REPUBLIC OF AZERBAIJAN

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ABSTRACT

of the dissertation for the degree of Doctor of Philosophy

DYNAMICS OF THE CONCEPT OF "AZERBAIJAN" IN THE POLITICAL DISCOURSE OF INDEPENDENCE PERIOD

Specialty: 5704.01 – The theory of the language

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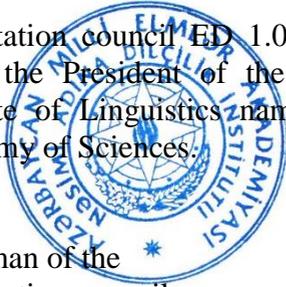
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INTRODUCTION

Relevance and the usage rate of the research work. One of the researches implemented at the intersection of different sciences is carried out in cognitive linguistics, which appeared in the 70s of the XX century. When studying the nature of language, it is no longer treated as an abstract being. For cognitive linguistics, language is an access to all cognitive processes in the human brain, a means of influencing the consciousness of one individual to another, as well as the cognitive phenomenon that takes place during communication. As we know, there are special terms in cognitive linguistics, and concepts can be considered among these important units. Many considerations have been put forward in linguistics about concepts, and various research methods have been developed.

The dissertation entitled "Dynamics of the concept of "Azerbaijan" in the political discourse of independence period" deals with the development dynamics of the concept of "Azerbaijan" within the political discourse, which is important for us Azerbaijanis. The main aspect of the dissertation conditioning its relevance is that the concept of "Azerbaijan" is associated with the name of our country, our state. In addition, both the modern language situation and socio-political factors determine the relevance of the study of this concept.

Thus, Azerbaijan restored its state independence on October 18, 1991. To date, the development of our republic in all areas raises its prestige both in the region and around the world. Local and foreign media, representatives of political institutions are constantly discussing the dynamically changing reality of Azerbaijan. Development indicators are reflected in the periphery of the word-concept "Azerbaijan", which is the key component of political discourse.

The word "Azerbaijan" is often used in all political arenas of the world, in discourse samples of different languages, in different cultures, both in written and oral form. As a result of such an assessment, the image of the concept of "Azerbaijan", which combines positive cognitive features, mental representations, moral

values in the space of political-media discourse, is formed in the language consciousness of the world community. This, in turn, is a clear example of the active role of our state in international socio-political processes. Thus, the concept of "Azerbaijan", which takes an important place in the lexical layer of language and in the conceptual atmosphere of political discourse, is involved in research because from the communicative point of view, it is an important, national-cultural concept for the ethnos to which it belongs. All this determines the urgency of the issue.

In recent years, a number of scientific and methodological directions on the study of concepts in cognitive linguistics and the development of their theoretical model have been formed. S.A.Askoldov[1], A.P. Babushkin[2], A.N. Baranov[3], E.V. Budayev[4], E.S. Kubryakova[5], V.Z. Demyankov[6], V.A. Maslova[7], M.V.Pimenova[8],

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[1] Аскольдов, С.А. Концепт и слово. Русская словесность: Антология / С.А. Аскольдов. - Москва: Academia, - 1997. - с. 267-280.

[2] Бабушкин, А.П. Типы концептов в лексико-фразеологической семантике языка, их личностная и национальная специфика: /диссертация на соискание учёной степени доктора филологических наук / - Воронеж, 1997. - 330 с.

[3] Баранов, А.Н. Введение в прикладную лингвистику / А.Н. Баранов. - Москва: Эдиториал УРСС, - 2001. -360 с.

[4] Будаев, Э.В. Постсоветская действительность в метафорах российской и британской прессы. / Э.В. Будаев. - Нижний Тагил: Нижнетагильская государственная социально-педагогическая академия, - 2007. - 149 с.

[5] Кубрякова, Е.С., Демьянков, В.З., Панкрац, Ю.Г., Лузина, Л.Г. Краткий словарь когнитивных терминов/Е.С. Кубрякова, В.З. Демьянков, Ю.Г Панкрац, Л.Г. Лузина. - Москва: Филол. ф-т МГУ им. М. В. Ломоносова. - 1997. - 245 с.

[6] Демьянков, В.З. Термин «концепт» как элемент терминологической культуры // - Москва: Язык как материя смысла: Сборник статей в честь академика Н. Ю. Шведовой, РАН: Институт русского языка им. В. В. Виноградова, - 2007. -с. 606-622.

[7] Маслова, В. А. Когнитивная лингвистика: учебное пособие. / В. А. Маслова. - Минск: Тетра Системс, - 2004. - 256 с.

[8] Пименова, М.В., Кондратьева, О.Н., Концептуальные исследования / М.В. Пименова, О.Н. Кондратьева. - Москва: ФЛИНТА: Наука, - 2011. -176 с.

T.A.Van Deyk[9], C.H. Lakoff[10], M.L. Conson[11] can be named as the authors of such scientific approaches.

At the same time, the study of this modern field of science was in the attention focus of the representatives of Azerbaijan School of Linguistics, and new works have been written by scientists such as A.A. Abdullayev[12], A.Y. Mammedov[13], F.Y. Veyselli[14], F.A. Shiriyev[15], M.B. Asgerov[16] A.A. Recebli[17].

The object and subject of the research. The object of the research is the concept of "Azerbaijan" verbalized in the political discourse examples of different language systems. The subject of the research are cognitive models and language units that determine the importance degree of the concept of "Azerbaijan" in the structure of national, English and Russian political discourse.

The goals and the tasks of the research. The formation of the image of any country in the media is associated with such areas as politics, history, sociology. At the same time, the realities of the country in the global information space are presented through the language assessment units. Therefore, the main purpose of the research is to analyze the language units that characterize Azerbaijan in foreign and national political-media discourse.

[9] Dijk, T. A. Discourse semantics and ideology // T. A. Dijk. - Amsterdam: Discourse & society, - 1995. Volume 5, Issue number 2, - p. 243-289.

