



## INTRODUCTION OF THE TERM "ASSOCIATION" IN THE FIELD OF LINGUISTICS

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### ABSTRACT

The article presents many thoughts regarding the historical incorporation of the term "association" into the field of linguistics. It also examines the viewpoints of both international and local scholars on the integration of this term into the discipline.

Currently, as we focus on the issue of language acquisition in relation to the human element, we observe the manifestation of human psychological imagination in language. This phrase is examined from two perspectives: artistic writings and the influence of sounds on the human mind. A comprehensive analysis of a scientific publication authored by local scientists on the relevant topic is provided. For instance, consider the line "An adept artist is sketching a captivating illustration."

### KEYWORDS

Association, contrast, associationism, dialectics of objectivity and subjectivity.

### INTRODUCTION

Currently, significant transformations are occurring in various sectors within our nation. Among these, recent improvements were introduced in the realm of education. For instance,

in the subject of linguistics, some decades ago, the terminology used was expressed in a straightforward and comprehensible language that is familiar to us. Currently, numerous



terminology from global linguistics are being included into our own field of study. By utilizing these new terms, we are able to provide a more comprehensive explanation of our scientific discipline to students.

Linguistics should focus on studying the intricate linguistic characteristics of a language that carries significant meaning. Additionally, it should investigate how the language reflects the relationship between the language itself and its speaker. World linguistics primarily examines the speech activity, psychology, social status, age, and gender of language users. Linguistics encompasses various subfields such as psycholinguistics, sociolinguistics, pragmalinguistics, linguocultural studies, ethnolinguistics, and neurolinguistics. In order to examine the relationship between language and the individual who employs it, we employ the associative technique. By forming associative relationships, the scope of words' influence expands. The student's cognitive abilities enhance as he acquires knowledge in a condition of interrelation with various disciplines.

The term "association" is derived from the Latin word "associotio," which signifies the act of adding or attaching something [1]. According to sources, the term "association" was first introduced into scientific discourse in 1690 by J. Locke, an English philosopher, pedagogue, and advocate of empiricism and liberalism. He advocated the ideas of the linkage of ideas proposed by the renowned philosophers Plato and Aristotle in ancient philosophy. Aristotle and Plato conceptualized the act of remembering as a

cognitive process that operates through the mechanism of association. Aristotle provided insights into the associative linkage of concepts through similarity, temporal sequence, and contrast, whereas Plato focused on the links in memory through similarity and contiguity.

The Main Part. J. Locke formulated these perspectives based on the insights of esteemed thinkers and employed the term "association" in his writings to denote the connection between psychological aspects. He employed the term "association" to elucidate the origin of superstitions and erroneous notions.

Following the works of J. Locke, R. Descartes, T. Hobbes, B. Spinoza, J. Berkeley, and D. Hume, the term "association" was mentioned.

The period from the mid-17th century to the early 19th century is seen as the time when classical associationism took shape. In his work "Control over Man" published in 1749, the English physician and philosopher D. Gartley made reference to associationism [2]. It has been examined by numerous scientists. Based on the research conducted by these knowledgeable scientists, it can be stated that the concept of association has been extensively examined in the fields of philosophy and psychology, and has now emerged as a prominent area of focus in contemporary psychology.

In contrast to other fields, linguistics examines the association term by analyzing the link between language units.

The German scientist V. Humboldt first observed language relationships. Examining the interplay between objectivity and subjectivity, he posited



that individuals tap into a singular facet of their inner voice, leading to the emergence of consistent yet not identical thoughts in each person's mind. This, he observed, facilitates comprehension.

Y.I. Goroshko states that V. Humboldt did not explicitly discuss association in this context. However, the speaker's own impression of the connection between sound and object aligns with the observation that various individuals share the same objects and experiences. A fundamental tool for sound association is objective, as it pertains to tangible objects, while the associations themselves are subjective, as they belong to the realm of psychology [3].

