

REPUBLIC OF AZERBAIJAN

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ABSTRACT

dissertation submitted to receive doctor of
philosophy on philology

**PHONOSEMANTICS OF LEXICAL CATEGORIES IN
THE AZERBAIJANI LANGUAGE**

Specialty: 5706.01- Azerbaijani language

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GENERAL CHARACTERISTICS OF THE RESEARCH

Relevance and development of the topic. The interest in the semantics of speech sounds and in research conducted in this direction attracts attention by their multidirectional nature and the use of various approaches. These issues were in the focus of attention from ancient times.

Problems of phonosemantics were studied - within the framework of general linguistics (Jacobson, vo 1979; Wescott 1980), in connection with the issues of expressiveness (Gramont 1901), questions of stylistics (Kuznetsov, 1960; Halperin, 1971), from the point of view of approaches of the psycholinguistics (Zhuravlev, 1974; Levitsky, 1975), and finally, since the 80s of the twentieth century, as the subject of phonosemantics, an independent field of research. (Voronin, 1986, 1982).

The dissertation work titled "Phonosemantics of lexical categories in the Azerbaijani language" will be the first systematic study devoted to this problem in Azerbaijani linguistics. Thus, if the occasional interests on this issue are not considered, there is no fact of extensive study of this problem in Azerbaijani linguistics.

At present, as in all fields of science, special attention is paid to interdisciplinary research in the field of linguistics. In this regard, the analysis of phonosemantic features of lexical units from the point of view of cognitive and emotional aspects in the current dissertation work can also be considered relevant.

The dissertation work is also relevant by drawing attention to the semantics of vowels and consonants of the Azerbaijani language, as well as with the results of the experimental research on the phonosemantic features of different lexical categories.

Facts related to the phonosemantic features of speech sounds. can be used as a valuable source in the creation of the Voice Corpus, which is a part of the National Corps.

The aims and tasks of the research study is to determine the phonosemantic properties of lexical categories in the Azerbaijani language, as well as such issues as the influence of phonosemantics on

the paradigmatic relations of words. The followings could be shown within the framework of the tasks set:

- To determine content and structure peculiarities related to the phonosemantics of lexical categories in the Azerbaijani language;

- To identify and analyze semantic features of speech sounds in the Azerbaijani language;

- To conduct an experiment in order to obtain more accurate facts for giving phonosemantic characterization of lexical categories in the Azerbaijani language and to analyze the results using linguostatistical methods;

- To define cognitive and emotive evaluation factor in the phonosemantics of lexical categories.

Research methods: The works of classical and modern writers and poets, as well as the corresponding phraseological dictionaries were referred as research sources of the dissertation paper. Methods of descriptive, comparative, cognitive, and system analysis were used in the study. Since the study allowed some comparisons with languages of different genealogies, the comparative method was also used.

Main statements to be defended:

- The facts obtained while studying the phonosemantics of lexical categories are a valuable source in the analysis of cognitive-linguistic-pragmatic features at the lexical level, as well as in the creation of a sound Corpus that is part of the National Language.;

- The investigation of phonosemantic properties of lexical units presents important facts for the study of such problems as slang words and sound symbolism, syllabic words and exclamations, functions of syllabic words in a text, the translation of syllabic words, part of speech belonging of syllabic words, the role of syllabic words in children's language and children's literature

- Phonetic homonyms differ not only for their semantic meaning properties, but also for their phonosemantic aspects;

- The basis of antonymic relations is not only lexical, but also phonosemantic contradiction. There probability of being formed on the basis of phonemic compatibility is rather high for antonym pairs;

- In the majority of antonym pairs, the lexical contradiction is

- confirmed on the plane of phonosemantics. The phonosemic opposition of an antonym with other word varies depending on the amount of positive, negative, neutral signs being reduced or increased;
- The philosophical investigation of the problem forms the theoretical basis of the studies on phonosemantics.

Scientific novelty of the research paper: within the framework of the presented dissertation, for the first time in Azerbaijani linguistics, a systematic analysis of the phonosemantic features of lexical categories was carried out, the cognitive and emotional features observed in the phonosemantics of lexical categories, their linguoculturological differentiation, and the characteristic of the linguopragmatic aspect are studied. The results of the experiment on phonosemantics of lexical categories were analyzed and systematized using linguostatistical methods in the paper.

Theoretical and practical significance of the research paper: the fact of being the first study in Azerbaijani linguistics containing an analysis of the phonosemantics of lexical categories and their cognitive-linguistic-pragmatic features underlines its theoretical significance. The scientific results obtained from multilateral research on the topic can be used in various studies on the phonosemantics of lexical categories of the Azerbaijani language.

The findings of the study can be used as a source for creating computer programs designed for phonosemantic research. Scientific results can also be used in lectures and seminars on phonosemantics, as well as in special courses for undergraduates specializing in the Azerbaijani language.

Approbation and application: the main provision and the results obtained from the study are reflected in the articles published in the journals recommended by the Higher Attestation Commission (HAC) both in our country and abroad, as well as, 20 reports were made on the topic of the study at international and local scientific conferences.

The institution where the research paper was fulfilled: the research paper was written at the Chair of Modern Azerbaijani Language of the Azerbaijan State Pedagogical University.

The total volume of the paper and sections separately in figures: Introduction - 4 pages, Chapter I - 30 pages, Chapter II - 38 pages, Chapter III - 39 pages, Chapter IV - 23 pages, Conclusion – 3 pages, References - 14 pages; Total volume 155 pages – 260045 characters.

THE MAIN CONTENT OF THE STUDY

Chapter I of the dissertation is called “The problems of formulation and study of phonosemantics of lexical units”. This chapter deals with the issues related to the analysis of the semantic capacity of a sound in words, and the directions of the development of phonosemantics in linguistics.