[10] Lakoff, G.P. Women, Fire, and Dangerous Things: What Categories Reveal about the Mind / G.P. Lakoff. - Chicago; London: The University of Chicago Press, - 1990. - 632 p.

[11] Lakoff, G.P., Johnson, M.L. Metaphors we live by / G.P. Lakoff, M.L. Johnson, - Chicago: The University of Chicago, - 2003. -276 p.

[12] Abdullayev, Ə.Ə. Koqnitiv dilçiliyin əsasları / Ə.Ə. Abdullayev. - Bakı: ADU nəşriyyatı, -2006. - 228 s.

[13] Məmmədov, A.Y. Diskurs təhlilinin koqnitiv perspektivləri / A.Y. Məmmədov, M.M. Məmmədov. - Bakı: Çaşıoğlu, - 2010. - 96 s.

[14] Veysəlli, F.Y. Semiotika/ F.Y. Veysəlli. - Bakı: Mütərcim, - 2010. - 336 s.

[15] Şiriyev, F.A. Siyasi dilçiliyin inkişaf mərhələlərindən // - Bakı: Bakı Universitetinin Xəbərləri, Humanitar elmlər seriyası, - 2014. №1, - s. 5-10.

[16] Əsgərov, M.B. Diskurs, nitq və mətnin linqvo-psixoloji mahiyyəti və qarşılıqlı transformasiya potensialı// - Bakı: Dilçilik İnstitutunun Əsərləri, - 2018. №1, - s. 259-266.

[17] Rəcəbli, Ə.Ə. Koqnitiv dilçilik/Ə.Ə.Rəcəbli.- Bakı: Elm və təhsil, - 2021.- 304 s.

For this purpose, the following tasks are envisaged:

1. To present a scientific-linguistic interpretation of the notions such as discourse, text, political discourse, communication, concept, language landscape of the world, dynamics, statics, frame, metaphor in linguistics;

2. To analyze the unchangeable part of the concept of "Azerbaijan";

3. To describe the exceptional role of the National Leader Heydar Aliyev, who laid the foundation for the development dynamics of the concept of "Azerbaijan" in the national political discourse, and to determine the dynamics of the concept of "Azerbaijan" by conducting the linguistic analysis of a number of speeches of the Great Leader;

4. To describe the current development dynamics of the concept of "Azerbaijan" in the speeches of the President of the Republic of Azerbaijan Ilham Aliyev in Azerbaijani, English and Russian languages;

5. To identify the basic knowledge models presented in the cognitive structure of the concept, ie frames;

6. To describe the extralinguistic factors that lead to the development dynamics of the concept of "Azerbaijan";

7. To analyze the verbalization features of the concept of "Azerbaijan" in the political-media texts of The Washington Times in different texts and on the basis of one article;

8. To describe the specific cognitive features of the concept of "Azerbaijan" by identifying the most important areas that highlight the image of modern Azerbaijan in the national, Russian and English political-media discourse.

The research methods. In our research, mainly comparative and descriptive methods were used. In addition, linguo-cognitive, contextual, discursive, definition dictionaries' research methods were used during the writing of the dissertation. The concept of "Azerbaijan" described in the dissertation is approached from the diachronic and synchronic point of view. Thus, the static basis of the concept of "Azerbaijan" is analyzed in the historical-diachronic and the dynamics in the descriptive-synchronic aspect.

Main provisions for defense:

1. The foundation of the development dynamics of the concept of "Azerbaijan" in political discourse was laid by the National Leader Heydar Aliyev.

2. The current development dynamics of the concept of "Azerbaijan" is presented in the speeches of the President of the Republic of Azerbaijan Mr. Ilham Aliyev in Azerbaijani, English and Russian.

3. It is important to analyze the dynamics of the concept of "Azerbaijan" in discourse samples in both national and foreign languages.

4. The dynamics of the concept of "Azerbaijan" is reflected in the cognitive models of political discourse. Therefore, it is necessary to analyze morbial, anthropomorphic, vegetative, artifact metaphors, precedent phenomena, words with evaluative semantics in different contexts, which present the content of the concept of "Azerbaijan".

5. The concept of "Azerbaijan" has a static basis, along with dynamic features.

The scientific novelty of the research. In modern Azerbaijani linguistics, no systematic and comprehensive research has been conducted on the concept of "Azerbaijan" on the basis of comparative or specific language material, although there is a great need for it. The dissertation is the first scientific work in linguistics aimed at studying the word-concept of "Azerbaijan" on the material of Azerbaijani, English and Russian languages. Thus, in the dissertation, the concept of "Azerbaijan" is involved in research in the cognitive aspects system of discourse, on the basis of political and political-media texts in languages that are typologically different from each other. In addition, the scientific novelty of the research is determined by the multidisciplinary relationship in the study of the modern concept of "Azerbaijan", which includes examples of non-linguistic paradigms such as political science, ethnopsychology, as well as linguistic paradigms such as linguoconceptology, discourse linguistics.

Theoretical and practical importance of the research. The theoretical significance of the dissertation is that the analysis of the

concept of "Azerbaijan" in the samples of political discourse of different language systems and the obtained results provide scientific and theoretical facts for cognitive linguistics, ethnolinguistics, psycholinguistics, sociological linguistics, conceptology, linguoculturology and provides fertile ground for the development of new directions in linguistics. As the dynamics of the concept of "Azerbaijan" is studied in political discourse, it is observed that it has a special place not only in the rhetorical system of discourse, but also in its cognitive structure. For this reason, the interpretation of the cultural concept within linguocognitive structure is considered very important for cognitive and political linguistics. The obtained scientific results can be used in the further study of political discourse and concepts, and in the future study of new features of the concept of "Azerbaijan" in the discourse samples of the materials of different language systems.

