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ABSTRACT

of the dissertation for the degree of Doctor of Philosophy

**NAMES AS REPRESENTATION OF KNOWLEDGE
IN ENGLISH-LANGUAGE DISCOURSE**

Speciality: 5708.01 – Germanic languages

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GENERAL CHARACTERISTICS

Urgency of the theme and the degree of research.

Knowledge is understood as a manifestation of the subconscious, but it is also the result of the connection between the mind (the information we possess) and the situation (the way we acquire information), that is, it is a more socially constructive phenomenon than the intellect. Knowledge is not only a mental, but also a social phenomenon, and language as a certain system of representation of knowledge is directly related to the study of their structural organization, typology, format, as well as the relationship between cognitive and linguistic structures accumulated as a result of certain works and tasks. The relevance of the topic of this dissertation work is dictated by the urgent need to identify the importance of names as carriers of culture and ideology, and as carriers of power in political media and artistic discourse.

The object and subject of the research. The object of the study is English-language political texts, newspaper articles, works of fiction, media texts, leaders' speeches.

The subject of the study are lexical means used by native speakers, as a result of which subjective representations of events are formed, as well as communicative and pragmatic functions and ideological, cultural aspects of English-language discourse.

Aims and objectives of the research work. The aim of the study is to consider names as a representation of knowledge at the discursive level, as well as to investigate the features of the aspects of English-language discourse, the relationship between culture and discourse, their implementation in the Anglophone discourse, to describe the role of names on the basis of political, media and literary texts. We believe that the selection of media material, political and artistic discourses, is due to the fact that these types of discourse directly contribute to the formation of ideologies and culture in society.

Based on these goals, there is a need to solve the following research tasks:

- to characterize the peculiarity of names in political, artistic, media communication, to establish their manipulative potential;

- to identify their potential in artistic, political and media texts;
- to analyze texts, text fragments, speeches to determine the purpose, objectives, etc.

The material for the study was political, fiction, media texts, newspaper articles, speeches, and speeches by leaders.

The research methods. The following research methods were used in the work. Analyzing in detail the classical or epistemological approaches to knowledge, Teun A. Van Dijk has classified the characteristic features of the approach to knowledge¹:

1) knowledge – is an opinion or belief shared by members of social or cultural communities, a "community of knowledge" and an "epistemological community";

2) knowledge is a form of social representation accepted by society, which is based on a common knowledge shared by the members;

3) the criteria of knowledge may be different in different epistemological communities (such as culture, social groups, professional organizations, etc.) or in different historical periods of the community. However, common criteria for knowledge are observation, credible sources, and correct intervention;

4) knowledge and belief are more "intentional," and the situation or cases can be both real and fictional.

In the presented work we used methods of pragmatic analysis of speech and communicative acts, method of rhetorical, contextual analysis, also perceptual method based on cognitive abilities and ideological thinking of a person.

The main provisions for defense:

1. The most optimal model for the study of names in political, newspaper, fiction, media texts is a discourse analysis based on the coverage of linguistic properties, including ideology, politics, culture, socio-economic situations and historical background.

2. The relevance of lexical innovations and stylistic techniques in English-language discourse is determined by a set of socially

¹ Teun, A. Van Dijk. Discourse studies. A multidisciplinary introduction. Discourse as Social Interaction / Van Dijk, Teun A. – London: Sage, – Vol. 2, – 1997. – p.70

significant pragmatic goals and objectives, which include, on the one hand, the intention to give a high level of emotionality and expressiveness, and on the other hand, the desire to achieve a clear result, that is speech impact on the recipient, given discursive message.

3. Ideology is defined as an important form of belief, thinking shared by members of different groups, this also means that political discourse - is a platform where politicians convey their ideological identity. Political and ideological analysis of names in discourse, usually based on individual discourse, so it is not at all strange to see the influence of different ideologies.

4. Media discourse is determined to be the most significant platform. One of the important questions is how positively or negatively the media influences the formation of society. First of all, we should note the function of the media as a social force, which is determined by the dominant role of a group of people and institutions.

5. The processes of representation of linguistic and linguistic knowledge, are governed by the following signs: (a) The law of precedent and analogy governing the formation of new verbal associations; b) the law of stage-by-stage formation of associations. The process of representation of linguistic and linguistic knowledge can be influenced by the name. The peculiarities of the course of this process are conditioned by the possibility of relying on the form of a word when mastering a scientific concept, and also by what features of the name concept as a representation of knowledge and what associations according to the principle of formal similarity it is capable of causing².

Scientific novelty of the research work. Scientific novelty of the work lies in the fact that it examines the features of names in English-language discourse in the semantic, stylistic and pragmatic aspects, which will serve to further deepen and expand specialized knowledge. The work investigates the manifestations of purposeful influence on mass and group consciousness in relation to cognitive expressions of knowledge. In addition, this is one of the first attempts

² Болдырев, Н.Н. Проблемы исследования языкового знания, концептуальный анализ языка: современное направление исследования. / Н.Н.Болдырев. – М.: Эйдос, – 2007. – с. 25

in our country to consider such a linguistic, psychological phenomenon as names and their representation in political, media and artistic discourse and, therefore, make a definite contribution to the development of the study of names in English-language discourse.

