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## THE CONCEPT OF ASSOCIATIVE PORTRAIT IN LINGUISTICS AND ITS LINGUISTIC DESCRIPTION

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### Abstract

This article analyzes the essence of the concept of associative portrait, the process of its formation and linguistic description, which is one of the new directions in linguistics, on a scientific basis. The study extensively covers the realization of the emotional image of an object in the human mind through associations in the language, the psychological and linguistic aspects of the associative portrait, and the connection of this concept with national thinking. The author interprets the associative portrait as a set of associations formed in the minds of language speakers in relation to a specific object. On this basis, the associative portrait is interpreted as a linguistic phenomenon that expresses a person's knowledge, imagination and emotional relations about the object, and reflects stereotypes formed in society and national-cultural values. The article also examines the role of trigger words in the formation of an associative portrait, the analysis of the responses of the test subjects, and through them the social views formed towards mothers in Uzbek society are revealed. The results of the study show that the analysis of the associative portrait is an effective tool in studying human thinking, national identity, cultural values, and social consciousness.

**Keywords:** Associative portrait, linguistic association, national thinking, linguistic psychology, trigger word, cultural stereotype

### Introduction

In world linguistics, it is becoming increasingly relevant to study language in its inextricable connection with human consciousness and thinking, knowledge



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about the outside world, imagination, worldview, psyche, culture, and social characteristics of the individual. In this direction, it is important to reveal the laws of the occurrence of associations in language that are formed in a person with respect to any object, to identify the factors that motivate the formation of associations in language, and in recent years, certain scientific research has been conducted on this problem in Uzbek linguistics<sup>1</sup>. Nevertheless, associative linguistics is a new direction in 21st century linguistics, there are many issues that need to be studied. One of the most pressing problems of the field is the reflection of the emotional image of a particular object embodied in the human mind in linguistic associations.

In recent years, the term “associative portrait”, which describes the emotional image of an object in the human imagination through associations, has been widely used in associative linguistics. The associative portrait differs from the term “associative portrait” used in the fields of psychology, literary studies, art studies, and sculpture, due to the fact that it is formed on the basis of linguistic associations. Unlike these areas, in associative linguistics, the concept of an associative portrait is viewed as a representation of the emotional image of a particular object, which is reflected in linguistic associations, through the prism of the thinking of a language community and formed in the national consciousness. According to D. Lutfullayeva, “the term associative portrait means “the external appearance of an object created on the basis of human associations.” The word associative used in this term is used in linguistics to refer to “the recall of language units, their restoration in memory.” The scientist recommended using the term “associative linguistic portrait” for such a portrait of an object created using language associations<sup>2</sup>. It is understood that an associative portrait is a linguistic image of an object created by means of associations in the language.

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<sup>1</sup> Lutfullaeva D. Associative linguistics theory. – Tashkent: Meriyus, 2017. – 140 p.; Khoshimova N.A. Associative relations in the Uzbek language: Philological science. Doctor of Philosophy (PhD) ... dissertation. author's ref. – Fergana, 2018. – 49 p.; Tadzhibaev B. Associative study of national-cultural units of the Uzbek language: Philological science. Doctor of Philosophy (PhD) ... dissertation. author's ref. – Tashkent, 2020. – 55 p.; Ortikova H. Associative study of the literary text (on the example of the poems of E. Vohidov and A. Oripov): Doctor of Philosophy (PhD) ... dissertation. – Tashkent, 2022. – 136 p.; Rahmonov H. Associative structure of poetic texts of Omon Matjon: Philological science. False doctor. (PhD) ... diss. author's ref. – Kokand, 2023. – 57 p.

<sup>2</sup> Lutfullayeva D. Source indicated. – P. 10.



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An associative portrait, which is created on the basis of linguistic associations that arise in speakers of a language regarding a particular object, helps to clearly imagine this object and obtain information about it. Such an associative portrait summarizes the views of the language community about the object, reflects its assessment of it. In this regard, the concept of an associative portrait is a set of associations formed in the linguistic consciousness of a group of people or an individual in relation to this object, embodying the emotional image of a particular object. Such associative units are formed in relation to this object as soon as a person perceives the object and its emotional image arises in his mind. As a person perceives this object, his knowledge and ideas about this object are restored in his memory. That is, this object restores all the ideas associated with it in the human memory and is manifested in the form of associations. Thus, associations serve to reveal the image of an object in the mind in a complete and, at the same time, related to adjacent phenomena. In such a case, the image of the object is not just the result of emotional imagination, but also appears as an impulse that gives rise to associations.

Associations can be formed in a person towards any object. On the basis of such associations, it is possible to form an image of the object in the human imagination - a portrait.