In the subchapter "**The study of the phonosemantic aspect of a language**" of the first chapter, it's substantiated that to study phonosemantics in the Azerbaijani language, more attention should be paid to lexical categories, as homonyms, synonyms, antonyms, paronyms, and taboo words, as well as phraseological units, demonstrate semantic characteristics that are interesting from a phonosemantic point of view.

As it has already been noted, phonosemantics is a very poorly studied field in Azerbaijani linguistics. With the exception of some studies, it's possible to say that this area has not been in the scope of researchers' attention. The connection between sound and meaning is one of the most pressing problems of modern linguistics.

The main principle of phonosemantics is to reveal the meaning of sound. The study of the sound system of the language, for example, sound-meaning affinity (i.e. the affinity of the sound of a word with its meaning) is based on the principles of phonosemantics. The explanation of the points that attract attention, such as the so-called sound symbolism, is impossible beyond phonosemantics.

The problem of the connection of a sound with meaning, of the existence of a certain relation and unity of content between them, has been a subject attracting attention since ancient times. Outstanding

philosophers, thinkers, and scientists expressed different opinions about this matter. It was first raised around the questions of the creation of a word and language. There are many opinions in runes, Kabbalah, Upanishad texts and sacred religious books on the special role that sounds play in shaping the meaning of these words.

*"In ancient times, speaking about the origin of a language, of a word and of its meaning, no distinction was made in the phonetic, graphic and semantic aspects of the language units, they were considered to be the same"*¹.

Ancient Turkic runic inscriptions are Orkhon-Yenisei monuments. There are numerous alliteration patterns, enough sound harmony in the language of these monuments.² The question of sound and meaning, of sign and meaning, is also evident in Rhun inscriptions. In the ancient Rhun writing system, 24 characters formed Rhun raw. Each sign had its own place, Rhuns were perceived as magical signs, and their writing was accompanied by a whisper. G. Y. Stepanova notes that "Rhun alphabet was the based on sound symbolism"³.

In the second subchapter, entitled "The study of sound and semantic relations in the XX and at the beginning of the XXI century", it is noted that since the beginning of the XX century, the phonetic, structural, semantic, syntactic features of exclamations and imitation words, the classification of imitation words, their functional and communicative characteristics, the relationship between these words and their denotations, similarities and differences between them and imperatives, and several other issues have been in the focus

¹ Солодовникова, О.Г. Фоностема как синергетическое и ее функции в английском поэтическом тексте (VII-XX вв) / Автореферат диссертации... кандидата филологических наук / – Москва, 2009. – с.3.

² İbrahimova S.R. Leksik vahidlərin fonosemantikası problemlərinin tədqiqi məsələləri. AMEA İ.Nəsimi adına Dilçilik institute və Qafqaz Universiteti Əli bəy Hüseynzadənin 150 və akademik Məmmədəğa Şirəliyevin 105 illik yubileyləri şərəfinə keçirilən Sələflər və Xələflər I Beynəlxalq Simpoziumu, Bakı. 22-24 oktyabr, 2014, s.396-399

³ Степанова, Г.Ю. Внутростроковое семантическое единство как неотъемлемый элемент древнегерманского дидактического текста // – Москва: Вестник МГОУ. Серия «Лингвистика», – 2012. №1, – с. 35

of the research works on phonosemantics.

The cluster method plays a special role in tracking phonosemantic development. Clusters imply phoneme combinations used in strong positions of the word. The definition of all clusters for the Azerbaijani language should be carried out by statistical analysis. This type of research was performed in the dissertation paper by J. Rakhmanov. The author noted about theoretical possibility of four structural types of binary phonemic combinations - *VV*, *CC*, *VC*, *CV*, at the beginning of a word in the Azerbaijani language. The first of them (vocal + vocal; vowel + vowel) is characteristic of borrowed words. Theoretically, it is possible to have 203 VC for the system of phonemes of the Azerbaijani language. But since the letter "ı" (this sound resembles Russian does not occur at the beginning of a word, there can be 180 such combinations for the modern language material.

According to J.Rakhmanov's calculations, "the number of registered combinations of that kind was 150. Once more, according to those calculations, 43 CC-type and 198 CV-type combinations were registered"⁴

It is important to study the phonosemantics of lexical categories in the Azerbaijani language according to their syllabic structures and on monosyllabic words.

Imitative words, as well as, exclamations in the Azerbaijani language were studied from different aspects. B. Khalilov drawing attention to this issue writes: "Imitative words have a special place among structural and semantic features of each word that have a lexical meaning. There are characteristic morphonological and phonosemantic signs in the sound structure of these words"⁵.

In modern linguistics, problems of the phonosemantic development of words are studied by relating phonetics, semantics and

⁴ Рахманов, Дж.А. Статистико-дистрибутивный анализ азербайджанского текста (на уровне графе и фонем): / Автореферат диссертации... кандидата филологических наук / – Баку, 1988. – с.62-66.

⁵ Xəlilov, B. B. Müasir Azərbaycan dilinin morfolojiyası / B.Xəlilov. – Bakı: Nurlan, – h. 1. – 2007. – s.38.

lexicology. Such studies form the phonosemantic basis of etymology. There are a number of conditions for determining the correct etymology of a writing. F.Jalilov associates these terms with historical, semantical, morphological reconstruction (paraform), and morphonological structure. In his opinion, “if one of these conditions is observed, there may be an error in my tracing etymology of writing”⁶.

The analysis shows that although individual authors approach the analysis of words related to etymology and phonosemantic development from different angles, they all essentially suggest a close model.⁷

This model involves collecting possible monosyllabic root and affixal morphemes, , clarifying both lexical and grammatical meanings of the collected units, grouping anlaut, inlaut and auslat phonemes, determining the initial syncretic roots or “semantic nests”, or “nest” for to study the phonosemantics of lexical units.

Chapter II is called "Phonosemantic properties of lexical groups of words" and consists of four subchapters. The first subchapter titled "Phonosemantic properties of antonyms", deals with the phonosemantic properties of antonyms as one of the lexical-semantic paradigms built on the basis of the interaction of integrating and differentiating elements in the language. The interaction of the minimal components of the lexical meaning of a word manifests itself in a special way in antonyms, i.e. in the form of a complete distinction of meaning, and identity of the sound form..