Theoretical and practical significance of the research. The theoretical significance of the work lies in the further development and solution of the actual scientific problem that exists in cognitive linguistics and the extent of its pragmatic impact on the target audience. This kind of discursive research can serve as further developments in modeling different types of verbal communication.

The practical significance of the scientific work lies in the fact that the main theoretical provisions, material analysis and conclusions presented in it can be used in the practice of teaching courses on discourse analysis, cognitive linguistics at the language departments, in particular, lecture courses, in the functional aspect of practical English, as well as in the course “Sociolinguistics”.

Approbation and application. The approbation of the thesis was carried out in the process of discussing of the sections of the content at meetings of the English language department of the Azerbaijan University of Tourism and Management

The main provisions of the dissertation research were presented in articles and reports at national and international conferences.

Name of the organization where the dissertation is performed. The work was performed at the Department of English Language of Azerbaijan University of Tourism and Management.

The total volume of the dissertation with a sign including a separate volume of the structural units of the dissertation. The dissertation work consists of an introduction, three chapters, a conclusion and a list of used literature. Introduction consists of 5 pages, 7190 signs, Chapter I consists of three sub-chapters and consists of 43 pages, 72173 signs, Chapter II consists of four sub-chapters and consists of 37 pages, 61941 signs, Chapter III consists of three sub-chapters and consists of 36 pages, 59483 signs, the conclusion consists of 2 pages with 2953 signs. The total volume of the thesis consists of is 203 740 characters.

BASIC CONTENTS OF THE RESEARCH WORK

The **Introduction** substantiates the choice and relevance of the research topic, defines its object and subject, goals and objectives, specifies the material and research methods, states the scientific novelty, highlights the theoretical and practical significance of the work, sets out the main provisions to be defended, gives information about the approbation and structure of the thesis.

The first chapter is called “**The Problem of Linguistic Representation of Knowledge**” and consists of three subchapters.

In the first subchapter of the first chapter, entitled “*The Concept as a Structure of Knowledge*”, we revealed the meaning of the concept as a structure of knowledge. Concept in linguistics is both an old and a new term. The word “conceptus” is an Old Latin word formed from the verb “concupere-concupere,” which means “to imagine, to imagine. Like all scientific concepts, the “concept” was presented with a certain degree of pathos and sometimes through a cognitive metaphor: it was called a “multidimensional cluster of feelings,” a “semantic part of life,” a “gene of culture,” a “unit of memory,” a “quantum of knowledge”³. Today the term “concept” is widely used in different spheres of linguistics. It has entered the concept of cognitive system, semantics and cultural linguistics⁴.

Currently, the meaning of “concept” is widely used in cognitive linguistics. The knowledge and experience on which a person relies, which are stored as special mental structures and which he operates in his thinking activity and which are stored in his consciousness in the form of special mental structures, has been called a “concept. The concept - is a way of classifying the world in our brains. It has become widely known to researchers, and scientists give the following definitions of a concept. Let us present several different definitions: *“The concept has not only a descriptive-classified*

³ Аскольдов, С.А. Концепт и слово / Русская словесность. От теории словесности к структуре текста / С.Аскольдов. – М.: Academia, – 1997. – с.120

⁴ Croft, W. Cognitive Linguistics. / W.Croft, D.Alan. – The UK: Cambridge University Press, – 2004. – p.51

characteristic, but also a sensual-volitional one"⁵; *"Concepts are not only thought, they are experienced. They are objects of emotions, likes and dislikes"*⁶; A concept is a term that explains the mental and psychological resources of our consciousness and is also an information structure that reflects human knowledge; *"A concept is a reflection of the whole picture of the world in the human psyche"*⁷.

At the current stage of linguistics, it is possible to identify several approaches to the understanding of the concept. There are two approaches based on the role of language, which forms the concept and shows the connections between language and culture. The first approach considers the concept as a cultural phenomenon. The concept is a mental structure representing an individual's knowledge about a certain part of the world. Being a part of the picture of the world, a concept reflects directions of values, both for one person and for the whole linguistic society. The implication is that a concept can include both commonly understood functions and personal characteristics of a native speaker. Considering a concept from the point of view of culture, it should be borne in mind that the concept will remain within a certain culture and epoch.

Representatives of the second approach propose to consider the concept as a linguistic-cognitive phenomenon. A concept – is information about what an individual knows, assumes, thinks, imagines about our world. According to the linguistic-cognitive understanding, the concept is related to the verbal form of expression. Language does not form concepts; the concept exists in the actual intellect of the individual and serves both as a medium for their exchange and for discussion in the process of communication.

⁵ Encyclopaedia Britannica. Concepts in Linguistics, – 2008.

