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EXPLORING THE FRAME-CONCEPT-DISCOURSE SEQUENCE IN LINGUISTICS

*Key words***:** linguistics, language, frame, concept, discourse
*Açar sözlər***:** dilçilik, dil, freym, konsept, diskurs
*Ключевые слова***:** лингвистика, язык, фрейм, концепт, дискурс

Introduction. Language, society, and communication are interconnected areas that explore how humans use language to interact, share ideas, and shape their social realities. Language is an inseparable part of human evolution. It is clear that language emerged from the need for information exchange. As societies developed over time, attitudes toward the creation, formation, and role of language in human life gradually changed. Language is the foundation of human expression, encompassing spoken, written, and non-verbal forms. Language is a social phenomenon, deeply tied to cultural norms and societal structures. It reflects group identity and it is primary tool for passing knowledge. In addition, language is primary vehicle of communication. Language reflects how we mentally structure and organize our understanding of the world. Cognitive linguistics, which has developed and evolved as one of the two main branches of neo-behaviorism, alongside connectionism and cognitive psycholinguistics, is a modern scientific field that simultaneously investigates how humans use language to comprehend the world and how perceived reality units are reflected in the language system. Overall, the focus has always been on the use of language and speech in communication processes, as well as the transmission, reception, and comprehension of these elements. Language reflects the mechanism and working style of the brain's activity as a product of human thinking.

Main part. Modern fields of study, such as neo-behaviorism's connectionist approach and cognitive psycholinguistics, have developed as one of the two main pillars of cognitive linguistics. These fields explore how humans use language to understand the world, and how the reality being perceived is reflected in the linguistic system at the same time.

Cognitive linguistics examines the mental processes occurring in the conscious perception of understanding, thinking, and reality, as well as the types and forms of their mental representations. In other words, cognitive linguistics primarily

studies the mechanisms of understanding. It considers the system of signs used to encode and transmit information as the main means of thought processes. The goal of cognitive linguistics is to understand how the processes of perception and categorization of the world occur, as well as how these processes lead to the accumulation of knowledge.

Recent studies in cognitive linguistics have introduced new essential elements, such as frame, concept, and discourse, into the analysis of the language system.

Frame: Defined as a cognitive structure that covers the cognitive domain of consciousness. Frames are connected to language and express cultural and national characteristics. They serve as a schema for organizing information and are foundational to concepts. It has a great role in cognition: Frames connect language to thought, reflecting how humans process and structure information. They are foundational in linking concepts, enabling a framework for cultural and linguistic representation. Marvin Minsky, who defined them as predefined structures used to interpret new information through existing knowledge, popularized frames.

The frame is closely connected with the verbal means of language and covers the cognitive area of consciousness. The frames cover national-cultural features. It is a layout of information, presents memory; provides the foundation; it is a basis for the substantiation of individual concepts.

M.Minsky explains the frame as follows: "A person strives to comprehend new situations by approaching ordinary things from a new perspective. By taking it from a narrower scope, it relates it to broader categories and processes. The frame is a real structure designed to envision a standard situation" [4, p.211]. M.Minsky also adds that a frame is a standard situation presented in advance.

Concept: A cognitive unit tied to human consciousness, inseparable from thinking. It serves as a system for national-cultural notions in human cognition. Concepts represent the broadest scope in discourse. Concepts operate as a bridge between mental representation and verbal expression. They store shared cultural and experiential knowledge. Scholars like E.S.Kubryakova describe concepts as operational units of memory, integrating cultural, linguistic, and cognitive dimensions.

Concept – it belongs to human consciousness and is a global unit of cognitive activity, a quantitative structuring of perception. It is a unit of collective consciousness, possessing ethnocultural specificity. The concept acts as an abstract unit, comprising the components of human knowledge and consciousness about the world. Through it, the meaning expressed verbally by language speakers is preserved in the memory of the people. Therefore, not only individual experience but also the collective experience of language speakers is preserved in the concept. The concept is the result of human activity and experience and preserves information. The

concept is shown as an original, self-specific "cultural focus". The concept finds its broadest representation in discourse.