The practical significance of the research is that its theoretical provisions, results can be used in the teaching of such sciences as language theory, discourse analysis, text linguistics, cognitive linguistics, linguoculturology, stylistics, rithorics, general linguistics, multiculturalism, international journalism, ethnolinguistics, psycholinguistics, and can be used during translation practice, seminars, special courses in the Universities with philological faculty. In addition, dissertation materials can be used in the linguistic and analytical analysis of political and media texts. It should be added that the concept of "Azerbaijan" as a cultural and psychological phenomenon dynamically reflects the ideas of Azerbaijan in the collective consciousness of both Azerbaijani Turks and other peoples living in the territory of our Republic. This allows for the formation of a unique model of intercultural dialogue, which is important in solving not only linguistic but also sociopragmatic issues in the development of our tolerant and multinational country.

Approbation and the applying of the dissertation. Individual provisions and results of the dissertation are reflected in the author's reports and speeches at scientific conferences. Prior to the submission of the dissertation for defense, the author's 12 materials (articles and theses) on the subject were published in local and

foreign press in the scientific collections recommended by Supreme Attestation Commission Under the President of the Republic of Azerbaijan.

Name of the organization where the dissertation is performed. The dissertation was completed at the Department of General Linguistics of the Azerbaijan University of Languages.

The volume of the structural sections of dissertation separately and the general volume with the sign. The dissertation consists of an introduction, 3 chapters, conclusions, a list of references. The introduction consists of 5 pages, the first chapter - 45 pages, the second chapter - 38 pages, the third chapter - 26 pages, the conclusion - 3 pages, the list of references - 13 pages. The dissertation consists of 133 pages and 221, 786 characters.

The general content of the research work

In the introductory part of the dissertation the relevance of the topic is substantiated, the object and subject of research, goals and objectives, theoretical provisions submitted for defense, research methods, scientific novelty, theoretical and practical significance are indicated, information about the dissertation structure is given.

In the first chapter of the dissertation, entitled "The notions of political discourse and concept in modern linguistics", the extensive research views about notions such as discourse, political discourse, concept, the language picture of the world and ideas of linguists are represented.

The first chapter consists of two main sub-chapters: 1. "Linguistic nature of discourse and political discourse"; 2. "Concept as one of the basic units of cognitive linguistics".

The first half of Chapter I consists of four paragraphs.

The first paragraph is entitled "Considerations on the nature of the notion of discourse." Distinguishing between discourse and text, A.A. Abdullayev writes: "*Discourse is a broader notion than text.*

Discourse is both a process of language activity and its result".[18] Thus, the text as a discourse unit connects the linguistic and extralinguistic factors in it. In our opinion, during the discourse analysis, the researcher should answer the following questions: "What information is conveyed in the discourse, and what is the main purpose ?", "How is the information presented ?", "What is the reason for expressing the information in this form ?". However, we do not answer such questions during the text analysis. Thus, unlike discourse, which is a broad notion, text is a purely linguistic notion. A.Y. Mammadov and M.M. Mammadov write: "*The text is a direct material being and can be studied within this approach. However, discourse is more complex. In order to analyze it, we must restore the intention, idea of text sender, that is, in addition to the explicit information in the text from the existing speech before our eyes, we must determine what the text means*"[19]. Thus, although text is one of the main components of discourse, discourse is a more complex, cognitive and pragmatic notion.

The second paragraph, entitled "Discourse and its types", states that the specific typology of discourse has not been fully established yet.

The third paragraph of the first half of the chapter discusses the relationship between political discourse and communication. But can language influence political thinking and change it ? In our opinion, yes. In fact, we can call this another version of the Sapir-Whorf hypothesis, that is, we believe that people are influenced not only by the language they communicate, but also by the political language. Thus, political discourse, as one of the objects of modern linguistics study, arose as a result of the synthesis of politics and linguistics. In political discourse, there is an exchange of information between a citizen and a politician in different formats, ie it is communication. So, politics is realized in political communication.

The fourth paragraph of the first half of the chapter is entitled

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[18] Abdullayev, Ə.Ə. Koqnitiv dilçiliyin əsasları. -Bakı: ADU nəşriyyatı, -2006. -s. 181

[19] Məmmədov, A.Y., Məmmədov, M.M. Diskurs təhlilinin koqnitiv perspektivləri./ A.Y.Məmmədov, M.M.Məmmədov. -Bakı: Çaşıoğlu, -2010.- s. 23

"Functional features of political discourse". Political discourse performs a specific poetic function. We can see the art of political discourse mostly in presidential rhetoric, inauguration ceremonies, speeches of geniuses. The historical speeches of the National Leader Heydar Aliyev that changed the fate of the Azerbaijani people, the speech of Martin Luther King "I have a dream" and the speeches of other speakers are examples we can give.

One of the main functions of political discourse is to present to public the right ideas and views from moral and political point of view, ie ideology. In his article "Discourse semantics and ideology", Teun, A. van Dijk writes: *"... the basic building blocks of ideologies are sociocultural values, such as Equality, Justice, Truth or Efficiency"*[20]. This is how we understand the ideology of political discourse. For example, National Leader Heydar Aliyev said:

"*Hər bir insan üçün milli mənsubiyyəti onun qürur mənbəyidir. Həmişə fəxr etmişəm, bu gün də fəxr edirəm ki, mən azərbaycanlıyam. Müstəqil Azərbaycan dövlətinin əsas ideyası azərbaycançılıqdır. Hər bir azərbaycanlı öz milli mənsubiyyətinə görə qürur hissi keçirməlidir və biz azərbaycançılığı - Azərbaycan dilini, mədəniyyətini, milli-mənəvi dəyərlərini, adət-ənənələrini yaşatmalıyıq*".

"Nationality is a source of pride for every person. I have always been proud, and today I am proud of being an Azerbaijani. The main idea of independent Azerbaijan is the Azerbaijanity. Every Azerbaijani must be proud of his nationality, and we must preserve the Azerbaijanity - language, culture, national and spiritual values, traditions of Azerbaijan". Thus, Heydar Aliyev's Azerbaijani ideology serves for the moral richness and unity of our people.

The second half of Chapter I consists of four paragraphs: 1. "Different views on the terms concept and notion"; 2. "Description methods of a concept"; 3. "Dynamic features of concepts"; 4. "The problem of language picture of the world in linguistics".