⁶ Аскольдов, С.А. Концепт и слово / Русская словесность. От теории словесности к структуре текста / С.Аскольдов. – М.: Academia, – 1997. – с.43

⁷ Карасик, В.И., Слышкин, Г.Г. Лингвокультурный концепт как единица исследования // Методологические проблемы когнитивной лингвистики: Сб. науч. тр. / Под ред. И.А.Стернина. – Воронеж: ВГУ, – 2001. – с. 77

Thus, three "levels of the concept" are distinguished⁸: mental, cultural, and linguistic. To understand and investigate ways of conceptualization of the world, it is possible only having mastered a certain set of knowledge. The concept, includes the idea and covers all the content of the word, reflecting the idea of the carriers of the given culture about the phenomenon, the object in all the variety of its relations. Let's analyze the following examples with the word "cloth"

1. Clothing is the things that people wear⁹

2. In his working –clothes, Joe was well –knit characteristic – looking blacksmith? In his holiday clothes, he was more like a scarecrow in good circumstances, than anything else¹⁰.

In the first example, the general concept of "clothing" is given, which shows an abstract class of things, while in the second example, the word "clothes" refers to both "working" and "going out" clothes.

The study of the concept in linguistics is of paramount importance. Although, any attempt to understand the nature of the concept is associated with a number of very different perspectives.

The second subchapter of the first chapter is titled "***Lexical-pragmatic representation of knowledge in discourse***". In this chapter, we examined the problems of lexical-pragmatic representation of knowledge and discourse.

Lexical pragmatics – is a field of research attempting to provide a systematic explanation of pragmatic phenomenon and which is concerned with the systematic subdetailization of lexical issues. The most influential analysis of the properties of lexical representations, still have N. Chomsky's methods related to the constraints associated with given lexical subjects. Lexical representation at the syntactic and semantic level determines the basic connection between elements.

⁸ Карасик, В.И., Слышкин, Г.Г. Лингвокультурный концепт как единица исследования // Методологические проблемы когнитивной лингвистики: Сб. науч. тр. / Под ред. И.А.Стернина. – Воронеж: ВГУ, – 2001. – с. 75-80

⁹ The Visual Dictionary of Fashion Design. / – New York: Mouton Publishing, – 2007.

¹⁰http://www.planetpdf.com/planetpdf/pdfs/free_ebooks/Great_Expectations_T.pdf

Let us consider the following general problems, which try to give a clear idea of what questions should be addressed within lexical pragmatics and what are the problems of lexical pragmatics¹¹.

The first problem can be formulated as a problem of pragmatic compositionality. Consider an example that shows the contextual dependence of the adjective "fast," where the interpretation of the predicate depends on the determinative¹².

A fast car – one that moves quickly; a fast typist; a fast driver.

In this type of example, it is assumed that the adjective defines a particular conceptual component associated with the noun. In general, the principle of pragmatic composition means that it is possible to decompose lexical elements into conceptual components, and that these components determine the conceptual interpretation of the whole expression. In some cases, it seems that the conceptual components of a lexical element are semantically related, that is, these components determine the meanings of the lexical elements. In other cases, the association of conceptual components is made through general knowledge and this information is separated from the meaning of the word.

The next problem is the pragmatic anomaly. It is related to the so-called anthological level, which describes the basic categories of existence in terms of which we conceptualize our everyday world. The pragmatic anomaly has the following functions:

1) the distinction between category error and pragmatic anomaly;

2) the formal treatment of the latter deviation.

Although it is not always easy to distinguish true category disorders from pragmatic anomalies.

The third problem of lexical-pragmatics is related to the phenomenon called lexical blocking. This phenomenon has been demonstrated by an example where the corresponding usage of a given expression is formed in a relatively productive way, limited to

¹¹ Reinhard, B. Lexical Pragmatics // Journal of Semantics, – 1998. Issue 2, – p.115-162.

¹² Pustejovsky, J. Lexical Knowledge Representation and Natural Language Processing // Artificial Intelligence, – 1993. Vol. 63, – p.193–223

the presence of a "lexicolized" alternative to the expression. For example, the adjective "pale" can be combined with many other colors: pale blue, pale yellow. Consider the combination: "pale red." For some people this combination is anomalous, but for others it indicates any part of red-pink.

The final problem is uncertainty, ambiguity, or ambiguity. This problem confronts the study of language and natural language processing systems. Linguists are aware of the complexities of the perspective of accounting for ambiguity. Ambiguity can be intentional or unintentional. Intentional ambiguity separates the two meanings of homonyms, while unintentional ambiguity is usually clarified in context. The notion of context providing a particular reading of words, traditionally seen as a choice for a particular meaning of a word, is central to both the development of a global lexical knowledge base and the local composition of definitions of individual senses.

In fact, lexical pragmatics is a fast-growing research field that tries to explain pragmatic phenomena related to the semantic indeterminacy of lexical objects. Thus, a linguistically codified concept, not only generates implicatures, but can also be pragmatically enriched to obtain a complete propositional form or explanation.