The phonosemantic feature may be displayed more in some homonym, synonym, and antonym paradigms, and less in others. In our view, first of all, it is important to check this hypothesis and draw conclusions. If we proceed from scientific thoughts and initial logical relations, the assumption of phonosemantic factors to be more likely found in antonyms is confirmed.

Words used in a language have a certain relationship between

⁶ Cəlilov, F. Azərbaycan dilinin morfonologiyası: dərs vəsaiti / F.Cəlilov. – Bakı: Maarif, – 1988. – s.126

⁷ İbrahimova, S.R. Leksikanın fonosemantik təhlilinin əsas məsələləri haqqında // – Bakı: Filologiya məsələləri, – 2014. № 6, – c. 218-223

sound and meaning, which is related to motivation at the phonetic level. As a rule, a descriptive method is used to name things and objects, cases and situations. The sound produced by the object is imitated, and the meaningful sound becomes too close to the non-meaningful sound. As a result, words called “onomatopoeitic”, in phonosemantics, are formed. This type of word-formation is based on acoustics. Clusters are defined among words belonging to such a group of words. A cluster is determined on the basis of certain sounds that combine with each other to form words with a similar meaning. But, for this purpose, the meanings of words are not studied first. Words with the same sound combinations belonging to anlaut, inlaut and aslaut in the vocabulary of the language are distinguished. Anlaut clusters are easily identified in the dictionary arranged in alphabetical order. Counter-dictionaries allow to select auslaut clusters. However, it is somewhat difficult to distinguish combinations within a word as clusters. Therefore, in phonosemantics, the semantics of vowel sounds used in an internal position is studied in a phonosemantic plane. For example, to study the clustering of the phonemic combination “ər” (this cluster has two main meanings “husband” and “brave man”) in the Azerbaijani language, the words, *ər*, *ərdəm*, *ərk*, *ərsin*, *ərik*, *ərp* (husband, patience, free behaviour, iron tool used in bakery, apricot, scum) etc. are selected. Here the main point is have combination “ər” at the beginning of a word. In words as *at*, *bat*, *qat*, *sat*, *yat*, *çat* (throw, drown, mix, sell, sleep, arrive) clustering is based on the final combination of “at” (in Azerbaijani this cluster has two main meanings “throw” (v), “horse” (n)).

According to the cluster method of phonosemantics, two pairs, “ər” and “ar” can be opposed . The word “ır” being registered under the meaning “mother” requires checking the “ir ” cluster on the second side. In all cases, phonosemantic research makes it necessary to have a second phoneme " r" in a pair of antonyms. Otherwise, it is impossible to speak about existence of the meanings analyzed by stems "a" and "i". B. Khalilov, speaking about primary verb roots, notes that the stem "a" means "to separate", and he asserts that the words *aşmaq*, *açmaq*, *adaq*//*ayaq*, *axmaq*, *atmaq*, *aymaq* (step over, open, step/ / foot, stupid, throw, carve) etc. have derived from this root. The author wrote that the

root "i " has the meaning of smell, to bend, to spill out, to lose one's hair, to rot, to release, to send, to leave, to skip, to bind, to do, and that this root has a syncretic character⁸.

Phonosemantic research of antonyms should be carried out on different pairs. At this point, taking the ancient forms of these pairs should be borne in mind. That is, words belonging to the ancient lexical layer of the language must be chosen for phonosemantic opposition. Such research works can be helpful to reveal the phonetic semantics of both vowel phonemes and consonant phonemes, as well as their various combinations and similar clusters.

There is a high probability of antonym pairs being formed on the basis of phonemic compatibility. We think that, the antonym of a word is created during the derivation of a word itself. Because at this time, an object, a thing, a circumstance, and a circumstance in the opposite meaning are associatively recalled. As a result, the words-antonyms show phonetic similarity. In pairs as iç - çöl, iç - eşik, az - çox, aşağı - yuxarı, alt – üst (inside - outside, inside - threshold, less - more, downstairs - upstairs, bottom – top) etc. phonemic differentiation and structural proximity are observed. These are the features visible at first glance, stand out. But phonosemantic research requires finding matches in a sufficiently large number of pairs.

The aim of the experiment was to substantiate the idea that lexical units included in the antonyms paradigm, have an internal connection and attachment both from a semantic point of view and with a phonosemantic orientation within the paradigm. In the course of the experiment, the associative method widely used in psychological research and carried out in order to study the individual, as well as the mass style of thinking was taken as a basis.

200 students of the Azerbaijan State Pedagogical University took part in the experiment conducted for the purpose of phonosemantic analysis of lexical categories, in particular antonyms and synonyms, in the Azerbaijani language. Each participant of the experiment was presented a survey form. 216 antonyms forming mutually exclusive

⁸ Xəlilov, B. Feillərin ilkin kökləri / B.Xəlilov. – Bakı: ADPU, – 1998. – s.33-35.

pairs - 432 words, and a cell for ticking “positive” (+), “negative” (-) or “neutral” (0) options was indicated on the form.

It is possible, as in the case of speech sounds, to determine at least "positive", "negative" and "neutral" content expressed by any word from a semantic and cognitive point of view. Quantitative indicators that reflect "+ " or " - " meaning of the words from a semantic and connotative point of view make it possible to determine the relationship between phonosemantics and lexical paradigmatics. The participants of the experiment were asked to put a tick before the corresponding initial association that the word evokes in them in an antonymic opposition. Summing up the results obtained, the indicators for each category ("positive", "negative" or "neutral") were calculated using a mathematical statistical method, based on percentage indicators, and as a result, the difference between the connotative features of the pair included in the antonyms paradigm was determined.