Discourse: Since the second half of the 20th century, discourse has become a significant object of study in linguistics. The word "discourse" originates from the Latin term "discurrese", which was used in the meanings of "to discuss," "conversation," etc. Later, new nuances were added to it, and it acquired the meaning of "speaking in accordance with the nature of social matters." Realized in communication processes involving close visual and vocal contact. Discourse is composed of chains of frames and concepts, where frames give rise to concepts, and concepts are realized in discourse. Involves close proximity and real-time communication between participants. It includes both verbal and non-verbal elements and also arises naturally in interactive settings. Generally, discourse arises in a communication process based on close contact, i.e., when the active and passive communicant are within visual and vocal contact distance. Communication occurring in a natural setting, where the speaker and listener are in close contact, able to see and hear each other, can be considered the most prominent example of discourse. Mayil B. Asgarov emphasizes the phrase "natural setting" mentioned here as one of the important factors. He explains that dialogue, debate, and conversation not happening in a natural manner are not discourse, but rather carry the essence of speech. Thus, discourse arises in the process of live communication [2,s.260].

The sequence or continuity of the concept-discourse-frame suggests that the concept is perceived and interpreted as a unit forming discourse. In some sources, the concept itself is regarded as a complex semantic phenomenon consisting of a series of multiple frames. In other sources, however, the frame is presented and interpreted as a specific type of concept.

Y. Kubryakova believes that frames, which serve as the constituent elements of concepts forming discourse, narrow in meaning and focus attention specifically on a particular element of the concept [5, p.20].

L. Churilina considers that a concept consists of "quanta" of information or knowledge, which are derived from people's life experiences and their accumulated information regarding units of reality [6, p.146].

In modern linguistics, the study of the frame can be approached from two different perspectives: the linguocultural approach and the semantic-cognitive approach. The linguocultural approach analyzes individual concepts in terms of language and culture. This analysis is based on the interaction between language, culture, human beings, and ethnicity. Culture and civilization, as well as humanity, hold a leading role in these analyses. The semantic-cognitive approach focuses on several issues within the frame-concept type: human comprehension, the image of thought, the semantic structure of the word, and the typical and characteristic features of expressions.

Key Insights:

1. Cognitive Linguistics: Studies mental processes in understanding reality, including language's role in conceptualizing and communicating these processes.

2. Frames and Concepts: Frames underlie concepts by structuring information, while concepts encapsulate collective and cultural experiences.

3. Discourse: Represents the dynamic interplay of these cognitive elements in practical communication, influenced by contextual factors like time, space, and interaction.

Interconnection: Frame → Concept → Discourse: The relationship between these elements forms a hierarchical chain:

1. Frames provide the structural basis for organizing experiences.

2. Concepts emerge from frames, offering a deeper abstraction of knowledge.

3. Discourse actualizes concepts within communicative contexts, embodying them in real-time exchanges.

This chain reveals the progression from raw sensory or experiential data to structured knowledge and, finally, to meaningful communication. It shows how humans not only perceive but also share and interpret their understanding of the world.

R. Langacker believes that any linguistic meaning emerges or is acquired with the help of a discursive text. In his explanations and interpretations, he relies on concepts such as the real discursive space, the speech situation, and the moment of its emergence, which also include the active and passive communicants [3, p.146].

By "real discursive space," R. Langacker refers to the mental environment that the active and passive communicants perceive as the actual communicative base in a specific discursive situation. According to him, the actual communicative base and mental environment serve as the conceptual foundation that ensures the emergence of meaning within discourse.

The interaction between the active and passive communicant is determined by the direction and focus of attention. The success of communication is indicated by the concentration of both the active and passive communicant's attention on the same unit of reality.

R. Langacker notes that a person's conceptual domain, as a visual observation object, has very limited capabilities. It can be compared to a frame or a window through which we observe life. Our perception of the surrounding world is based only on the realities we see through this window, as it is our only means of contact with the real world.

Based on the ideas expressed so far about the frame and the *linguistic-psychological unity* theory, which we consider our main theoretical foundation, we can say that a frame is a perspective, framework, or window equivalent to a moment of contact with the general idea intended to be conveyed.

This window, which we call a frame, represents moments in the transmission of a general idea, some of which still retain their nature as a psychological phenomenon. At other times, a linguistic structural unit that is precisely equivalent to that particular part or fragment of the general idea has already been selected, identified, or formed.