The third subchapter is entitled "***Names as Metaphorical Representation of Knowledge in Discourse***". With the development of cognitive linguistics, metaphor has become a new object, and has come to be regarded as one of the main mechanisms of knowledge representation in language. In scientific discourse, conceptual metaphor, which is a metaphorical process that aims to create a new concept, a new concept, is most clearly manifested. Metaphors pass through a certain stage, passing into the internal form of linguistic expression.

In 1980. J.Lakoff and M.Johnson published a work on metaphor that, for many years to come, continued to define the direction of metaphor research. In their work "Metaphors We Live By" George Lakoff and Mark Johnson define three categories of

conceptual metaphor: orientation metaphor, ontological metaphor, and structural metaphor¹³.

The theory that forms a conceptual metaphor is called an inter-domain mapping. Two domains that have no connection to each other are linked through the mapping. The metaphor consists of two elements: "source domain" and "target domain" or "source domain" and "target domain". The source domain is the domain of experience, and the target domain is the part the metaphor is trying to explain. For example, Time is River. In this example, "river" is the source domain and "time" is the target domain.

In their paper "On Metaphorical Representation", L. Murphy writes that J. Lakoff and M. Johnson do not present a detailed psychological model of metaphorical representation, or the process of how such representations would be used in understanding and thinking. Nevertheless, they make constant reference to the conceptual structure of thinking and understanding¹⁴. However, the existence of systematic verbal metaphors in culture affects the structure of our concepts.

Let us look at the following example:

«When America sneezes, the world catches a cold»

On October 29, 1929, the American stock market crashed. The day was called "Black Tuesday. The crash produced a great depression, an era of economic decline and high unemployment that affected the entire Western industrialized world. This metaphor, points to the kind of power America is and if it "sneezes," it will affect the economies of countries that rely on it as a consumer.

The second chapter is entitled **“Representation of Culture and Ideology by Names of Persons, Countries, and Organizations,”** and consists of four subchapters.

In the first subchapter, titled **“Conceptualization of Culture and Ideology in Discourse,”** the concepts and the relationship of ideology and culture are examined.

¹³ Lakoff, G. *Metaphors We live by* / G.Lakoff, M.Johnson. – USA: The University of Chicago Press, – 2003. – p.58

¹⁴ Gregory, L.M. On Metaphoric representation. // *Cognition*, – 1996. No 60(2), – p.173-204

Culture is a phenomenon on which lies the impact of people, which can be positive or negative. Culture is influenced, changed by society, that is, it is the result of human activity. It bears the stamp of human labor activities, and they automatically acquire the status of culture. In the development of culture the highest stage is the creative stage. Its essence is that a person or society is not just changing the world around them, but also creating such phenomena, which were not in the surrounding human activity. In defining culture, of course, it is necessary to take into account its material and spiritual components¹⁵.

Ideology cannot be called a "belief system" because there are many types of beliefs that are not ideological in their general sense and cannot be attributed to the concept of ideology. We must situate ideology in social memory because it is not individual but socially divisible. Ideology is a complex concept. As central to Marxism, ideology has traditionally been considered a distortion of reality through which the ruling class dominates other classes. Outside of Marxism, more general definitions have emerged, treating different ideologies as simply different perspectives and different points of view. But the strength of ideology as a concept is the relationship between dominance and points of view, meanings and perceptions.

Ideology itself is part of culture. Ideology is a set of ideas within culture. Culture is a huge term that contains a variety of ideology. Culture influenced ideology and eventually ideology became part of culture. Culture can contain many different ideologies, even sometimes contradictory ideologies. An ideology is a single-line culture. An ideology is a thought or set of thoughts founded by a thinker or person, while a culture is founded by many ideas and people¹⁶. It should also be noted that just as a change in the culture of a society affects the development of ideological processes, so change in ideological processes, in turn, affects the change in the culture of society.

¹⁵ Knoblauch, H. Communication, contexts and culture. A communicative constructivist approach to intercultural communication. Culture in communication. Analyses of intercultural situations / H.Knoblauch. – USA: John Benjamins, – 2007. – p.26

¹⁶<https://www.quora.com/Whats-the-difference-between-ideology-and-culture>

The second subchapter of the dissertation is entitled “*Names of Persons, Countries and Organizations as Carriers of Culture in Media Discourse*”. In this subchapter we consider culture as a carrier of knowledge in English-language discourse.

Culture is defined as everything people have, think, and do as members of society. This definition may be most useful because, these three verbs correspond to the three main components of culture. That is, all people refer to material objects, everything people think about refers to the things they carry in their thoughts, such as ideas, values, and attitudes, and everything people do refers to their behavior as well. Thus, all cultures, have material objects, ideas, values and attitudes as well as structured ways of behaving. All people have a culture. Culture is necessary for our survival and affects the way we think and act¹⁷.

Based on this view, consider an example where critics have not come to a consensus on whether a character has a positive or negative impact on the culture. "Thomas the Tank Engine" has gone from a character fictionalized by one father for his two-year-old son to an international brand that teaches children traditional values such as friendship, loyalty, and sustainability. Children, are the individuals who preserve and pass on traditions and cultures from generation to generation¹⁸.