The analysis of the questionnaire showed that if the difference between the associations generated by the connotative meaning of a pair of antonyms exceeds 7-9%, then it is possible to talk about a contradiction in both semantic and phonosemantic meaning for a pair of antonyms of this type. The indicator below 7% allows to speak only about the semantic connection between antonym pairs. It should be borne in mind that from a semantic point of view, an antonymy is an expression of a contradictory relationship between two lexical units that differ in one selected feature. In fact, since antonyms express different aspects of one and the same concept or in other words, two different poles viewed from the same point are implied in antonyms, here is also a single point of intersection for these oppositions. Therefore, from a semantic point of view, the expression of a contradiction is possible even without such different indicators. A small fragment of the table used in the experiment clearly reflects this:

Antonyms

№	Antonyms	Positive		Negative		Neutral	
1.	Açık open Candid,	83	4%	9	5%	8	1%
	Gizli Hidden/ concealed	79		14		7	
2.	White	76	6%	18	2%	6	4%
	Black	70		20		10	
3.	Alt	66	3%	23	5%	11	2%
	Üst	69		18		13	

Thus, in the unity of words with opposite meanings in an antonymis paradigm the opposition and contradiction in phonosemantics, and in the combination of words with close meaning in a synonymic rows phonosemantic proximity or identity acts as a basic feature.

For determining the phonosemantic meaning burden of the sound composition of antonym words we tried to analyze the sound composition of words from perspectives of “positive”, “negative” and “neutral” connotations. Here we used the results of our experiment on phonosemantic shades of separate sounds.

Gec – tez (late-early)

	Positive	Negative	Neutral
G	55.5	39.4	5.1
E	62.9	28.8	8.3
C	60.1	33.6	6.3
Result	%		
	59.5	33.9	6.5
	Positivet	Negative	Neutral
T	60.2	33.5	6.3
E	62.9	28.8	8.3
Z	59.5	34.7	5
Result	%		
	60.86	32.3	6.5

As it is seen, the weight of the phonosemantic content in the internal meaning of antonyms is almost the same - about 1%.

There are also common features in the semantic opposition and differentiation of antonyms. not only lexical, but also phonosemantic contradiction forms the basis of antonymic relations.

Such a technique can be applied for analysis of all pairs of antonyms. After describing the properties of each sound connotation of an antonym, its negative and positive qualities are calculated, and differences in pairs of antonyms are determined. First of all, the positive, negative, and neutral sounds of antonyms are determined and calculated. According to this calculation, if the negative, positive, neutral sounds of words forming an antonymic pair are more than 7%, then the contradiction of a meaning is in the phonosemantic plane. As a result of the research, it was found that there is a relationship between the lexical and phonosemantic meanings of antonymic pairs. Thus, in most pairs of antonyms, lexical contradiction is confirmed in the phonosemantic plan. The phonosemantic opposition of an antonym with another word changes depending on the reduction and increase of positive, negative, and neutral features. Studies show that phonosemantic and lexico-semantic opposition is more closely related in contrary and contradictory antonyms. This is due to the fact that the concepts that form opposite meanings differ in qualitative, quantitative and other aspects. Phonosemantics also helps to identify these different features. Most pairs of antonyms carry not only a lexically, but also a semantically opposite meanings.

The phonosemantic characteristic of a word is calculated taking into account positive, meaningful sounds, softness and accent of consonants of its sound composition. Looking at the antonyms in the Azerbaijani language, the following picture is obtained.

II subchapter is called "Phonosemantic properties of synonyms". The phonosemantic features of synonyms as language units having either identical or similar meanings to each other also causes an interest.

The properties of synonymous words prove once again that they can not be used interchangeably. On the contrary, each word included in

the synonymic row has specific use in speech in terms of shades of meaning and stylistic coloring. Not any synonyms is used instead of other without some purpose: *“Each synonym, for some degree, adds a new shade of meaning to speech”*⁹

The synonymic paradigm, primarily, is a collection of words having close and similar meanings. The semantic sign inherent in synonyms is the relevance of meaning. Therefore, to find the connection of synonyms with phonosemantics is based not only on lexical, but also on phonetic principles similarity and identity of meaning.

In the study of all synonym pairs, the properties of each sound connotation of the synonym are described, then the positive and negative qualities are calculated, the differences in the synonym row are determined. The difference is determined by the comparison of the dominant synonym row. So, the dominant synonym row is considered to be the “score point” of the line.

The studies conducted show that there is a connection between the semantic meaning and the phonosemantics of synonyms included into synonym pairs.

№	Synonyms	positive		negative		Neutral	
1.	Gözəl (beautiful)	23	12%	0	0%	0	11%
	Qəşəng (pretty)	11		0		11	
2.	Ağıl (mind)	16	4%	0	0%	4	2%
	Zəka (intelligence)	20		0		6	
3.	Ariq (thin)	16	14%	2	9%	4	7%
	Cılız (skinny)	2		11		11	

The idea that the spoken sound has the shades of internal meaning suggests that these words are grouped not only semantically, but also on the basis of phonosemantic meaning. Hence, the units that make up a synonymous line are the words that close not only in lexical point of

⁹ Məhərrəmov, R. Sabirin satirik şeirlərinin ləksikası / R.Məhərrəmov. – Bakı: Elm, – 1968. – s.5.

view, but also in phonosemantic content. Analysis of the results of the experiment shows that the phonosemantic composition of synonymous pairs differs by an average of 7-9%. This fact also confirms that the mentioned words belonging to the same paradigm, have a phonosemantic basis. Thus, phonosemantic closeness or similarity performs as the main feature in the combination of words with close meanings in a line of synonyms.