As can be seen, during the transmission of a general idea, a frame is the unity of linguistic and psychological phenomena that appear in parallel within the sequence of multiple consecutive frameworks or windows. The word "unity" in the name of the linguistic-psychological unity theory actually signifies the paired occurrence and mutual complementarity of linguistic and psychological phenomena observed in each linguistic-psychological or cognitive code.

When we say that other events occurring within the time and space in which discourse arises are internal elements of the discursive situation, we mean that these events affect and change the overall picture of the discursive situation. The changing overall picture causes the discourse itself and its main element, speech expression, to change completely or partially. When we say that the active and passive participants of other events occurring within the time and space in which discourse arises are internal elements of the discursive situation, we mean that the active participants of these events play an active role in the creation of the overall discourse or at least the discursive situation as active communicants. The passive participants of these events, as passive communicants or listeners, at least provide a background function in the creation of the overall picture of the discursive situation

Discourse reflects real life that arises in a unified time and space. Discourse is either reality itself or a unit of reality (Gv). According to the linguistic-psychological unity theory, discourse is a sequence of first-order reality elements (Ge1) that ensure the production of speech utterance. The sequence of second-order reality elements (Ge2), that is, the text, consists of linguistic structural units formed as a result of discourse being reflected in the language system [1, p.77].

In summary, the text is the linguistic-psychological counterpart of speech, and speech is the linguistic-psychological counterpart of discourse.

Result. The study highlights the inseparable relationship between language, thought, and culture. Frames, concepts, and discourse together illustrate how humans perceive, organize, and communicate their reality. This framework is essential for understanding cognitive linguistics' role in explaining the mental mechanisms behind language use. Language is not just a tool for communication but a mirror of human cognition and culture. By analyzing the interdependence of frames, concepts, and discourse, the study provides a comprehensive framework for understanding the mental processes underlying language. This approach enriches our appreciation of how humans think, communicate, and shape their shared realities through language. What gives discourse its vitality and sense of reality are the concepts and frames that

constitute it. Frames serve as a foundation for the formation of individual concepts. The concept, in turn, finds its broadest representation in discourse. The units that make up discourse are a sequence of frames and concepts.

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Summary

The sequence or continuity of discourse-frame-concept implies that discourse defines the general framework of the communication process. The content and essence of the transmitted information are determined at the moment of discourse formation and through its various fragments.

In any case, part of the content is conveyed through the text of the speech utterance created by the active communicant, part through their gestures and facial expressions, and part through the speech environment that constitutes the discursive situation. This information is received and understood by the passive communicant based on the same parameters and fragments.

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LİNQVİSTİKADA FREYM-KONSEPT-DİSKURS SİLSİLƏSİNİN TƏDQİQİ
Xülasə

Diskurs-freym-konsept silsiləsiç başqa sözlə, ardıcıllığı belə bir məna ifadə edir ki, diskurs, ünsiyyət prosesinin ümumi çərçivəsini müəyyən edir. Ötürülən informasiyanın məzmun və mahiyyəti diskursun yarandığı anda və diskursun müxtəlif fraqmentləri əsasında müəyyən olunur.

İstənilən halda məzmunun bir qismi aktiv kommunikantın yaratdığı nitq söyləminin mətni əsasında, bir qismi onun jest və mimikaları əsasında, bir qismi diskursiv situasiyanı əmələ gətirən nitq şəraiti əsasında ötürülür. Həmin informasiya passiv kommunkant tərəfindən də eyni parametrlər və fraqmentlər üzrə qəbul və dərk edilir.

Фирангиз Гади
ИССЛЕДОВАНИЕ ПОСЛЕДОВАТЕЛЬНОСТИ ФРЕЙМ-КОНЦЕПТ-ДИСКУРС В ЛИНГВИСТИКЕ
Резюме

Последовательность или цепочка дискурс-фрейм-концепт означает, что дискурс определяет общую рамку коммуникационного процесса. Содержание и сущность передаваемой информации определяются в момент формирования дискурса и через его различные фрагменты.

В любом случае часть содержания передается через текст речевого высказывания, созданного активным коммуникантом, часть – через его жесты и мимику, а часть – через речевую среду, формирующую дискурсивную ситуацию. Эта информация воспринимается и осмысливается пассивным коммуникантом на основе тех же параметров и фрагментов.

Rəyçi: filologiya elmləri doktoru, Mayıl B. Əsgərov