"Thomas the Tank Engine", is a British icon beloved by generations of toddlers that has drawn regular criticism from left-wing writers and critics over the years. The Telegraph published an article titled "Why So Many Liberal Parents Hate Thomas the Tank Engine" on May 12, 2015, which compiled the critics' opinions. Cultural critic Jessica Rock writes:

"Something about 'Thomas and His Friends' worries liberal parents. The conservatism of 'Thomas and His Friends' is not the conservatism of America. In the United States, the key to getting on

¹⁷http://www.zeepedia.com/read.php?the_concept_of_culture_and_the_application_of_cultural_anthropology_cultural_anthropology&b=98&c=2

¹⁸ <https://www.telegraph.co.uk/culture/tvandradio/11597925/Why-do-so-many-liberal-parents-hate-Thomas-the-Tank-Engine.html>

your feet is hard work. Anyone can rise to the top by hard work and initiative."

The experts defended Thomas and his friends. They argued that there was something traditional about Thomas, whether bad or good.

So, putting hundreds of years of systemic racism and inequality in historical context, as well as the recent pandemic of murders of African Americans by police officers, let's analyze Shane Meadows' *This is England*. This work includes such themes as the English language, masculinity, national identity¹⁹

So, based on these examples, we can note that culture can be a force of both oppression and domination and a force of resistance and liberation. And it is the most important aspect of human social life and social organization. Without it, there would be no relationship or communication. Culture is the integrated structure of human knowledge, belief and behavior. Culture, defined in this way, consists of language, ideas, beliefs, customs, codes, methods, and other related components. The development of culture depends on the ability to learn and pass on knowledge to the next generation²⁰.

The third subchapter is titled ***Names of Persons, Countries and Organizations as Carriers of Ideology in Political Discourse***". In this subchapter, we analyzed the names of persons, countries, and organizations as carriers of ideology in discourse. Since people began to express their ideology mainly through writing and communication, discursive research has become relevant. In terms of theoretical structure, the discursive-ideological nexus is the connection between discourse, consciousness, and society. But to understand the connection between ideology and discourse, it is necessary to summarize a theoretical structure in which this connection is clearly visible. While discourse is not essential ideologically based social practices, it is certainly the most important in shaping ideologies in their social reproduction. The use of language, text, conversation, and communication, taken together under the general term "discourse," are used by group members to explore, acquire, modify, confirm, and

¹⁹ Shane, M. *This is England*. /M.Shane. – Edinburgh University Press, –2007 –CD

²⁰ Storey, J. *Cultural Theory and Popular Culture: An Introduction*. /J.Storey. – USA, NY: Pearson Education, – 2012. – p.31

persuade other group members of ideologies. In order to understand what ideologies really look like, how they work, and how they are created, changed, and reproduced, it is necessary to look closely at their discursive manifestation.

From late 18th to 19th century America, the ideology of particular spheres was dominated by ideas about gender roles. Similar ideas influenced gender roles in other parts of the world as well. The concept of separate spheres continues to influence some thinking about the "right" gender roles today. While experts of the time often tried to document this division of gender rules as an embedding in character, the ideology of particular spheres views the structure of gender as a cultural and social attitude, shaping ideas of women and men that empowered or limited men and women appropriately.

As an example of feminist ideology, consider one of the first organizations NOW (the National Organization for Woman) formed in 1966. The aim of the organization was to achieve equality of women. NOW, the organization, saw women's rights in the context of "the world wide revolution of human rights" and its aim was to "mainstream American political, economic and social life" - "to mainstream American political, economic and social life". Consider the article under the title:

«NOW Cheers White House Council on Women and Girl»,

In it, President Kim Tandy states that NOW welcomes the formation of the White House Council on Women and Girls, created by order of Barack Obama (03/11/09).

But critics also argue that the organization is using social media to spread the message of how everyone can fight people's opponents, and the organization is not just limited to spreading awareness, but encourages citizens to get involved in fighting against organizations that do not provide equality for all. We can see this in the following article:

«When we march for the black women, we march towards true equality» (Medium by Van Pelt, September 27, 2017)²¹.

²¹ <https://now.org/update/when-we-march-for-black-women-we-march-towards-true-equality/>

After analyzing this information, we cannot clearly answer whether NOW's ideology is positive or negative, as the organization is claimed to be a conservative group concerned with white middle-class women's issues.

It should be noted that the ideology of groups, members of the collective lends itself to change over a period of time. Sometimes an ideology becomes so widely disseminated that it becomes generally accepted throughout society. For example: human rights.

Looking at the relationship between discourse and ideology, it is clear that the relationship between them is complex and uncertain. Discourse depends to some extent on the ideological context, but it is not always ideologically clear and discourse analysis does not always allow for interference with people's ideological beliefs²². In other words, the concept of ideology is non-deterministic; group members are not always obliged to act as all members of the collective, since ideological discourse is contextually variable. Not all discursive structures are ideologically controlled, and not only discursive structures have an ideological function. Ideology is not only expressed by discourse, but also reproduced by other social practices.