Ferdinand de Saussure also addressed the association during that period. He identified the syntagmatic and associative link between units of language [4].

In Russian linguistics, there was a growing interest in studying associative links by the end of the 19th century. N.V. Krushevsky, the representative of the Kazan Linguistic School, was among the pioneers in proposing the notion that words in a language are structured into associative chains based on the principle of association. According to his viewpoint, words are interconnected based on two factors: 1) similarity, and 2) direct linkage through affinity. Nests, systems, and lines of words originate from this location [5].

In the field of linguistics, the term "association" was observed by Russian linguists A.A. Potebnya, M.M. Pokrovsky, I.A. Baudouin de Courtenay, N.W. Krushevsky, and M.M. Pokrovsky.

The investigation of associative units in linguistics was initially conducted in two different ways. The first orientation is rooted in the conventional-linguistic comprehension of connections. This method was noted in the works of Russian linguists. The works selected for examination focused on artistic texts.

The second orientation was manifested in the writings of Western psychologists, psychiatrists, and subsequently psycholinguists. The utilization of the associative experiment method in these works resulted in the formulation and advancement of the associative theory.

Professor A. Nurmonov introduced the term "associative" in the textbook "Structural Linguistics: Roots and Directions", marking the first instance of its use in Uzbek linguistics.

According to the scientist, the mental associations we develop are not restricted to the closeness of individuals in a relationship who share a specific shared characteristic. Consciousness encompasses the characteristics of the connectors involved in every relationship. Consequently, an increase in the number of associative series leads to the formation of a greater variety of relationships. For instance, a cluster of words that are connected by their shared root similarity, and another cluster of words that are connected by their shared use of suffixation. Furthermore, association can only take place when there is resemblance in expression or when there is a shared acoustic imagery, or solely based on form or content. Every phrase evokes a word that it can be linked to.



The candidate thesis by I. Azimova, titled "Psycholinguistic study of content perception in Uzbek newspaper texts," presents an investigation of the associations that shape journalistic texts.

D. Khudoyberganova's PhD research focuses on the anthropocentric interpretation of creative writings in the Uzbek language, specifically examining the use of associative units within these texts [6].

In the article "Realization of associations in the speech process" by Sh. Iskandarova and N. Hoshimova, the authors explore the idea that a strong association between two words creates a coherent and grammatically correct combination within a sentence, while a weak association causes the words to separate and become part of different meaningful groups within the sentence.

The author states that in the sentence "A talented artist is drawing an interesting picture," the word "talented" is closely associated with "artist," the attributive compound "interesting picture" is closely associated with "drawing," and the word "interesting" is closely associated with "picture" and created a compound term. The structure of predicative pair and nominative group exhibits strong associative pairs of words [7].

The creation of the supplied sentence was based on associations associated to the lexeme of the artist, according to our judgment. Put simply, the terms in the statement are connected to the word "artist". The most dominant member of the associative network related to the concept of an artist is the concept of painting. Ultimately, the word artist revives the word picture in the

recollection of the majority of individuals who talk. It is evident that there is a significant association between the picture's lexema and the artist's lexeme. Nevertheless, the pairing of artist and picture in the provided sentence does not create a grammatically correct combination. Conversely, the combination of artist-talented and artist-drawing forms a significant and grammatically correct pair. Therefore, it can be inferred that robust associations between words are not limited to simply grammatical pairings.

Conclusion. The study of associative relations in language involves examining the connections between words and concepts in the external world, and how these connections are represented in the human mind through language. The language owners' extensive vocabulary allows for drawing specific inferences regarding the lexical associated meanings of the word. Based on the information provided, it can be inferred that the incorporation of the term "association" into linguistics is connected to the field of psychology. The notion that facilitates the creation of two mental representations and the establishment of a link between them was referred to as associative. The introduction of the association word into linguistics was primarily examined by Russian linguists, as well as by local and international experts in their own scientific works.

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