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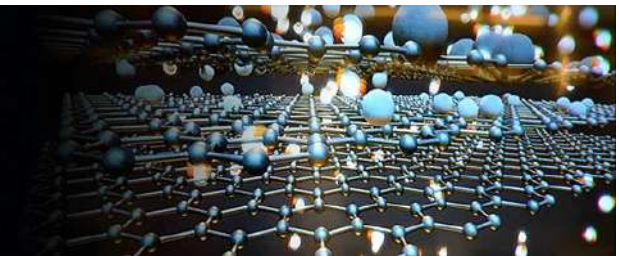

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Concept in the comparison of word, meaning and notion in cognitive linguistics

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Abstract
This article is devoted to the general attention of the terms concept, word and notion. Cognitive linguistics is a new actively developing field of linguistics. Furthermore, the notion plays a great role in building the concept. As our research shows that we utilize notions rather than concepts. Due to the fact, we mention several objects verbally or non-verbally, therefore we will not scrutinize whole meanings of it and it does not reflect its concepts respectively. Additionally, we gave our assumptions with examples with the help of notion we can generalize all information in image and schema then we can obtain full information about an object.

Keywords: thought, knowledge, notion, word, concept, cognitive linguistics

Introduction
There are numbers of notions that cognitive linguistics studies as intellect, knowledge, conceptualization, cognition, cognitive base, mental representation, categorization, cognitive model, verbalization, mentality, culture's constants, concept, world image and others [1]. Comparing "word" with the basic unit of the cognitive linguistics – concept, word is considered as the unit of language. Furthermore, word is the unit of meaning, accumulation of phones. For cognitive linguistics meaning is the central issue, the meaning of words as well as the meaning of sentences; in other words, the meaning of any linguistic expression no matter how small or big it is. The centrality of meaning comes from the assumption that all linguistic phenomena are interwoven with each other as well as with other cognitive phenomena to allow us to make sense of, to understand our experience and to be able to communicate this understanding. According to A.A. Potebnya, word has two meaning: far and close. Far meaning indicates generalized folk meaning, while close meaning is personal meaning. As Stolyarenko writes, meaning is the unit of language that includes imagination, memory, intellect, thinking, attention, speech. We also researched lexical meaning that denotes every single meaning of objects. According V. I. Bolotov, lexical meaning is the element of all terms [2]. "Notion" is one of the units of cognitive linguistics. It is the most vital features of a thing or an event appeared in cognition by some word, morpheme or word combination which enable us to differ it from other things or events. According to U.K. Yusupov, word meaning is a equivalent of "notion".
As A.B. Bondarko states, notion may get enriched due to its use in language or speech [3]. For instance, the Uzbek words "sahiy", and "qo'li ochiq" express one and the same notion "generous", but in the second synonymous word the notion "generous" is enriched with a stylistic feature. This phenomenon can be observed in any synonymic set. To sum up, what holds together the diverse forms of cognitive linguistics is the belief that linguistic knowledge involves not just knowledge of the language, but knowledge of the world as interceded by the language. The number of notions, concepts of nations and their structure vary.
The essential category of cognitive linguistics is "concept". This category has been being an object of not only cognitive linguists, but it is the main object of psychologists, logicians, philosophers too. During the 1970s, a new view of concepts appeared, providing the initial serious change its utilization. Concepts are the most fundamental constructs in theories of the mind. Given their importance to all aspects of cognition, it's no surprise that concepts raise so many controversies in philosophy and cognitive science. These range from the relatively local to the most global. Indeed, it is even controversial whether concepts are objects, as opposed to cognitive or behavioral abilities of some sort. In addition, the theory of concepts is one of the great success stories of cognitive science. Psychologists and linguists have borrowed freely from philosophers in developing detailed empirical theories of concepts.

According to the glossary of cognitive linguistics by Vyvyan Evans, the term "concept" denotes also representation, the fundamental unit of knowledge central to categorization and conceptualization. Concepts in here in the conceptual system, and from early in infancy are redescribed from perceptual experience through a process termed perceptual meaning analysis. This process gives rise to the most rudimentary of concepts known as an image schema. Concepts can be encoded in a language-specific format known as the lexical concept. While concepts are relatively stable cognitive entities they are modified by undoing episodic and recurrent experiences [4].