The fourth subchapter is entitled ***“Names of Persons, Countries, and Organizations as Carriers of Ideology and Culture in Literary Discourse”***.

Artistic discourse, like other discourses, is not widespread in the media or in society; it is formed in very limited circles within a particular domain. Thus, the position is not only a more or less systematic set of content, it links a certain textual configuration and a certain way of life for a group of people, discursive communities that can be organized in different ways. Thus, discursive communities are paradoxically united by the texts they produce and texts are the product and condition of their existence.

Interpretation can be formal, that is, articulated in terms of explicit grammatical or logical semantics, and can be more subjective in the understanding of the listener, the reader, who

²² Foucault, M. Discipline and Punish / M.Foucault. – USA: Vintage Books edition, – 2005. – 239 p.–p.154

prescribe meanings to the discourse²³. To learn more about how true readers of a literary work understand or interpret a fiction text, which is a prerequisite for further processing such as assigning meaning to a text, we need empirical and psychological data about how language users read and understand a text. The process of study takes place within the more general development of poetics toward an interdisciplinary approach.

Consider Walt Whitman's poem "O Captain! O Captain!" The poem is an extended metaphor. The author, with this poem in the form of an ode, characterized by sustained noble sentiment and the appropriate virtues of style, pays tribute to Abraham Lincoln.

O Captain! my Captain! our fearful trip is done;

The ship has weather'd every rack, the prize we sought is won...

O Captain is Lincoln, who was assassinated shortly after the Civil War ended; the ship is America; the prize is the union, the preservation of which both Whitman and Lincoln saw as the supreme reason for fighting.

Walt Whitman and his sense of "freedom," in all its many aspects, is the essence of all American ideology, including poetry. This is a very powerful poem about freedom, development, and, of course, fidelity. To emphasize this idea Whitman used the image of Father "Here Captain! Dear Father!" This image shows this devotion to the man who led "the ship" of the United States from slavery to growth and democracy. In a more limited, but still very common sense, this is a poem of the American nation.

The meaning of names, persons and organizations is determined by the information they are associated with. Names are used to represent knowledge. Thus, a name characterizes a character. Metaphorical names in the text, give certain information and knowledge about people, events of different eras and cultures. The reason for this is the great variety of metaphorical names. They consist of the names of historical figures, mythological characters, literary characters, etc.

²³ Dominique, M. Literature and discourse analysis. // International Journal of Linguistics, acta linguistica Hafniensia, Supplement, – 2010. Vol. 42, – p. 151

The third chapter is entitled “**Representation of Power by Names of Persons, Countries, and Organizations**” and consists of three subchapters.

The first subchapter is entitled “*The Structure of Power in Discourse*”. Power - is a concept that is central to critical discourse analysis. Critical discourse analysis researchers are interested in how social dominance is conveyed by discourse, that is, the dominance of one group over another, and how dominant groups confront the power of other groups. These standards allow them to emphasize the distinction between power and the abuse of power. Unfortunately, there is still no sociological or socio-psychological theory that can provide a clear definition of the concept of power.

According to M. Weber's definition, power is an opportunity that an individual can achieve socially, through his will and despite the resistance of others. There are three important approaches to the concept of power²⁴:

1. Power - is the result of the efforts of a member of society.
2. Power - is a measure of social relationship.
3. Power - is a systemic and constitutive element of society.

If controlling discourse is the main form of power, then controlling people's consciousness is another fundamental way of reproducing dominance and hegemony. In critical discourse analysis, "mind control" is understood as much more than the acquisition of beliefs through discourse and communication.

Personal opinions, and the discourses that express them, may be more or less consistent with group attitudes. Empirical research confirms that this is true to a greater extent for individuals with expertise in political spheres.

B.Estermann, in his work *Discourse, Power and Society*, identified two forms of power resources that are present in the environment: "potential power" and "structural power” :

– potential power, is present in the physical environment and consists of almost anything that could serve someone as a tool in achieving their goals;

²⁴ Weber, M. *The spirit of Capitalism* / M.Weber. – New York: Routledge, – 2001. – 263 p. – p.25

– structural power is the result of the previous application of power, it is inherent in the social system in the form of habits, conventions and institutions.

In the models above, this interaction occurs in two ways:

- first, the creation of power depends on both the externally available "potential power" and the institutions that realize it;
- second, the actualization of power leads to the creation of "structural power," which constrains and facilitates further action by the same or other institutions.

Thus, text and discourse play a decisive role in the exercise of power. Thus, discourse can directly and coercively enact power through directive speech acts and through types of text such as laws, regulations or instructions. Power, as a representation in the form of expressions, descriptions of powerful actors or descriptions of their actions and ideologies, can also, indirectly, manifest itself in discourse.

The second subchapter is entitled ***“Representation of Power in Media Discourse through Names of Persons, Countries and Organizations”***. Media discourse refers to interactions that take place through a platform, whether in spoken or written form, in which the discourse is oriented toward the reader, listener or viewer. Media discourse is a publicly written form of interaction that is not spontaneous. One important area of study in media discourse focuses on critical engagement with media discourse, namely critical analysis of discourse. It is very important that we continually consider the messages heard or read from the media. The fact that discourse, in the media, is publicly available means that it also comes under the influence of many analysts interested in it as a form of institutional conversation that can be compared to other forms of conversation.