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[20] Teun, A. van Dijk. Discourse semantics and ideology. University of Amsterdam, -p. 248

The first paragraph provides a comprehensive scientific explanation of the terms concept and notion. It should be noted that one of the questions that arises when studying a concept is the distinction between concept and notion. From a logical point of view, notions aim to understand individual things. The concept, in contrast to the notion, combines knowledge about all things, notions, life and cultural experience understood in a broad sense. It contains all the features of the object, a large number of meanings and notions. Depending on the discourse situation, we may be interested in one or another specific feature or notion that forms the concept. So, in essence, concepts can fully reflect the objective world in the language consciousness, but notions are deprived of this ability. Because notions have a simple content and structure form, they act as separate elements of a multi-layered meaning level of a concept.

We do not consider the "notion" as the original meaning of a concept. Thus, a deeper study of the origin and etymology of the word "concept" shows that the original meaning of the term is not a "notion". For example, in the Latin-Russian dictionary, the original meaning of the word "concept" is "collection"[21].

The second paragraph of the second half of the chapter is called "Description methods of a concept". In the dissertation, the dynamics of the concept of "Azerbaijan", its different aspects and features are described on the basis of existing cognitive models. In our opinion, the cognitive model serves to assess the knowledge and experience that reflects the language landscape of the world, and combines all the stylistic diversity and richness of language units. Thus, the expressive forms of the concept of "Azerbaijan" can go through metaphoric process in a broad sense. We can include here both metaphors and metonyms, precedent phenomena, which are an integral part of the cognitive model.

The third paragraph of the second half of the chapter discusses the dynamic features of the concept. The concept of "Azerbaijan" is one of the socially important concepts that shape the national outlook, culture and life of our people. The concept of "Azerbaijan"

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[21] http://linguaeterna.com/vocabula/show.php?n=9729

is expressed in the folklore, literature, and in political, economic, sports discourse of the conceptual system. It is enriching its structure with new features as the real world changes over time and space.

If we follow the historical evolution of the concept of "Azerbaijan", its current state is different from the past. Of course, if we approach it in this context, the linguistic expression of the concept will also be different in the future.

The fourth paragraph of the second half of the chapter deals with the language picture of the world. The language picture of the world is a boundless text, encyclopedia or thesaurus. The language picture of the world both shapes and preserves the concepts expressed in language symbols.

The second chapter of the dissertation is entitled "Development dynamics of the concept of "Azerbaijan" in the national political discourse". Here, the importance of analyzing the concept from the static point of view is discussed. In addition, the dynamics of the concept of "Azerbaijan" is analyzed in the speeches of the National Leader Heydar Aliyev and the President of the Republic of Azerbaijan Ilham Aliyev.

In the paragraph "Importance of static analysis of the concept of "Azerbaijan" " is said that this concept, in addition to being a carrier of dynamic information, has also constancy and rich ethnogenesis characterized by information stability.

In order to analyze the unchanging structure of the concept of "Azerbaijan" in the language picture of the world, it is first necessary to reveal the etymological content of the word that created it. At this point, you can refer to explanatory dictionaries and various lexicographic sources. Etymology describes the ontogenesis of national knowledge, reveals the content of concepts based on this knowledge and presents their different meaning layers.

In the initial static information, "Azerbaijan" is a special name, ie an onomastic concept. We believe that the national-cultural, social component is more in special words than in general words. Therefore, unlike common nouns, "Azerbaijan" as an onomastic unit in addition to a purely lexical structure, becomes a concept by combining aesthetic, moral, and evaluative content, which are

extralinguistic notions.

We would like to note that in the imagination of every person, a certain geographical name is associated with a certain place and time, so "Azerbaijan" also refers to the name of a geographical place called Azerbaijan, that is, it is a toponym-concept. Toponym-concepts provide information about the human occupation of space and quite important features of the ethnos.

The second and third sections of Chapter II, "National Leader Heydar Aliyev is the creator of political language in Azerbaijan" and "Dynamics of the concept of "Azerbaijan" in Heydar Aliyev's speeches" describe the exceptional role of the National Leader Heydar Aliyev in the development of national political language. In this regard, a number of examples of the National Leader's speeches are given. For example,

"Mən dedim ki, Türkiyə-Azərbaycan əlaqələri çox yüksək səviyyədədir".

"I said that Turkish-Azerbaijani relations are at a very high level" [22].

Through the pronoun "I" in the above example, the participant of the situation is characterized as a person with an individual, subjective opinion. In addition, the pronoun "I", which indicates that the action takes place here and now in the deictic context, is the product of the social role played by the head of state in the context of interpersonal dialogue.

In order to involve the other side in his activity field, the Great Leader uses grammatical forms that express an indirect command, that is, in the imperative form, and in the first-person plural he uses sentences that express offer, desire, wish, advice, and call. For example,

"Gəlin əvvəlcə biz Azərbaycan qazını Türkiyəyə aparıb çatdıraq, Türkiyəni istənilən qədər təmin edək, Türkiyəyə qaz nəql etmək imkanlarımız artsın, sonra, əlbəttə, bizim fikrimiz gələcəkdə

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[22] https://files.preslib.az/projects/toplu/v2/f3_13.pdf
Ümummilli Lider Heydər Əliyevin nitqləri, çıxışları, məruzələri, müsahibələri, bəyanatları, 2003. - s.8

Avropaya çıxmaqdır".

     "Let's first deliver Azerbaijani gas to Turkey, provide Turkey as much as we want, increase our opportunities to transport gas to Turkey, and then, of course, our idea is to go to Europe in the future" [23].

     It should be noted that the repetitions in the Great Leader's speech have a special harmony and expressiveness. For example, *"Həqiqətən, mən Bakıda qalmaq fikrində deyildim, Naxçıvanı tərk etmək, sizdən ayrılmaq fikrində deyildim".*

     "I really did not intend to stay in Baku, I did not intend to leave Nakhchivan, to leave you" [24]. The repetition of the phrase "I did not intend" adds rhythm and additional tone to the sentence. Thus, the politician repeating any word or phrase in the sentence several times tries to explain the most delicate points to the other side by touching the key idea in his speech. In this case, the mass can better perceive and engrave the transmitted information.

