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Акылбекова Г. Ш.
Акылбекова Гүлнара – окутуучу, А. Мырсабеков атындагы ОшМПУ

ОБЪЕКТИВДЕШТИРИЛГЕН "ТАБУ" КОНЦЕПТТИН СЕМАНТИКАЛЫК – КОГНИТИВДИК ИЗИЛДӨӨ

СЕМАНТИКО-КОГНИТИВНОЕ ИЗУЧЕНИЕ ОБЪЕКТИВИЗИРОВАННОГО КОНЦЕПТА «ТАБУ»

SEMANTIC-COGNITIVE STUDY OF THE OBJECTIVIZED "TABU" CONCEPT

Аннотация. "Табу" түшүнүгү маданий жана социалдык изилдөөлөрдө, ошондой эле когнитивдик лингвистикада чоӊ мааниге ээ. Полинезиялык "тапу" же "тыюу салынган" деген сөздөн келип чыккан, ал ыйык, тыюу салынган же уруксат берилбеген нерсени билдирет. Бул макалада анын көп кырдуу маанилерин, тарыхый контекстин, маданий вариацияларын, психологиялык субтексттерин, метафоралык колдонулушун жана социалдык нормаларга жана жүрүм-турумга тийгизген таасирин изилдеген "табу" түшүнүгүнүн семантикалык-когнитивдик талдоосу келтирилген. Бул өӊүттөн алганда тилдеги лексикаграмматикалык семантика концепттердин мазмунуна кирүүчү каражат катары каралат. Изилдөө «семантикадан концептке» ыкмасы аркылуу аткарылат. Бул аспектилерди тереӊирээк изилдеп, макала табулар маданий баалуулуктарды, кабылдоолорду жана адамдын таанып-билүүсүн кантип калыптандырарын түшүнүүнү тереӊдетүүгө умтулат.

Аннотация. Понятие "табу" имеет большое значение в культурных и социальных исследованиях, а также в когнитивной лингвистике. Происходящее от полинезийского слова "тапу" или "табу", оно означает нечто священное, запретное или недозволенное. В этой статье представлен семантико-когнитивный анализ понятия "табу", исследующий его многогранные значения, исторический контекст, культурные вариации, психологические подтексты, метафорическое использование и влияние на социальные нормы и поведение. Семантико-когнитивный подход заключается в выявлении и объяснении процессов категоризации и концептуализации, которые реконструируются в виде понятийной системы. Данный подход базируется на исследовании соотношения семантики языка с концептосферой нации, соотношения когнитивных процессов с семантическими. Углубляясь в эти аспекты, статья стремится углубить наше понимание того, как табу формируют культурные ценности, восприятие и человеческое познание.

Abstract. The concept of "taboo" holds significant importance in cultural and social studies, as well as in cognitive linguistics. Originating from the Polynesian word "tapu" or "taboo," it signifies something sacred, forbidden, or prohibited. This article provides a semantic-cognitive analysis of the concept "taboo," exploring its multifaceted meanings, historical context, cultural variations, psychological implications, metaphorical uses, and influence on societal norms and behavior. The semantic-cognitive approach consists in identifying and explaining the processes of categorization and conceptualization, which are reconstructed in the form of a conceptual system. This approach is based on the study of the correlation of the semantics of language with the conceptual sphere of the nation, the correlation of cognitive processes with semantic ones. By delving into these aspects, the article aims to deepen our understanding of how taboos shape cultural values, perceptions, and human cognition.

Түйүндүү сөздөр: табу, семантикалык анализ, когнитивдик лингвистика, маданият таануу, социалдык нормалар, психологиялык таасирлер, метафоралык колдонуу, тарыхый контекст.

Ключевые слова: табу, семантический анализ, когнитивная лингвистика, культурология, социальные нормы, психологические импликации, метафорическое употребление, исторический контекст.

Keywords: Taboo, semantic analysis, cognitive linguistics, cultural studies, social norms, psychological implications, metaphorical uses, historical context.

Introduction

The concept of "taboo" is a fascinating subject that has intrigued scholars across various disciplines, including cultural studies, anthropology, linguistics, and psychology. Originating from the Polynesian term "tapu" or "taboo," it denotes objects, actions, or topics that are deemed sacred, forbidden, or prohibited within a particular cultural or social context. The notion of taboo has a profound impact on human behavior, societal norms, and cognitive processes, making it an essential area of study in semantic-cognitive analysis.

This article embarks on a comprehensive examination of the concept of taboo from a semanticcognitive perspective. By delving into the intricate layers of its meaning, historical evolution, cultural variations, psychological ramifications, metaphorical extensions, and societal influences, this analysis aims to shed light on the multifaceted nature of taboos and their significance in human societies.

The semantic aspect of taboo delves into the linguistic representations and connotations associated with the concept. It explores how language shapes our understanding of taboo and the nuances embedded in its usage across different cultures and contexts. Moreover, cognitive analysis delves into how taboos are processed, perceived, and internalized by individuals, influencing their beliefs, attitudes, and decision-making processes.

Understanding the concept of taboo is crucial for comprehending cultural norms, social structures, and the complexities of human interaction. This article seeks to contribute to the scholarly discourse surrounding taboos by offering a nuanced semantic-cognitive perspective that unravels the underlying mechanisms and implications of this intriguing phenomenon. Through this exploration, we aim to foster a deeper appreciation for the role of taboos in shaping our collective consciousness and societal dynamics.

Materials and Research Methods

Materials

For conducting a semantic-cognitive analysis of the concept "taboo," a diverse range of materials and sources were utilized. These included scholarly articles, books, ethnographic studies, linguistic analyses, historical documents, and psychological research papers. The materials were selected to provide a comprehensive understanding of the semantic nuances, cultural variations, historical evolution, psychological implications, and societal impacts of taboos.

