" bad "(Pashayeva 2004), linguistic renewal of moral speech (Oshkina 2006.

The universal meanings of fidelity and betrayal studied in studies are related to the concept of truth and falsehood. "Truth" (Bolinger 1987, Arutyunova 1991, Shatunovsky 1991, Toporova 1995, Yanko 1995, Khromova 2002, Nikitina 2003), "sincerity / insincerity" (Plotnikova 2000), "lies" (Panchenko 1999, Tokareva 2001), "lies" (Weinrich 1987, Morozova 2005, Baskett 1974, concepts such as Zuckerman 1985, Sweetser 1987, etc.

It has been observed that the concept of" fidelity " is a means of entering the concept and a linguistic description of units that objectify certain meanings identified in the human mind. Based on the integrated integrative approach, there is an opportunity to study

the concept of "fidelity" from different points of view. Fidelity is the property of a person associated with support, honesty and integrity. These qualities are formed throughout life, form the basis of the personality and become its value potential. Fidelity is the foundation on which a person rests. Being faithful to yourself is trusting yourself and your strength, not betraying your ideals and values. Fidelity to the family is the act of not betraying the values of your ancestors, keeping traditions, remembering the past. Being faithful to your beloved means appreciating and respecting your partner, treating the feelings of the person you trust with caution. If a person does not show such a quality as Fidelity, then it is difficult to call it holistic. The character-characteristics of each person are varietal, therefore, each person can have different boundaries and norms of the concept of "fidelity", but its value, undoubtedly, has high positions on all fronts. These categories are a kind of interpersonal category developed by mankind in many millennia of its existence.

Explanatory dictionaries note their most common characteristics when distracting from their subjective figurative and emotional characteristics: endurance and immutability in fidelity, in relationships, in the performance of tasks, in duty; ...property of truth; complete loyalty, truthfulness, perseverance in words, perseverance in work; reliability, accuracy, serviceability, truth.

Judgments about the world contain not only information about the objects contained in it, but also thoughts about them. Accordingly, the truth is not in itself, but the attitude to this fact in the form of a value judgment. In other words, what surrounds a person is inherent not only in ontological properties, but also in value properties: useful and harmful, beautiful and ugly, good and bad, etc. "The phenomenon of value is a complex-holistic, multidimensional formation, which cannot be reduced to any aspect of it, one or another specific manifestation, the multilateral integrity of which can only be modeled by philosophy." Noting that the focus of the interests of most researchers is on a person, his feelings, qualities, they make up the semiosphere of the human inner world as a whole.

Dictionary definitions of the deotion concept are detailed in lexicographic sources of representatives of concepts (WNCD 1973; LDCE 1978; OALDCE 1982; WEUDEL 1989; CCELD 1991; ANED 1992; ALDCE 1996; CDAE 2000; LDCE 2001; COED 2002; OWD 2003). The information provided in these sources suggests that the verbalization of the concept of "fidelity" in English-language consciousness corresponds to the true SEMAS of Fidelity, Fidelity, action, adhesion, attachment, patience, true SEMAS.

The concept of "betrayal" represents the sememas of the faithless, the faithless, the unfaithful, the traitor, the traitor, the false, the false, the unrighteous, the adulterous, the false. The nominations of fidelity and

betrayal reveal a significant variability in their conceptualization methods, since they are presented in the main parts of speech. Loyalty, for example, includes partial forms such as loyalty; betrayal has a number of derivatives such as treason, treason, such as Fidelity, formed from the lexeme of loyalty; lies differ in semantic parameters with a false heart, for example, the general nomination of betrayal – betrayal, and betrayal – betrayal of the Motherland, its interests, etc. Linguistic signs such as Dionate, Fidelity, Fidelity, infidelity, betrayal, often interpreted through each other, refer to the level of basic expression of the concepts of "fidelity" and "betrayal". The analysis of lexeme dictionary definitions allows you to identify the keywords of objectifying concepts: fidelity and betrayal. This choice of nuclear units is explained by the fact that Fidelity and betrayal are substantive predicates that are stylistically neutral and reflect the most conceptual characteristics of the concepts under study. However, in contrast to concepts where adjectival and verbal form predicates of fidelity and infidelity are frequent in dictionaries and substantive predicates are manifested, the abundance of dictionary interpretations is conspicuous. As noted in the special literature, adjectival and verbal predicates, with the help of meanings, each lexeme is individualized in a separate vocabulary, emphasizing certain facets of them. This also often corresponds to the essence of the predicates of fidelity and betrayal, which represent the concepts under study.

Analysis of lexical interpretations of qualitative and verbal predicates reveals conceptual signs of fidelity and betrayal. Based on the study of materials from lexicographic sources, the following signs of the concept of fidelity were identified:

1) conceptual sign – patience, stability in feelings, dependence; maintaining faith; stable, faithful in loyalty or affection; full of faith, believing; remaining faithful and persistent. For example, not a faithful friend; did not remain faithful to a friend.

2) attribute sign – expressed by definitions of permanence in adherence to the ideals of any religious faith, in support of any idea, faith, party or group: strong faith in religion; true believers; someone loyal to a person, organization or idea; the body of faithful members of any group.

3) A Conceptual feature – the persistence in fulfilling promises and fulfilling duty is emphasized on the basis of the following definitions: strict or thorough in fulfilling duty; loyalty to one's own word, promises, etc.

Analysis of synonymous instruments objectifying the studied concepts revealed their new, additional features: "support", "protection", "sincerity", "rigor in moral principles", "enthusiasm"-there are signs of the concept "Fidelity"; "dishonesty, insincerity", "cooperation with the enemy", "giving information", "harm, danger" – signs of the concept "betrayal".

Linguistic factology allows you to identify the group of referents of the concepts of" fidelity "and" betrayal".

## CONCLUSION

The scope of application of these subjects is very wide: first of all, the person himself characterizes, he includes interpersonal and social relations. In general, many synonyms that interpret the" Fidelity " concept indicate their importance to speakers. In terms of linguistic expression, these concepts are characterized by a high degree of semiotic, "nominative density", which a number of synonyms are not expressed as well, but are also reflected in idiomatic and paremiological units, mythological images.

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