     In Heydar Aliyev's speeches, the concept of "Azerbaijan" has human-specific social features. The concepts described in the context of sociomorphic metaphor are likened to society and its members with different social statuses. For example, *"Azərbaycan Qərblə Şərqin, Avropa ilə Asiyanın qovuşuğunda yerləşərək, onların arasında münasibətlərin inkişafında çox mühüm rol oynayır".*

     " Located at the crossroads of West and East, Europe and Asia, Azerbaijan plays a very important role in the development of relations between them".[25] In this metaphor, Azerbaijan is in the image of a human being who strengthens his social status in society.

     In the kinship metaphor, which refers to the meaning of family in Heydar Aliyev's speech, "Azerbaijan" is the Mother. For example, *"Azərbaycanlılar artıq bilirlər və daha da çox bilməlidirlər ki, indi*

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[23] https://files.preslib.az/projects/toplu/v2/f3_12.pdf
Ümummilli Lider Heydər Əliyevin nitqləri, çıxışları, məruzələri, müsahibələri, bəyanatları, 2002. -s. 113
[24] Yenə orada, -s.176
[25] https://files.preslib.az/projects/toplu/v2/f3_10.pdf
Ümummilli Lider Heydər Əliyevin nitqləri, çıxışları, məruzələri, müsahibələri, bəyanatları, 2000. - s. 125

bizim nəhayət, müstəqil dövlətimiz - Azərbaycan Respublikası var, azərbaycanlılar üçün Ana Vətən var"

"Azerbaijanis already know and should know even more that now we finally have an independent state - the Republic of Azerbaijan, we have the Motherland for Azerbaijanis" [26].

We believe that one of the images rooted in the deepest layers of the national patriotic consciousness of our people is related to the resemblance of the Motherland to the Mother. Thus, since the Mother is the closest being to a man, he presents the basic ethical values of the life by calling the place of birth, the homeland, which is dear to him the Mother.

The fourth section of the second chapter of the dissertation is entitled "Dynamics of the concept of "Azerbaijan" in the speeches of the President of the Republic of Azerbaijan Ilham Aliyev". Here, the development dynamics of the concept of "Azerbaijan" is analyzed in the speeches of the President in English, Russian and Azerbaijani. In the President's speech, one of the ways presenting the concept is the personification emerged in sociomorphic metaphors:

"Azerbaijan highly appreciates the principled stand of the Member States on the issues of vital importance for Azerbaijan pertaining to its sovereignty and territorial integrity".[27]

So, in the expression "Azerbaijan highly appreciates..." "Azerbaijan" is likened to a person who is the product of society, who acts as a social entity together with other states with an important role, function and importance in society.

It should be noted that the word "door" is often used in the artifact metaphors used by Ilham Aliyev in his speeches. Let's consider the following example:

"*Biz qapıları açdıq və çox münbit sərmayə mühiti yaratdıq*".

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[26] https://files.preslib.az/projects/toplu/v2/f3_4.pdf
Ümummilli Lider Heydər Əliyevin nitqləri, çıxışları, məruzələri, müsahibələri, bəyanatları, 1994. -s. 81
[27] https://gadebate.un.org/sites/default/files/gastatements/65/65_AZ_en.pdf
Statement by His Excellency Mr. Ilham Heydar oglu Aliyev President of the Republic of Azerbaijan at the General Debate of the Sixty-Fifth Session of the United Nations General Assembly / New York, -23 september, 2010. -p.3

"We have opened the doors and created a very fertile investment climate" [28]. Thus, the semantics of the word *door* is based on the idea that the territory of the house called Azerbaijan is open for communication with the world.

In another English-language speech, the President likened his country to a home:

"*I would prefer Azerbaijan to be home to GE and Microsoft than to radar stations*" [29].

Apparently, the President expresses his love for his homeland in the sense of "home". So, Ilham Aliyev's intention is to see Azerbaijan as a rich home for large companies, and he does not want to build radar stations in his country, in his home.

The concept of "Azerbaijan" is also relevant in the President's speeches in Russian. For example,

"*Никто никогда не признает Нагорный Карабах самостоятельным государством. Населением 60 тысяч человек, страна никому не нужна. И в первую очередь без воли Азербайджана это невозможно. А мы никогда на это не согласимся. Поэтому вот это главное понимание должно прийти к руководству Армении, что этого не будет никогда. За рамками этого, в рамках территориальной целостности конечно можно найти решение*".

"No one will ever recognize Nagorno-Karabakh as an independent state. Nobody needs the country with a population of 60 thousand people. And first of all, this is impossible without the will of Azerbaijan. And we will never agree to that. Therefore, this is the main understanding that should come to the leadership of Armenia, that this will never happen. Beyond this, within the framework of territorial integrity, of course, a solution can be found" [30].

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[28] https://files.preslib.az/site/ialiyev/2010.pdf
Azərbaycan Respublikasının Prezidenti İlham Əliyevin nitqləri, çıxışları, müsahibələri və bəyanatları, 2010. -s. 26
[29] http://www.washingtontimes.com/news/2007/aug/7/post-soviet-modernity/
[30] https://azertag.az/ru/xeber/INTERVYU_PREZIDENTA_AZERBAIDZHANA_I LXAMA_ALIEVA_RADIO_EXO_MOSKVY-657032

In the above example, Ilham Aliyev once again demands the return of the Karabakh lands occupied by Armenian invaders. Negative words and phrases used in the President's speech, such as "No one", "Never", "... will ever recognize", "Nobody needs", "impossible", "we will never agree", "will never happen" demonstrate his firm position in the solution of the Karabakh problem. Presenting the so-called Nagorno-Karabakh Republic with a negative connotation, the President uses the phrase "Population of 60 thousand people ...". Ilham Aliyev expresses the will of the Azerbaijani people in the metonymic connection "without the will of Azerbaijan".