In addition to the general psychological-connotative impression of synonyms based on the results of our experiment on the connotative semantics of vowels and consonants, we decided to review quantitative indicators that reflect the "+", "-" and "neutral" variety of sounds used inside the lexeme:

Gözəl//qəşəng - beautiful//pretty

	positive	Negative	neutral
G	55.5	39.4	5.1
Ö	61	32.9	6.1
Z	59.5	34.7	5
ə	60.6	31.4	8
L	63.2	30.3	6.5
result	%		
	59.96	33.74	6.14

Qəşəng - pretty

	positive	negative	neutral
Q	57.2	36.9	5.9
ə	60.6	31.4	8
Ş	59.2	36.7	4.1
ə	60.6	31.4	8
N	62.1	28.8	9.1
G	55.5	39.4	5.1
result	%		
	59.2	34.1	6.7

As we see, the weight of the phonosemantic content in the internal meaning of the synonyms is almost the same – it is about 1%.

As a result of all this, it should be noted that phonosemantics is one of the developing fields of linguistics. Studies in this area has completely refuted the notion that sound is meaningless. Sound consists of sign and meaning. Its meaning has a connotative feature. The sound harmony and its variety are the main semantic-connotative features of phonetic meaning. The analysis of the lexical meaning of words allowed us to distinguish this feature into three groups: positive, negative and neutral. Thus, the quantitative difference of positive, negative and neutral semantic-connotative features is the main key factor in determining the interrelationship between the phonosemantic and lexical paradigm.

Thus, the analysis and research show that in the Azerbaijani language it is important to analyze antonyms, synonyms and homonyms at the phonosemantic level. Such research will help to clarify the features of formation of some words, and in some cases restore archetypes that do not remain in the contemporary language to some extent.

III subchapter is called "Phonosemantics of homonymous words". If there is no connection between the meanings of words that have the same pronunciation and spelling, then they are separate lexical units, i.e. homonyms. For example: ləpə (kernel) - su dalğası (water wave), ləpə (kernel) - qoz ləpəsi (walnut kernel). Phonetic homonyms (homophones) are pronounced the same, but they have different spelling. For example: qanad-qanat (wings) etc. Phonetic homonyms enrich the language, they contain the special features that make the language be interesting. Here the word creates a homonymy either with a letter, any suffix, or according to the writing rules. This, in turn, facilitates to investigate that sounds that create phonetic homonymy separately. This is because, though the words that create homonyms belong to different parts of speech, they (here 99% of the words are meant) mainly consist of the same sounds. It is extremely interesting to learn the words that have so many similarities and the way they make so many different associations according to different meanings.

Learning this is very important, first from a psychological point of view, and then when choosing a name in marketing. Because the study of the phono-semantic features of phonetic homonyms, the formation of associations against the words that make up homophones in them scientifically determines the assignment of that word to any product or object.

IV subchapter is called "Phonosemantic features of taboos and popular words". The phonosemantic properties of the words expressing taboos and euphemisms are directly related to the meaning of their variability. There is clearly felt very special tenderness and softness in the euphemisms that used to soften the meanings of taboo words.¹⁰ This is undoubtedly due to the phonosemantic features of the sounds that make up these words. This clarifies that euphemisms are not the composition of random words, and these words are not the collection of any random sounds. Here, the different shades of the meanings that is expressed by each sound, serve the idea used for the purpose of euphemism. Taboos have negative meanings or unpleasant notions. This aspect will give rise to the initial hypothesis that the phonemes used at the beginning and at the end of taboo words are negative.

Chapter III is entitled "**Phonosemantics of paronyms in the Azerbaijani language**". In the I sub-chapter it is explained the essence of the phenomenon of paronymy in language. In every language there are words that have close relation to one another according to the sound system. Although the phenomenon of paronymy has been studied for a long time, but still there is no unanimous point of view on the definitions of paronymy and the explanation of the concept. B. Khalilov defined paronyms as follows: "*Words that are close to each other in terms of the process of sounding, but have different meanings and are used incorrectly in the place of the other in the speech process are called paronyms. For example: haman (that) - hamam (bathroom), daxili (inner) - dəxli (reason), nəfs (lust) - nəfis (perfect), iblis (devil) -*

¹⁰ İbrahimova, S.R. Tabu sözlərin fonosemantik xüsusiyyətləri. Azərbaycan xalqının Ümummilli lideri Heydər Əliyevin anadan olmasının 91 illiyinə həsr edilmiş gənc tədqiqatçıların II Beynəlxalq Elmi Konfransı, Qafqaz Universiteti, Bakı. 18-19 aprel, 2014, s.212-213.

ibliz (snail), hərif (naive) - hərf (letter), əmir (amir (prince in arabic countries)) - əmr (command), əsəb (nerves) - əbəs (in vain), nəsir (a man who likes to be helpful) - nəsr (prose), həyat (life) -həyət (yard), mü sahib (partner, comrade) - mühasib (accountant), təkrar (revision) - təkrir (repetition), tədqiqat (research) -təhqiqat (investigation), hərəkət (action) - hərəkət (movement), məlumat (information) - məmulat (manufactured product), məjra (channel) - məjərə (adventure), etc. The word paronym is a word of Greek origin, that means paro "next to, around", onoma - "name"¹¹.

In linguistic literature, paronyms are defined as "not the same in sound, but similar" (A.M. Peshkovsky), "different in meaning, not the same in pronunciation, but similar" (A.N. Gvozdyev), "semantically different, but close in sounding" (D.E. Rosenthal). There are also researchers who associate paronyms with other linguistic phenomena. For example, the famous French linguist Sh. Bally explains paronyms as one of the forms of "folk etymology", as an unrealized homonym and writes: "At least each of these double words is a bookish word or overused colloquial word. Therefore, people with lack of culture initially use one of them instead of the other"¹².

In the other subchapters of Chapter III it is spoken about the phonosematic features of paronyms, especially borrowed paronyms. The phonosematic features of paronyms are studied on the basis of phonemic differences in their composition, and here the sound-semantic connections of paronyms are taken into consideration. The main sign for paronyms is the proximity of sounds. Undoubtedly, the difference between the two phonemes reduces the quantitative similarity of the sound. Differences in the quantitative composition of the sound composition of one of the paronyms also reduce the degree of sound similarity. Sound diversity in paronyms is classified by their position in the word. In this case, it is possible to divide the variable sound into three types according to its position at the beginning, in the middle and

¹¹ Xəlilov, B. Müasir Azərbaycan dilinin leksikologiyası / B.Xəlilov. – Bakı: Nurlan, – 2008. – s.201.