According to A.A. Potebnya, concept includes elements of lexical meaning (intellectual and emotive, aesthetic information) or elements of consciousness. Its essence is always deeper, its volume than lexical meaning and consciousness, belongs to separate person, separate scientific school, separate nation too [5]. Due to the fact that, concept cannot be means of communication, it can be means of report, discussions, as a result new word with new lexical meaning, either new term or new theory, new aspect of the object emerge. Furthermore, we scrutinized that lexical meaning is connected with words, consciousness is related with subject, in contrast concept is tightly connected with human. That is why, concept for individual ones is constant.

"Concept" is another way of mentality. It is the key term in cognitive linguistics. Although it is universally acknowledged, there are a lot of different definitions of it. According to prof. U. Yusupov, "concept" is all the knowledge (most features reflected) of a thing or an event, its image and attitude(positive, negative or neutral) to it by the speaker. As concept reflects most of the features of things and events, it is much larger than notion, which reflects only some of the important features of things and events. It should be noted that when a notion is newly born, there is no difference between it and a concept. In this situation we can use both terms "notion" and "concept" interchangeably. But with the appearance of new features of the thing or the event, or with the appearance of images or attitudes to the thing or event there comes into being a concept on the basis of this notion. Figuratively speaking, a concept is an iceberg, the top of which is on the surface of the water is notion [6]. At first sight, we consider that, concept is the basis of cognitive linguistics, which describes whole meaning and notions of world image deeply in an exact form. This is a product of our thought, mind. To our mind, concept – individual understanding, interpretation of objective as minimum content.

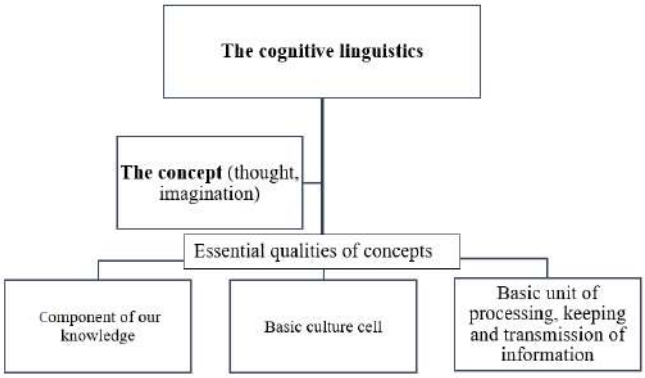

Fig: Concept as a primitive notion of cognitive linguistics

From Popova's and Sternin's view, at least we may speak about the following directions in cognitive linguistics, which have been identified till today: cultural, lingua-cultural, logical, semantic cognitive, philosophy-semantic. The most important that we are interested in is the lingua-cultural direction which is an investigation of concepts, named language units, as an element in a national lingua-cultural interconnection with its national values and peculiarities. In study of borrowings from this direction the basic approach is that through study of semantic language units we may go deeper into the people's conceptosphere, as a consequence, it will be easy to define what was important to that or this nation in different periods of its history and what was omitted out of its sight, whereas in another nation it became essential. Human's cognition is non-verbal, it is realized with the aid of universal subject code. People think with the help of concepts, coded by its unit symbols and compiled basis of the universal subject code. Concept is an equipment of human cognition, it is a global unit of mentation.

Regulated aggregate concepts in human cognition form his/her conceptoshpere. E.S. Kubryakova offers the following definition of concept: Concept – is an operating unit of mind, mental lexicon, concept system and mental language, entire Perception of the World, knowledge.

V.I. Karasik gives several approaches to concepts, developed by several authors: Concept – idea, including abstract, concrete associative and emotional-evaluating features, moreover pressed history of thought.

Through language we may study significant part of concept content of cognition. Investigation of semantic language units, established concepts promotes to access the concept content as thinking unit. The understanding of the concept as an operating unit of thought is a way and the result of cognitive qualification and categorization of knowledge. This is because the object of the concept is the mental entity, whose formation is determined by the form of abstraction, and the model of which is specified by the concept, which not only describes the object but also creates it.

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