T. van Dijk points out that readers of a news report must first understand its words, sentences, or other structural properties. This means that they must know the language, its grammar and vocabulary, perhaps including the necessary technical words. Media readers should know something about the specific organization and function of news stories in the press, including the functions of headlines, guides, background information, or quotations. In addition to this grammatical and textual knowledge, media users need a

tremendous amount of properly organized knowledge about the world. This means that a lack of education can severely limit the understanding of empirical research. In other words, obscurity can include limited access to media discourse due to a lack of concept of the news texts or events in question.

For example, in English linguistics, the name Michael Jackson has a symbolic meaning, which is a precedent name. He is an American musician, composer, and actor. He is a famous musician known as the "King of Pop music. Let's analyze the subtitle of the media text: «Long may he reign: Michael Jackson, the king pop» («The New York Times» 30.06.2016).

The article describes the biography of the singer and his precedent name has stable signs: shocking, unique, brilliant, talented, hardworking, gifted. With such a description, the name Michael Jackson becomes recognizable, and it refers to a precedent phenomenon. Also, the subheading of the predicative type contains such steady signs as reign, forever, king. In English-speaking countries the phrase "King of Pop" is associated with Michael Jackson.

But understanding events - is not simply an individual process. It also needs the integration of relevant beliefs of socially shared knowledge and models. Models are the crucial interface between the concrete and the general, between the social and the personal. Thus, the influence of media discourse, allows us to explain the personal understanding of discourse in the media. However, through generalization and abstraction, such models can at the same time become the basis for indirect control over the social knowledge and relations enjoyed by group members. Media discourse power is not simply defined in terms of control over the mental models and social representations that are its consequences, but is also shaped in terms of its conditions, that is, "who controls media reportage". One important aspect of such control is access: which groups have access to the media and what are the consequences of such access for discourse.

The third subchapter is titled ***“Representation of Power in Political Discourse through Names of Persons, Countries and Organizations”***. This subchapter notes that the study of political discourse, like other areas of discourse analysis, covers a wide range

of issues and relies on a wide range of analytical methods. The term "political discourse" must first be defined here. The term suggests at least two possibilities: first, discourse that is itself political; second, the analysis of political discourse as a mere example of discourse, perhaps without explicit reference to the political context. This situation is mainly concerned with defining political issues such as power, conflict, control, or domination, since any of these concepts can be used, in virtually any form of discourse²⁵. Any human community is defined by interactions and relationships, including attitudes toward power. Therefore, policy researchers often explain politics in terms of attitudes to power. P. Chilton speaks of two broad strands²⁶. On the one hand, politics is seen as a struggle for power, between those who seek to assert and maintain their power and those who seek to oppose it. On the other hand, politics is seen as cooperation, as a practice and institution that society has, to resolve conflicts. In either case, whether struggle or cooperation, "politics cannot be conducted without language". Human interaction, to a large extent, is related to language, and language interaction is related to and determined by sociocultural, historical, ideological and institutional conditions. Specific political situations and processes, determine the organization of discourse and the textual structure of different types of discourse, in which political discourse is realized as a complex form of human activity. Situations can be even more confusing, given that in some definitions almost all discourses can be considered political.

Contextual patterns, control the overall format or pattern of political discourse, such as the introduction or conclusion of debate in parliaments, the dialogic structure of political interviews, or the structure of political advertisements in magazines or on billboards.

Consider a few subtextual patterns:

euronews.com: «Warning over draft «Trumpcare» 27.06.2017

reason.com: «Trumpcare is like Obamacare, but even worse»

²⁵ Fairclough, N. *Language and Power* / N.Fairclough. – New York, USA: Routledge, – 2013. – 263 p. – p. 87

²⁶ Chilton, P.A. *Analysing political discourse: theory and practice.* / P.A.Chilton. – London: Routledge, – 2004. – 224 p. –p. 198

The New York: «Trumpcare vs Obamacare. Americans don't want to lose the benefits they have gained and Republican are hearing it»

These three articles are about reforms to the U.S. health care funding mechanism. These actions seek to undo Barack Obama's reforms, which were introduced in 2010 and were unofficially called Obamacare. In contrast to this reform, in March 2017, new approaches to the development of the U.S. health care system were presented, which correspond to the Republican ideology, the unofficial name of which is Trumpcare. The unofficial name Obamacare is understood as "thrifty and at your own risk," while Trumpcare is "expensive and efficient"²⁷.

Also of particular interest is the neologism the Obamacons used by the author of The Economics article "The rise of Obamacons"²⁸.

The rise of the Obamacons is more that a reaction against Bush's remodeling of the Republican Party and Mr McCain's desperation.

Obamacons include conservatives, primarily members of the Republican Party, who have become allies of B. Obama. They are representatives of various movements: freedom fighters, repentant neoconservatives, as well as scientists, etc. This neologism is formed by adding Obama + Con from Conservation.