¹² Həsənov, H. Azərbaycan dilinin paronimlər və paronamaziylar lüğəti / H.Həsənov. – Bakı: Maarif, – 1991. – s.4.

at the end of the word.

While studying the phonosemantics of paronyms, we saw that they (paronyms) enriched speech and literary works. Although the paronyms are very different semantically, they are very close in phonosemantic point of view. The phono-semantics of paronyms allows them to be used as grammatical devices in literary works.

Chapter IV is entitled "**Cognitive and quantitative analysis of the phonosemantic properties of lexical units**" and consists of four sub-chapters. In the sub-chapter entitled "Cognitive characteristics of phonosemantic indicators of lexical units", the phonosemantic features of lexical units in terms of cognitive approach to the reflection of reality in human thought in linguistics are looked through as in the various fields of science of modern period. Researches in the field of phonosemantics show that the basic concepts that form the basis of language are formed as a result of imitation of speech sounds. On the basis of these concepts, derivative concepts, and finally the conceptual system of language is formed. In addition to the "landscape of language of the world", as there is a definite notion in the minds of linguists about the "internal content" of phonemes, it is also possible to speak about the "phonosemantic landscape of the world". In each language, the "phonosemantic landscape of the world" is based on the associative nature of the elements that make up the sound system of the language, the means of expression based on symbolism, which is directly related to ethno-thinking and linguocultural factors.

Since the phonosemantic worldview contains the mentality of the people, the stereotypes in their thinking, statistically different semantic indicators are observed in every language. This is closely related to the worldview, attitude to events, occupation, lifestyle, emotional qualities of the nation.

Cognitive linguistics, which studies the relationship between language and thought, draws attention to their naming as the concepts of special importance, this process is reflected especially in the study of issues such as the regularities of the sound structure of words and their relationship to semantics. As the phonosemantic research provides evidence that certain sounds are related to a specific semantic field, it

allows us to say that there is a close relationship between the main phonological facts and the denotation. The universal nature of such type of phonosemantic relations is the indication of their connection with cognitive processes, the existence of points related to the general features of human thinking.

The II subchapter of the IV chapter is entitled "Emotiveness as a phonosemantic indicator". Emotional-aesthetic perception of the surrounding world and its reflection in language is expressed by the term emotiveness in linguistics. In the speech process emotiveness can be actualized by various means, but one of the main means is considered to be the use of phonosemantic possibilities. The most obvious example of the fact of emotiveness expressed by phonosemantic means in lexical units can be observed in phraseological units. *"Phraseological units - are a union of relatively stable, repetitive, expressive (italics supplied belong to this work – S.I.) lexemes that have a complete meaning"*¹³.

Emotiveness reflected in the internal content of phraseological units, which include the emotional capabilities of human thinking, cultural and ethnic thinking, can be "positive", "negative" or "ambivalent" (neutral – S.I.). Through these lexical units it is also possible to determine the position of emotive concepts in the national culture of language speakers and the importance of the emotional component of phraseology in lively speech. In such cases, the difference can be created by phonosemantic means such as intonation, timbre, tempo. As it is seen, phonosemantic indicators give them a special stylistic tone, acting as an emotional tool that strengthens the inner meaning of phraseology.

The III subchapter of the chapter IV is entitled "Quantitative analysis of phonosemantic indicators of lexical units". As a branch of applied linguistics, the recent achievements in the field of statistical linguistics are noteworthy. Besides this, a quantitative approach can be useful in determining the frequency of language events, while other research methods are mainly useful in determining the cause of an

¹³ Мокиенко, В.М. Славянская фразеология / В.М.Мокиенко. – 2-е изд., испр. и доп. – Москва: Высшая школа, –1989. – с.5.

event. In addition to lexical and grammatical levels, the use of this method in phonetic research also has an exceptional role in obtaining interesting facts. In our opinion, this approach should not be overlooked in the researches on the detection of phonosemantic regularities in lexical categories.

In modern researches in the field of phonosemantics, in determining the level of sound-color the analysis of statistical indicators through computer programs are preferred. One of them is the VAAL program that has been implemented in 1992. The preparation of the adapted version of the VAAL program for the Azerbaijani language is one of the problems that attracts attention. Thus, the phonosemantic analysis of lexical units allows to identify many important points related to the regularities of language development. As the source of necessary information, materials related to phonosemantics, psycholinguistics, psychiatric linguistics, NLP, and content analysis are used.¹⁴ Besides this, facts about the phonosemantic properties of speech sounds can be used as a valuable source in the creation of the Sound Corpus, which is a part of the National Corpus. However, it should be noted that in order to develop the Azerbaijani language version of the VAAL program, there must exist a database of texts in the Azerbaijani language - examples of Azerbaijani literature. Of course, the most important issue, is the addition to the program the results of research on the semantic nuances of the phonemes of the Azerbaijani language and the phonosemantic features of the lexical units of the language as a basis.

The IV subchapter of the IV chapter is called "Semantic-connotative analysis of speech sounds". In units specific to other language levels – as in lexemes and texts, and as well as in the semantics of sound, the connotative element belonging to the pragmatic direction of language signs manifests itself. In lexicology, under the term connotative meaning, an additional meaning with stylistic nuances is meant. The connotative meaning is the main meaning of the speech

¹⁴ İbrahimova, S.R. Fonosemantikanın öyrənilməsində VAAL proqramının rolu. Azərbaycan Milli Elmlər Akademiyası. Naxçıvan bölməsi; İncəsənət, Dil və Ədəbiyyat İnstitutu; Axtarışlar, cild 6, Naxçıvan. 2016, № 1, s.114-119

sound. So, while talking about the meaning of speech sounds the collective impressions of the speakers of the language should be taken as the main criterion. Of course, naturally, this can be determined through the psychological experiment. In order to determine the semantic features of the speech sounds of the Azerbaijani language, we conducted an experiment. The results of the experiment once again led us to the following conclusion: The semantic-connotative meaning of speech sounds is related to cognitive and ethnocultural factors, as well as acoustic-articulatory features.