Research Methods

The research methods employed in this study aimed to combine qualitative and quantitative approaches to gain a holistic understanding of the concept of taboo. These methods included:

1. ***Literature Review:*** A systematic literature review was conducted to identify key themes, theories, and empirical studies related to taboos. This involved searching academic databases such as JSTOR, Google Scholar, and PubMed for relevant articles and books.

2. ***Semantic Analysis:*** Semantic analysis was performed on linguistic data to examine the meanings, connotations, and cultural associations of the term "taboo." This analysis involved identifying lexical patterns, metaphors, and semantic shifts in the usage of taboo-related terms.

3. ***Cognitive Analysis:*** Cognitive analysis focused on psychological studies that investigated
how taboos are perceived, processed, and internalized by individuals. This included analyzing experimental studies, surveys, and cognitive models related to taboo behavior and decision-making.

4. ***Cross-Cultural Comparison:*** A comparative analysis of taboos across different cultures was conducted to highlight cultural variations and universals in taboo concepts. This involved studying ethnographic accounts, historical records, and cross-cultural surveys on taboo beliefs and practices.

By integrating these diverse research methods and approaches, a comprehensive semanticcognitive analysis of the concept of taboo can be conducted, illuminating its complex nature, cultural variations, cognitive underpinnings, and societal implications.

Results and Discussion

The semantic-cognitive analysis of the concept of "taboo" has revealed a rich tapestry of meanings, cultural variations, cognitive processes, and societal implications. This section delves into the key findings and discussions arising from the analysis.

1. ***Semantic Dimensions of Taboo***: The semantic analysis uncovered that the concept of taboo encompasses a spectrum of meanings, including prohibition, sacredness, stigma, and social norms. Taboos are not solely about forbidden actions or objects but also carry symbolic value within a cultural context. For example, the taboo surrounding certain words or topics may reflect underlying societal values or beliefs.

2. ***Cognitive Processing of Taboo***: Cognitive analysis highlighted that taboos are processed through various cognitive mechanisms such as schema activation, categorization, and emotional responses. Research by Rozin and Royzman (2001) suggests that humans have a negativity bias towards taboo-related stimuli, leading to heightened emotional reactions and increased attention.

3. ***Cultural Variations and Universals***: The cross-cultural comparison revealed both cultural variations and universals in taboo concepts. While specific taboos may vary across cultures, there are common themes such as incest taboos, death taboos, and food taboos that appear to be universal across human societies (Douglas, 1966).

4. ***Historical Evolution and Contemporary Relevance***: Studying the historical evolution of taboos highlighted how societal attitudes and norms regarding taboo topics have evolved over time. For instance, taboos related to sexuality or religion may have shifted in significance or been challenged in contemporary societies.

5. ***Metaphorical Extensions and Symbolic Representations:*** The metaphorical use of taboo extends its meaning beyond literal prohibitions to encompass broader societal norms, power dynamics, and cultural ideologies (Lakoff & Johnson, 1980). Taboo language and imagery are often employed metaphorically in political discourse, media, and literature.

6. ***Psychological Implications and Behavior:*** Taboos have significant psychological implications, influencing individual behavior, decision-making processes, and identity formation. Freudian theories (1913) suggest that taboos are linked to unconscious desires and societal repression, shaping individual and collective psyches.

7.   ***Societal Effects and Social Dynamics:*** Taboos play a crucial role in shaping social interactions, group cohesion, and power structures within societies. They delineate boundaries of acceptable and unacceptable behavior, contributing to the maintenance of social order and cultural identity (Durkheim, 1893).

The semantic-cognitive analysis of the concept of "taboo" underscores its complexity and multifaceted nature. Taboos are not static; they evolve, adapt, and reflect changing cultural, social, and psychological landscapes. Understanding taboos from a semantic-cognitive perspective provides valuable insights into human cognition, cultural diversity, societal norms, and the intricate interplay between language, thought, and behavior.

Conclusion

The semantic-cognitive analysis of the concept of "taboo" has provided a nuanced understanding of this complex and multifaceted phenomenon. Through the exploration of semantic dimensions, cognitive processing, cultural variations, historical evolution, metaphorical extensions, psychological implications, and societal effects, several key insights have emerged.

Firstly, taboos are not simply about prohibition but encompass a range of meanings including sacredness, stigma, and social norms. They serve as symbolic markers that reflect and reinforce cultural values, beliefs, and power dynamics within societies.

Secondly, cognitive processes play a significant role in how taboos are perceived, processed, and internalized by individuals. Emotions, biases, and schema activation contribute to the heightened attention and behavioral responses associated with taboo topics.

Thirdly, while taboos exhibit cultural variations, there are also universal themes such as incest taboos, death taboos, and food taboos that transcend cultural boundaries, highlighting commonalities in human cognition and social organization.

The historical evolution of taboos reveals shifts in societal attitudes and norms over time, reflecting changing moral frameworks and societal structures. Taboos that were once deeply entrenched may lose significance or be challenged in contemporary contexts.

Metaphorical extensions of taboo language and imagery further demonstrate the symbolic and communicative power of taboos in shaping discourse, identity, and social narratives.

Psychologically, taboos influence individual behavior, decision-making processes, and identity formation, contributing to the construction of personal and collective identities.

In societal terms, taboos play a crucial role in maintaining social order, defining acceptable boundaries of behavior, and shaping group cohesion within communities.

In conclusion, the semantic-cognitive analysis of the concept of "taboo" illuminates its dynamic nature, cultural significance, psychological implications, and societal functions. Understanding taboos from this perspective enriches our comprehension of human cognition, cultural diversity, social dynamics, and the intricate interplay between language, thought, and behavior.

List of used literature:

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