Let's look at another example in Russian:

"Сегодня Азербайджан — это независимое в полном смысле этого слова и самодостаточное государство, основанное на национальных корнях, одновременно светское, многонациональное, многоконфессиональное, успешно развивающееся, опирающееся только на свои силы, имеющее хорошие добрые отношения с соседями, являющееся надежным и достойным членом мирового сообщества. В экономической сфере можно много говорить о достижениях и привести один факт: по данным последнего отчета Всемирного экономического форума в Давосе, азербайджанская экономика по конкурентоспособности является 37-й в мире. Это первое место в СНГ и достаточно серьезное место на международной арене. Поэтому перед нами открыты горизонты, мы уверено двигаемся вперед. Я уверен, что следующая четверть века также будет годами стремительного развития. За последние 13 лет мы смогли в три раза увеличить объем ВВП, снизить уровень бедности с 49% в 2003 году до 5% в 2016-м. По существу бедности как социального явления уже нет. То же самое и безработица — 5%. У нас большие валютные резервы. Мы накапливаем. Даже в год падения нефтяных цен наши валютные резервы увеличиваются, потому что мы экономно тратим и больше зарабатываем уже не на нефти".[31]

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[31] http://www.vesti.ru/doc.html?id=2813433

"Today Azerbaijan is an independent in the full sense of the word and a self-sufficient state based on national roots, at the same time secular, multinational, multi-confessional, successfully developing, relying only on its own strength, having good kind relations with its neighbors, being a reliable and worthy member of the world community. In the economic sphere, we can talk a lot about achievements and cite one fact: according to the latest report of the World Economic Forum in Davos, the Azerbaijani economy is 37th in the world in terms of competitiveness. This is the first place in the CIS and quite a serious place in the international arena. Therefore, the horizons are open before us, we are confidently moving forward. I am sure that the next quarter of a century will also be years of rapid development. Over the past 13 years, we have been able to triple our GDP and reduce the poverty rate from 49% in 2003 to 5% in 2016. In essence, poverty as a social phenomenon no longer exists. The same goes for unemployment - 5%. We have large foreign exchange reserves. We are accumulating. Even in a year of oil prices falling, our foreign exchange reserves are increasing because we are spending frugally and earning more not on oil".

When using pronouns such as "us", "we", Ilham Aliyev identifies himself with his people, ethnos, and states that he is the part of his nation, because "We" as the sign of unity, integrity has deictic function referring to supporters of certain political views. All of the above mentioned examples confirm once again that Ilham Aliyev has a communicative strategy, such as the skillful use of complete, detailed facts about his country.

At the same time, in the President's speech in Russian, the periphery of the concept of "Azerbaijan" has features with positive connotation such as "secular", "multinational", "multi-confessional", "successfully developing", "relying only on its own forces", "having good kind relations with its neighbors", "being a reliable and worthy member of the world community". In addition, the dynamics of the concept of "Azerbaijan" is expressed by the action verb such as "move" and the working verbs such as "accumulate", "spend", "earn".

As can be seen from the above examples, the President of the

Republic of Azerbaijan, Mr. Ilham Aliyev, is currently the strongest political addresser who can very successfully present the concept of "Azerbaijan" not only in our country, but also around the world.

In the third chapter of the dissertation entitled "Development dynamics of the concept of "Azerbaijan"/"Azərbaycan" in English political discourse (based on the materials of The Washington Times)" we refer to the articles in The Washington Times to show the realization of the concept not only in the language picture of Azerbaijanis but also in the cognitive models of other people.

The first section of the chapter deals with the structural analysis of the concept of "Azerbaijan". It is noted that the concept is verbalized both with the same root words as "Azerbaijan", "Azerbaijani", "Azeri" and the words, word combinations such as "Baku", "My country", "former Soviet republic", "a 96 percent majority Muslim country".

The second section of the chapter discusses the verbalization of the concept of "Azerbaijan" in cognitive models.

In our opinion, some newspaper texts can be called as the examples of political-media discourse, as their content covers both political and media discourse. Here, according to M.A. Ryasina, we can see the "hybridization" or "interference" of discourses[32].

In English political media discourse, the concept of "Azerbaijan" is used in cognitive models plenteous with lexemes semantically consisting of spatial component. For example,

"Azerbaijan's importance also lies in its vital geostrategical location, as a gateway to the oil and gas wealth of Central Asia".[33]

In the above example, language unit with spatial components such as "vital geostrategic location" characterize the concept of "Azerbaijan" with positive features.

In the third section of the third chapter, the concept of "Azerbaijan" is analyzed on the basis of the article "Azerbaijan's rich history with Jewish settlers opened door to Israel alliance".

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[32] Рясина, М.А. Стратегии политического медиа-дискурса (на материале электронных СМИ ФРГ): Дисс. … канд. фил. наук, -Самара, 2013.- с. 8
[33]http://www.washingtontimes.com/news/2015/aug/26/nasimi-aghayev-caspian-natural-gas/

One of the cognitive models in which the concept is verbalized is the vegetative metaphor expressed by the verbs "to grow" and "to flourish". We would like to note that the vegetative metaphorical model is associated with the figurative transfer of any sign of the plant, such as germination, flowering to political, diplomatic and other spheres. Thus, the mythopoetic imaginations of any nation are characterized by nature images that emerge in the natural development of plants and are fertility symbols. It is noteworthy that the main stages of human life are called by words such as seed, to grow, to ripen, to wither which define the stages of the vegetative cycle. For example,

"That bond of trust has grown over the centuries, and today has translated into a larger diplomatic alliance between Azerbaijan and Israel that began a quarter of a century ago".[34]

"Commerce and trade flourished, with Israel becoming a major importer of Azerbaijan oil and Israel's technology industry aiding Baku with such projects as telecommunications infrastructure". [35]