The conclusions of the research are summarized in the "Conclusions" section of the dissertation:

1. Much more complete results can be obtained in the study of phonosemantic features of lexical units, in addition to the methods and techniques provided by classical linguistics, using them within the research materials of psycholinguistics, cognitive linguistics, ethnolinguistics, linguoculturology as well.

2. In the study of lexical units from the phonosemantic aspect, it is preferable to achieve objective results by studying the interaction and influence almost of all the layers of language.

3. Facts related to the phonosemantic properties of speech sounds can be used as a valuable source in the creation of the Sound Corpus, which is a part of the National Corpus.

4. Investigation of phonosemantic features of lexical units provides important facts for the solution of boundary issues between the words with sound imitation and sound symbolism, comparative analysis of words with sound imitation with exclamations, textual functions of words with sound imitation, translation of words with sound imitation, the belongings of words with sound imitation to the parts of speech, the role of words with sound imitation in children speech and literature and a number of other problems both for individual languages the comparative study.

5. Phonetic homonyms, that differ both in meaning and spelling, have different characteristics on the phonosemantic platform - these words differ sharply from one another due to their phonosemantic features. Phonetic homonyms differ not only in the meaning of semantic

character, but also in phonosemantic aspect.

6. It is important to study how similar words - phonetic homonyms create different associations depending on the variety in meaning both from a psychological, as well as from a marketing point of view.

7. Antonymic relations are based not only on lexical but also on the phonosemantic contradictions. It is likely that antonymic pairs are formed on the basis of phonemic matching. In our opinion, the antonym of the word appears in parallel with that word. Because in this case, associatively, the opposite object, thing, case and situation is remembered. Thus, the creation of the opposite meaning is determined by the semantic meaning of this or that phoneme.

8. In most antonymic pairs, lexical contrast of meaning is confirmed on the phonosemantic level. In other words, the phonosemantic contrast of meaning of one antonym with the other antonym varies depending on the decrease and increase of positive, negative and neutral signs. Research shows that phonosemantic, lexical-semantic contradictions are more closely related in contrast and contradictory antonyms.

This is explained by the fact that the concepts that create contradictions differ in quality, quantity and other aspects. Phonosemantics is especially very helpful in revealing these differences. Many pairs of antonyms carry not only lexical contradictions, but also semantic contradictions.

9. Based on the results of an experiment involving 200 students, it can be said that a sound, as a language sign, has an internal meaning, and this meaning is connotative. If the difference between the association caused by the connotative meaning of the antonym pair is higher than 7-9%, it is possible to speak of both semantic and phonosemantic contradictions of meaning for this type of antonym pair. A rate less than 7% is the reason to talk about only the semantic relationship between antonym pairs.

10. Researches show that there is a connection between the semantic meaning and phonosemantics of synonyms that fall into synonymous pairs as a whole. Analysis of the results of the experiment

shows that, in many cases, the meaning differs from the associative point of view by an average of 7-9%, and it is seen both in both synonyms and antonyms. This fact confirms the notion that the mentioned words belong to the same paradigm and have a background with phonosemantic basis.

The combination of contradictory words in the antonym paradigm is the main feature of the contradiction and opposition in phonosemantics. Phonosemantic similarity or oriximity are also one of the main signs in the combination of synonymous words in a line of synonyms.

11. Researches in the field of phonosemantics show that the basic concepts that form the basis of language appear as a result of imitation of speech sounds, derivative concepts, and finally the conceptual system of language stand on the basis of these concepts. Since there is an imagination existing in the minds of language that carries the notion of the "internal content" of phonemes, it is possible to speak not only of the "language landscape of the world", but also of the "phonosemantic landscape of the world". For each language, the "phonosemantic picture of the world" is based on the associative nature of the elements, the expressive means based on symbolism that make up the sound system of the language, and this is directly related to ethno-thinking, linguocultural factors.

12. The semantic-connotative meaning of sounds is related to cognitive and ethnocultural factors, as well as acoustic-articulatory features.

13. The various phonosemantic layers that form the sound system of language, besides the forming the basis of the phonosemantic language landscape, also reflect a part of the linguistic landscape of the world, its core and the primary element.

14. The phonosemantic field represents a physical object that manifests itself in the form of a sequence of sound units. It also reflects the content and associative aspects that occur in the recipient due to a special phonetic structure. In other words, a phonosemantic field in a text occurs when a specific phonetic structure carries semantic content. Observations and experiment show that different combinations of

sounds are associated with the subtleties of meaning that are traditional for these sounds. This "arrangement" also attracts attention with its special aesthetic and emotional qualities.

15. In the expression of emotionality, the phonosemantic field contains a mental set of ideas that manifests itself in the form of a physical sequence of phonetic units and the actualization of phonetic structures in the mind of the recipient. The most obvious example of the fact of emotionality expressed by phonosemantic means in lexical units can be observed in phraseological units. Phonetic stylistic devices such as alliteration, assonance, consonance, rhythmic repetitions, reduplication are among the phonosemantic components that create emotiveness.

16. The philosophical aspects of the problem stand on the theoretical basis of research of phonosemantics. The initial understanding of meaning occurs as a result of dialectical processes taking place in the phonetic layer of language.

The main provisions of the dissertation are reflected in the following theses and articles.

1. Leksikanın fonosemantik təhlilinin əsas məsələləri haqqında // – Bakı: Filologiya məsələləri, – 2014. № 6, – c. 218-223

2. Актуальные проблемы изучения фоносемантики // Ученые записки Таврического национального университета имени В.И. Вернадского. Серия Филология. Филология. Социальная коммуникация, №4, т.27 (66), ч.1, – с.354-358

3. Фонетическое значение в коннотативном аспекте // Гуманитарные научные исследования, – 2015. № 9 (49), сентябрь, – с. 51-57.