So, one of the main purposes of analyzing political discourse, is the way language is manipulated for a particular political effect. In our discussions, we can see that almost all levels of linguistics are involved, that is, most patterns of political discourse can be displayed at different levels of linguistics, from lexis to pragmatics. At present, a growing trend in political discourse combines social theory with linguistic theory²⁹. But some basic functions in the field of political discourse will and should remain constant, and central to this issue is the role of language and its manipulation of the political effect of message construction.

²⁷ Newsweek "The International Newsmagazine" // – 2010, January 18, USA

²⁸ <http://www.grandars.ru/yandsearch.html?text=ideology&searchid=703490&110n=ru&web=0#1030>

²⁹ Francis, B. Theory of ideology and Culture, Knowledge is Power / B.Francis. – USA, – 2014. – p. 25-42

We have analyzed names in English-language discourse, as well as an analysis of the potential of names in political, artistic and media discourse. In discourse, names associated with public and culturally significant texts can be seen not only as precedent names, but also as lexical markers of a cognitive unit. Names do not have a clearly limited conventional content on the subjective comprehension of the source text. Names, in addition to the functions of their own precedent reference, also play the role of a kind of value vector that allows us to trace the origins of cultural reflection, expressed in aesthetic evaluation.

An analysis of English-language discourse, a description of its most important properties and features, an indication of the importance of the study of names for modern linguistics, as well as a review of scientific literature and the study of various political, literary and media texts led to the following conclusions:

1. When studying discourse, first of all, it is necessary to investigate the mental model, the cognitive process, as well as to determine the rules and conventions of social knowledge, because discourse - is a structure of knowledge that informs social layers, and in consequence forms power in society. Discourse is an active link in the construction of society, and at the same time it depends on society. Consequently, the increased attention of linguists to political, literary and media discourse is certainly productive and provides an opportunity to clarify the theory of discourse and, moreover, to investigate and understand verbal communication.

2. Literary, political and media discourses are complex and multilevel phenomena in their structural and semantic organization, as evidenced by the multitude of approaches to their study. These types of discourse ideally embody the structures of knowledge and, above all, social knowledge. Social knowledge - is a form of social representation, and hence names are one of the main ways in which this knowledge is represented.

3. Names in the text act as one of the ways of storing, developing and transmitting knowledge, which can be combined into a number of conceptual domains. Comprehension of names as symbolic markers of discourse space allows us to make the following

generalizations: names have a cultural orientation, as they are imbued with a spiritual tradition; names are a means of deepening and expanding the semantic content of the corresponding concept.

4. In modern mass communication, the metaphorical use of names to designate in a figurative sense, a person who is in some way similar to the speaker, is widespread. Names are an important part of the national language picture of the world. They set the national system of values, which in one way or another, regulates the representatives of linguocultural society.

The conducted research has shown that the use of names is observed at the stage of presentation of events and its primary evaluation. The use of names, sometimes helps to soften the statement, to make it less harsh, less concrete and, ultimately, to express the necessary information in a non-aggressive form. As the analysis of the materials has shown, not only the specificity of a particular discourse influences the choice of a certain linguistic means, in our case names, but also the names themselves can influence the deployment of the discourse.

The main provisions of the thesis are reflected in the following publications:

1. Идеология и социальная репрезентация // – Bakı, Bakı Slavyan Universiteti, Tağıyev oxuları, – 2016. № 2, – s.63-65
2. О типологии знания и их репрезентация в языке // – Bakı, Azərbaycan Dillər Universiteti, Dil və Ədəbiyyat, – 2016. Cild 7 №5, – s.97-99
3. Interrelation of ideology and discourse // – Austria, Vienna, European Journal of Literature and Linguistics, – 2017. №3, – s.22 -25
4. Понятие концепта в когнитивной лингвистике // – Bakı: Bakı Avrasiya Universiteti, Sivilizasiya, – 2017. cild 6, №1 (33), – s.249-253
5. Прагматика и значение // – Bakı: Bakı Dövlət Universiteti, Beynəlxalq elmi-nəzəri jurnal, – 2017. № 4(404), – s. 612-613

6. Взаимодействие культуры, языка и концептуализации // – Bakı: Bakı Avrasiya Universiteti, Sivilizasiya, – 2017. cild 6, №3 (35), – s.156-159
7. Роль и влияние медиа дискурса на общество // Doktorantların və Gənc Tədqiqatçıların XXI Respublika Elmi Konfransı, – 24-25 oktyabr 2017, – s.139-140
8. Язык и дискурс // International Conference on Sustainable Development and actual problems of Humanitarian Sciences. Azerbaijan University, Dedicated to the 95th anniversary of the National Leader Heydar Aliyev, – 2018, May 14-15, –s. 349-351
9. Аспекты имен в художественном англоязычном дискурсе // XL Международная научно-практическая конференция Организатор: МГУ, Пензенский гос. Университет, – Москва, – 15 октября, – 2021, – с. 80-82

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