The fourth section of the third chapter discusses the verbalization of the concept of "Azerbaijan" in the morbial metaphors in the texts of The Washington Times. The news reflected in the media texts of our time is conceptualized by comparing it with such notions as war, struggle, cinema. Therefore, it is important to study the metaphors that have become an integral part of modern political-media discourse and nominate relevant lexical areas. They also include cognitive models that emerge from medical lexemes and present the world as a health problem. Such cognitive models are also called morbial metaphors. The main content of the morbial metaphors, where the concept of "Azerbaijan" is presented in The Washington Times, is related to the Karabakh problem. For example,

"Nagorno-Karabakh is an unhealed wound in the very psyche

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[34]http://www.washingtontimes.com/news/2015/jan/28/azerbaijans-rich-history-with-jewish-settlers-open/

[35]http://www.washingtontimes.com/news/2015/jan/28/azerbaijans-rich-history-with-jewish-settlers-open/

of Azerbaijan". [36]

Karabakh is the pain in the soul of Azerbaijan. The fact that the territory of Azerbaijan is the victim of Armenian aggression is a disease. Through a medical metaphor, "Azerbaijan" suffers as a human being, and its lands must be returned for the healing of its soul.

The fifth section of the chapter deals with precedent phenomena. Thus, the concept of "Azerbaijan" is expressed in the precedent phenomena in the texts of The Washington Times. For example,

"Under Mr. Aliev, Azerbaijan is fast becoming the Kuwait of the former Soviet Union". [37]

Apparently, for Americans, Kuwait is the world's richest oil country. The precedent word "Kuwait" indicates that Azerbaijan will soon be as rich as this country.

We would like to add that the precedent phenomena related to the concept of "Azerbaijan" are also used in Russian political discourse. For example,

"Владимир Путин постарается ослабить карабахский узел". [38] *"Vladimir Putin will try to weaken the Karabakh knot".*

As can be seen from the example, the "Karabakh knot" cognitive model in the periphery of the concept of "Azerbaijan" refers to the ancient Greek myth about Gordius, and shows that political thought has a mythological character. Thus, the phrase "Karabakh knot" refers to Russia's major role in resolving the Karabakh conflict, which is a difficult and confusing issue.

The sixth section of the chapter deals with the frame analysis of the concept of "Azerbaijan". The frames included in the structure of the concept of "Azerbaijan" are studied within the English political discourse. As Azerbaijan is a country with its own territory and an independent state, it is possible to distinguish "Azerbaijan - country/territory" and "Azerbaijan - state" frames. The presentation

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[36]http://www.washingtontimes.com/news/2015/oct/4/alexander-murinson-revisiting-events-in-nagorno-ka/

[37] http://www.washingtontimes.com/news/2007/aug/7/post-soviet- modernity/

[38] http://izvestia.ru/news/610417

of country and state frames as separate knowledge structures is associated with the phenomenon of quasi-synonymy between frames. A.N. Baranov writes: "*The lexeme "state" is the embodiment of the frame of POWER both in the first sense (functions of the state) and in the second sense (European states), and the lexeme "country" is a reflection of the frame of SPACE*". [39]

In the **conclusion** the following main provisions of the research are summarized:

1. Before defining the dynamic nature of the concept, by interpreting its static part, it can be concluded that statics presents rich historical meaning layers emerged in the concept at different times, stable general facts that have been passed down from generation to generation for centuries. Such facts also include that the concept of "Azerbaijan" is an important toponym-word, topo-object and locus. So, "Azerbaijan" is the main and primary concept that forms the basis of the conceptual system of our national discourse. It is this aspect that interprets its unchangeable part from an etymological point of view. At the same time, while maintaining its cultural individuality, the toponym-concept "Azerbaijan" has become a global geopolitonim in modern times.

2. The concept of "Azerbaijan" has a generative power, ie the idea of its dynamic nature is associated with its emergence, development and continuous evolution in the context of time and space, from ancient times to the present day. So, the dynamics of the concept of "Azerbaijan" takes place in the background of various socio-political, cultural, economic and historical changes. The structural compounds and cognitive features in its variability branch out like a tree and form a relationship chain with each other in a complex system of meanings.

3. The concept of "Azerbaijan" is expressed in words from the semantic point of view, but it also expresses the experience and knowledge, typical ideas of the national thinking, as an element of the conceptosphere, in material culture. We believe that theater,

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[39] Баранов, А.Н. Введение в прикладную лингвистику./А.Н.Баранов. -М.: Эдиториал УРСС, -2001. -289 с.

music, painting and other works of art, which are considered to be an alternative system of signs, are among the factors determining the realization of the concept of "Azerbaijan" in the discourse, ie the concept can send moral, aesthetic and historical information to the world. For example, the Alley of Martyrs, which symbolizes the blood memory of our people, the external and internal appearance of the memorial complexes dedicated to the Khojaly genocide, the lexical meanings of words referring to these historical monuments form the figurative basis of the concept of "Azerbaijan".

4. During the research based on the materials of different system languages, it was found that the events in the surrounding world perceived through the concept of "Azerbaijan" can be grouped as follows: socio-economic, political, military, aesthetic, cultural events. All these areas are the most relevant topics in the discourse, which assess the concept of "Azerbaijan". In addition, within the framework of political discourse, the concept of "Azerbaijan" is expressed in dimensional relations such as far-near, center-periphery.

5. The greatest impression, colorful implications, positive connotations about the concept of "Azerbaijan" which carries a large amount of information in the language consciousness of others, are created by Azerbaijanis, who are known for their loyalty, simplicity and hospitality. Thus, the database created by the concept of "Azerbaijan" models national thinking. Its cognitive features make us understand the typical mentality of our people. The way to perceive Azerbaijan, Azerbaijaniness, the character of the people, their communicative behavior and the reality of Azerbaijan begins with this concept, which is the knowledge system of our cognitive consciousness.

6. The concept of "Azerbaijan", which can be structured as a specific episode and scenario, refers to both the linguistic landscape of our people and the universal linguistic landscape based on important philosophical categories of all mankind. Thus, the space of the concept of "Azerbaijan" is expanding, and it has long exceeded the boundaries of its etymological homeland. As the concept of "Azerbaijan" is an integral element of modern national and international political discourse, its dynamic modification and

verbalization can be observed in communicative acts of different languages.