4. Antonimlik, əkslik, konversivlik bildirən sözlərin fonosemantik təhlili haqqında // – Bakı: Sivilizasiya, – 2015. №10, – s. 97-100.

5. Fonosemantikanın öyrənilməsində VAAL proqramının rolu // – Naхçıvan: Axtarışlar, – 2016. c. 6, № 1. – s.114-119.

6. Poetik paronimlərin fonosemantik xüsusiyyətləri // – Bakı: ADU-nun Elmi Xəbərləri, – 2016. №2, – s.47-52.

7. Sözün leksik və fonetik uyumluluğu (uyğunluğu) // – Bakı: Tədqiqlər, – 2016. №2, – s. 66-69.

8. Azərbaycan dilindəki sözlərin fonosemantik xüsusiyyətlərinin tədqiqi // – Bakı: Terminologiya məsələləri, – 2016. №1, – s. 155-160.

9. Evfemizmlərin fonosemantik xüsusiyyətləri // – Bakı: Humanitar elmlərin öyrənilməsinin aktual problemləri, – 2016. № 2, – s. 64-68.

10. Leksik vahidlərin fonosemantik göstəricilərinin koqnitiv səciyyəsi // Filologiya və Sənətsünaslıq, – 2019. № 2, – s.268-271

11. Fonosemantikanın inkişaf tarixi // Azərbaycan xalqının Ümummilli lideri Heydər Əliyevin anadan olmasının 90 illiyinə həsr edilmiş Gənc tədqiqatçıların I Beynəlxalq Elmi Konfransı, – Bakı: – 26-27 aprel, – 2013, – s. 462-463.

12. Sinonim və antonim sözlərin fonosemantik xüsusiyyətlərinin bəzi məqamları // Doktorant və gənc tədqiqatçıların XVIII Respublika Elmi Konfransı, – Bakı: 19-20 dekabr, – 2013, – II cild. – s. 57-58.

13. Tabu sözlərin fonosemantik xüsusiyyətləri // Azərbaycan xalqının Ümummilli lideri Heydər Əliyevin anadan olmasının 91 illiyinə həsr edilmiş Gənc tədqiqatçıların II Beynəlxalq Elmi Konfransı, – Bakı: 18-19 aprel, – 2014, – s. 212-213.

14. Səs və onun mənaya təsiri // XXI əsr mədəni paradigması multimədəni aspektdə Respublika Elmi-praktik konfransı materialları, – Bakı: 25-26 noyabr, 2014, – s.148-149.

15. Leksik vahidlərin fonosemantikası problemlərinin tədqiqi məsələləri // Əli bəy Hüseynzadənin 150 və akademik Məmmədəğa Şirəliyevin 105 illik yubileyləri şərəfinə keçirilən “Sələflər və Xələflər” I Beynəlxalq Simpoziumu, – Bakı: – 22-24 oktyabr, – 2014, – s.396-399.

16. Azərbaycan dilindəki antonimlərin fonosemantikası // Azərbaycan Dövlət İqtisad Universiteti, Doktorant və gənc tədqiqatçıların XIX Respublika konfransı, – Bakı: 7-8 aprel, 2015, –

s.394-396.

17. Fonetik omonimlərin fonosemantik xüsusiyyətləri // ARTN ADU Dil və vədəniyyət Respublika elmi konfransının materialları, – Bakı: 8-9 oktyabr, 2015, – s.76-78.

18. Azərbaycan dilində fonosemantikanın öyrənilməsində müxtəlif metod və texnologiyaların tətbiqi // ARTPI, NDU, NMİ “Azərbaycanda təhsil quruculuğunun prioritetləri: Müasir yanaşmalar” mövzusunda beynəlxalq elmi konfrans, – Bakı: 5-6 iyun, 2015, – s.150-151.

19. Fonetik omonimlərin fonosemantik xüsusiyyətləri // ARTN ADU Dil və vədəniyyət Respublika elmi konfransının materialları, – Bakı: 8-9 oktyabr, 2015, – s.76-78.

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21. “Kitabi-Dədə Qorqud” dastanında antonim sözlərin fonosemantik xüsusiyyətləri // ARTN BDU “Kitabi-Dədə Qorqud və Türk dünyası” “Kitabi-Dədə Qorqud”un tərcüməsi və nəşrinin 200 illiyinə həsr olunmuş Beynəlxalq Elmi konfrans, – Bakı: 29 dekabr, 2015, –s.286-288.

22. Философский аспект проблемы смысла в фоносемантике // Научные исследования в сфере гуманитарных наук: открытия XXI века. Материалы III Международной научно-практической конференции, – Пятигорск: 4-5 fevral, 2016, – s.35-38.

23. Fonosemantika nəzəriyyəsinin formalaşması və təşəkkülü // Qafqaz Universiteti, Azərbaycan xalqının Ümummilli lideri Heydər Əliyevin anadan olmasının 93 illiyinə həsr edilmiş gənc tədqiqatçıların IV Beynəlxalq Elmi Konfransı, – Bakı: 29-30 aprel, 2016, – s.814-815.

24. Səslərin semantik əlamət daşması // BSU. Ulu öndərin anadan olmasına həsr olunmuş “Ulu öndər Heydər Əliyev irsində

multikultural və tolerant dəyərlər” Beynəlxalq Elmi Konfransın materialları, II hissə, – Bakı: 3-5 may, 2016, – s.14.

25. Dil vahidlərinin məna komponenti Avrasiya Universiteti. III Beynəlxalq Türk Dünyası Araşdırmaları Simpoziumunun materialları, cild I, – Bakı: 25-27 may, 2016, – s.565-566.

26. Sözlərdə fonemlərin rolu barədə // ADNSU. Doktorantların və Gənc tədqiqatçıların XX Respublika Elmi konfransının materialları, II cild, – Bakı: 2016, – s.61-62.

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