In recent years, linguists have been working on the issue of determining the image of famous people in society and people of a certain nationality in the collective consciousness based on associations. For example, I.S. Karabulatova chose labor migrants, A.P. Chudinov, N.A. Segal, A.N. Mishenko - a police officer, N.A. Segal and Ch. Shulin chose Russian President V.V. Putin as an object for a linguistic associative image and depicted their image in the consciousness of the Russian people in associative portraits<sup>3</sup>. In these works, an associative portrait was described as a set of associations that arise in speakers of a language for a specific object, and it was explained that an associative portrait is created on the basis of linguistic associations that arise in speakers of a language for a unit that

<sup>3</sup> Карабулатова И.С. Ассоциативный портрет мигранта // Мир науки, культуры, образования. – Горно-Алтайск, 2018. – №6 (73). – С.683-685; Чудинов А. П., Сегал Н. А., Мищенко А. Н. Ассоциативный портрет полицейского в русском языковом сознании // Политическая лингвистика. Уральский гос. пед. унив., 2022. – № 5 (95). – С. 187-191; Сегал Н.А., Шулин Ч. Ассоциативный портрет В. В. Путина в языковом сознании российских студентов // Политическая лингвистика. 2023. – № 5 (101). – С. 131-140.



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names the object. In recent years, certain studies have also been conducted in linguistics to describe the image of a particular nation in the minds of speakers of a language in associative portraits. In particular, N.V. Dimitryuk formed associative portraits depicting the appearance of these two nations based on the materials of his associative experiment on somatic units conducted on test subjects consisting of representatives of the Russian and Kazakh peoples. By comparing the associative portraits of the Russian and Kazakh nations with each other, he proved that human associations provide accurate information about the appearance of the nation<sup>4</sup>.

T.A. Yershova created an associative portrait of the Russian and German people based on their responses describing their appearance, physical condition, character, behavior, mental state, social roles in society, status, work activities, professions, and subjective attitude to the environment<sup>5</sup>.

D. Lutfullayeva, on the basis of the materials of the associative experiment conducted on Uzbek speakers on the Uzbek lexeme, determined the knowledge and perceptions of the test subjects about their nationality, and based on their responses, formed a linguistic associative portrait of the Uzbek nation<sup>6</sup>.

It is understood that an associative portrait is a generalization of associations formed about a specific object, which provides information about its image in the human mind. The formation of such a portrait of an object based on human imagination is based on the materials of associative experiments conducted on language speakers.

In “drawing” an image of an object based on human imagination through linguistic associations, it is effective to use motivational words that serve to reveal this image. For example, when creating an associative portrait of an Uzbek mother, the word mother motivation can be used. Or, when revealing the appearance of the mother, somatic combinations such as mother's face, mother's hands, mother's body, mother's body, or when revealing the character of the

<sup>4</sup> Дмитриук Н.В. Ассоциативные портреты – характеристики представителей русского и казахского этносов // [https://iling-ran.ru/library/psylingva/sborniki/Book2000/html\\_204/4-5.html](https://iling-ran.ru/library/psylingva/sborniki/Book2000/html_204/4-5.html)

<sup>5</sup> Ершова Т.А. Русско-немецкие ассоциативные портреты (опыт интерпретации): Автореф. дисс. ... канд. филол. наук. – М., 1998. – 20 с.

<sup>6</sup> Lutfullayeva D. Reflection of ideas about the Uzbek nation in linguistic associations // Associative study of the Uzbek language / D.Lutfullayeva, F.Karimova, M.Saydaliyeva. – Tashkent, 2024. – P. 7-57.



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Uzbek mother, combinations of words that motivate the description of the mother can be used, such as mother's behavior, mother's manners; when revealing the mother's profession, mother's profession, mother's occupation. The responses of the test takers to such Turkic words help to describe the Uzbek mother in various ways, providing information about what kind of person she is, her appearance, behavior, occupation, etc. Although the responses mainly reflect each respondent's perceptions of their own mother, based on repeated responses, it is possible to gain certain knowledge and information about the general appearance, character, qualities, profession, and position in society of Uzbek mothers.

Associative portrait analysis also provides extensive information about the attitude of language speakers to mothers. This is important in studying the attention of language speakers to the mother figure, which occupies a special place in Uzbek society.

Also, through the associations formed by language speakers in relation to the mother figure, stereotypes about mothers that have a strong place in society are identified, and their connection with national and cultural values is determined. Because associations are formed mainly on the basis of knowledge and ideas that are firmly rooted in the minds of members of society. It can be said that in the minds of Uzbek speakers, the image of the mother is revived in connection with the attitude towards mothers that have a strong place in this society, and views about mothers. In the minds of representatives of other nationalities, the image of the mother can be restored in a special form in connection with the views and ideas that have arisen about mothers in the society in which he lives. This fact justifies the fact that associations with the same object arise not only in an individual, but also in representatives of different nationalities, in connection with social factors. At the same time, associations serve to reveal differences in the collective consciousness and national thinking of representatives of different nationalities.

In short, an associative portrait is a concept that describes the image of an object reflected in personal and collective consciousness in associations, reflects a person's knowledge and imagination about this object, his attitude towards it, realizes stereotypes and values formed in society, reveals national characteristics of consciousness and thinking, and also combines linguistic, psychological, national-cultural information.