7. The analysis based on materials from The Washington Times shows that in English political discourse, the concept is expressed more in vegetative, morbial cognitive models and precedent phenomena.

8. For the first time, the development dynamics of the concept of "Azerbaijan" was realized in the speeches of the National Leader Heydar Aliyev, the creator of the political language in Azerbaijan. The communicative-pragmatic function of the cognitive models manifested in the speeches of the National Leader Heydar Aliyev is to create trust in the people by conveying information within the framework of political communication. The aesthetic function of his speeches is distinguished by his skillful use of art and intonation. National Leader Heydar Aliyev's political metaphors clearly express the uniqueness of his conceptual world as a politician, his attitude to political events in the world and to the concept of "Azerbaijan", which is important for us.

9. At present, the main political addresser in the political discourse of independence period is the President of the Republic of Azerbaijan Ilham Aliyev, who presents the knowledge structures related to the concept of "Azerbaijan".

10. In the sociomorphic, artifact metaphors in Ilham Aliyev's speeches, Azerbaijan is a person who metaphorically finds a way out of any difficult situation and moves forward in the right direction. As its prestige grows and its important geopolitical position strengthens, so its expression through various linguistic means in the language consciousness of the world community increases. This became even more pronounced in the 44-day Patriotic War.

11. Linguistic analysis of the Azerbaijan Presidents' speeches allows us to conclude that in the speeches of both Presidents, Turkish-Azerbaijani relations are expressed in the kinship metaphors.

12. Depending on the extralinguistic conditions, new and large-scale notions appear from time to time in the broad meaning layers of the word-concept of "Azerbaijan" formed as a positive image in the mind. The delivery of images engraved in the blood memory of our

people to the world community, the accumulation of information takes place through the signal-concept "Azerbaijan", which has an expressive and emotional character. As a result, a complex of feelings about Azerbaijan, related ideas, ie associations, appear in the minds of both ours and others.

13. In its content, within the word sign, the concept of "Azerbaijan" is the symbol of our people, the set of stereotypes, standards that pass the national culture from generation to generation, the seed that germinates new forms in the communication process. The main components of the concept of "Azerbaijan", which is the cognitive heritage of Azerbaijanis, are: Motherland, Mother, Bloody January, Khojaly, Karabakh and Victory. Thus, a wide semantic field of innumerable ideas is gathered around the concept of "Azerbaijan", and in order to describe this ideological meaning area, it is important to compile an ideological dictionary or thesaurus related to both politics and culture based on the concept of "Azerbaijan".

The following theses and articles relating to the subject of dissertation have been published:

1. Koqnitiv dilçilikdə konsept anlayışının tədqiqatına dair// Tətbiqi dilçiliyin müasir problemləri Respublika elmi-praktiki konfransın materialları, - Bakı, -10-11 dekabr, -2013, - s. 246-248.

2. Azərbaycan Respublikasının Prezidenti İlham Əliyevin ingilis dilində olan çıxışlarında "Azərbaycan" konseptinin təcəssümü// "Azərbaycanşünaslığın aktual problemləri" Ümummilli Lider Heydər Əliyevin anadan olmasının 92-ci ildönümünə həsr olunmuş VI Beynəlxalq elmi konfrans, -Bakı, -5-7 may, -2015, - s.439-442.

3. Dünyanın dil mənzərəsində "Azərbaycan" konsepti// Azərbaycan xalqının Ümummilli Lideri Heydər Əliyevin anadan olmasının 93 illiyinə həsr edilmiş Gənc Tədqiqatçıların IV Beynəlxalq elmi konfransı, -Bakı, -29-30 aprel, -2016, - s.1250-1251.

4. Müasir dilçilikdə diskurs anlayışının tədqiqatına dair//Müasir Dilçiliyin aktual problemləri Beynəlxalq-elmi konfrans, -Sumqayıt, -24-25 noyabr, -2016, - s.106-107.

5. Müstəqillik dövrü siyasi diskursunun yaranmasında Ümumilli Lider Heydər Əliyevin rolu// -Bakı: Dil və Ədəbiyyat, - 2016. №5, Cild 7, - s. 62-67.

6. Dilçilikdə dünyanın mənzərəsi və dünyanın dil mənzərəsi terminlərinin şərhinə dair mülahizələr//- Bakı: Humanitar elmlərin öyrənilməsinin aktual problemləri (Ali məktəblərarası elmi məqalələr məcmuəsi), -2016. №4, - s. 84-88.

7. Анализ фрейма «Азербайджан – Страна/Территория» в англоязычном политическом дискурсе (На основе материалов газеты «The Washington Times», США)//- Киев: Научное издание «ЯЗЫК И КУЛЬТУРА», - 2016. Выпуск 23, Том VI (183), - с. 261-267.

8. "Azərbaycan" konseptinin koqnitiv metaforalarda təsviri (ABŞ-ın The Washington Times qəzetinin materialları əsasında)// - Bakı: ADU-nun Elmi Xəbərləri, - 2017. № 1, Cild 2, s. 137-142.

9. Diskurs, mətn və kommunikasiya anlayışlarının qarşılıqlı əlaqəsi // - Bakı: Filologiya Məsələləri, -2017. № 3, -s.169-174.

10. The static and dynamic aspects of concepts// Education and Global Studies, Submitted for review in Conference Proceedings Citation Index-Social Sciences & Humanities (CPCI-SSH) (Thomson Reuters, RSCI), - Rome: Editoria di Modena, -2019, -p. 130-133

11. "Azərbaycan" toponim-konseptinin invariant hissəsinin şərhi // - Bakı: Humanitar elmlərin öyrənilməsinin aktual problemləri (Ali məktəblərarası elmi məqalələr məcmuəsi), - 2019. № 5, - s. 62-65.

12. The reflection of human empirical knowledge in the content of concepts // Научные революции как ключевой фактор развития науки и техники: Сборник статей по итогам Международной научно-практической конференции, -Киров: Стерлитамак: АМИ, -28 мая, -2020, - с. 89-92

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