

Theoretical Basis of Discourse and Media Discourse: Linguistic Analysis on Cognitive Approaches

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Abstract:

This article explores the theoretical foundations of discourse and its relationship with cognitive approaches in linguistics. The phenomenon of discourse is analyzed from various scientific perspectives, including its interpretation in philosophy, sociolinguistics, and cognitive linguistics. The study focuses on the cognitive approach to discourse, examining how information is processed in the human mind and how it influences communication.

Keywords: discourse, cognitive linguistics, frame theory, conceptual structures, cognitive metaphor theory, media discourse, information flow, referential control, social interaction, artificial intelligence, neuropsychology.

Introduction

In linguistics, the phenomenon of discourse has been studied by researchers from different perspectives. Discourse is not only a linguistic phenomenon, but also a complex system related to the social, cultural and cognitive context (Foucault, 1972; Van Dijk, 1997). This article analyzes the theoretical foundations of discourse, its interpretation from the point of view of various disciplines, and aspects related to cognitive linguistics.

Key concepts such as conceptual structures, frame theory, and cognitive metaphor theory are discussed in relation to discourse formation. The role of journalistic discourse in shaping public opinion and its cognitive control through information flow and referential management is also analyzed. Finally, the article explores the potential for utilizing neuropsychological and artificial

intelligence technologies in future discourse research, enabling more advanced analysis of social and media content.

Methods and methodology

The concept of discourse is interpreted by different disciplines based on their own approaches. From a philosophical point of view, M. Foucault (1980) interprets discourse as a system that forms knowledge and constructs social consciousness. According to him, discourse is not only a set of linguistic units, but also a process of reproduction of social structures.

In linguistics, discourse is analyzed in different directions:

- **Textual approach (Galperin, 1981)** – interprets discourse as an extended text, that is, studies the structural and stylistic aspects of discourse. This approach, emphasizing the structure, linguistic and pragmatic features of the text, plays an important role in forming the integral content of discourse.
- **Speech act theory (Searle, 1969)** – discourse is viewed as a system of speech acts and is emphasized as a means of shaping social relations through language. According to this theory, each speech act has a specific purpose and has different semantic and pragmatic effects depending on the audience and context.
- **Cognitive approach (Langacker, 1987; Fauconnier & Turner, 2002)** – discourse is understood as a cognitive process, reflecting the ways in which information is processed in the human mind. This approach explains the processes of perceiving discourse and processing it through mental constructions.

Cognitive Linguistics and Discourse Structure From the perspective of cognitive linguistics, discourse is viewed not only as a linguistic phenomenon, but also as a product of human thought. This approach emphasizes the close connection between language and thought and analyzes discourse not only linguistically, but also as a cognitive process. Cognitive linguistics attempts to determine how people use language in the processes of understanding the world, storing and transmitting information. This approach studies the following main concepts:

Conceptual structures (Lakoff & Johnson, 1980): Conceptual structures, that is, systems built on the basis of knowledge and experience in the human mind, constitute a component of discourse. Through conceptual systems, people use their experiences as a basis for organizing, storing and transmitting information. According to Lakoff and Johnson, people's views and worldviews about changes and events in everyday life depend on their conceptual structures. Discourse is the expression of these conceptual systems through language and their transmission to others. Through the reflection of conceptual structures in language, people determine how to express their thoughts and feelings and what meaning they give to them.

Frame theory (Fillmore, 1976): Frame theory understands discourse as a system formed by a certain scenario or context. According to Fillmore, each discourse is based on a certain context, that is, events or phenomena in life. This context, in turn, governs the content of the discourse, that is, which aspects of language are used and in what forms. Each scenario, such as "domestic conflict" or "political debate", is expressed through its own specific linguistic means and structures. Thus, each participant in the discourse understands this context and responds to it accordingly.

Cognitive metaphor theory (Lakoff, 1987): Cognitive metaphor theory explains the semantic aspects of discourse, that is, the construction of meaning, based on metaphors. According to Lakoff, people often construct their worldviews and concepts through metaphors. In discourse, many abstract concepts, such as "social problems" or "walking," refer to concrete, physically unmeasurable concepts. Lakoff calls this process "metaphorization" and studies how metaphors

influence language. For example, "social problems" are often described by metaphors such as "disease" or "war," which provide a set of basic concepts about what problems need to be solved or managed.

Van Dijk (1997) emphasizes the special importance of referential control and social context in discourse analysis. According to him, when analyzing discourse, it is necessary to consider not only the information within the text, but also how it is organized, how it is understood in the social context, and what subjective factors should be taken into account. How discourse information is presented and in what order it is presented has a significant impact on the understanding and reception of the audience.

Results and discussion

Research by **Gee (2011)** and **Wodak & Meyer (2015)** emphasizes the need to connect discourse with social interaction and power relations. According to them, discourse is seen as a reflection of the interplay of social and political forces and systems of power. Each social group or audience creates its own language and discourse structures, which in turn reinforce its social position and power. At this point, the application of cognitive linguistics to discourse analysis allows for a deeper understanding of the interactions between language and thought. Discourse is not only a means of conveying information, but also a dynamic process closely related to social and cultural changes. In this process, the main task of analysts is to analyze discourse not only as a language, but also as a reflection of human thinking and social relations.

Media discourse and cognitive control of information flow

Media discourse is one of the most widely studied topics within cognitive linguistics, and its main role is important in conveying information to the public. Journalistic materials implement cognitive processes in presenting information in a clear and effective way, which determines how the audience perceives and reacts to the information. Several key aspects are taken into account when analyzing media discourse from the perspective of cognitive linguistics.

- **Referential control (Chafe, 1994):** The context in which information is presented directly affects its understanding. Referential control in journalistic discourse is an important tool for conveying information to the audience in a clear and correct way. How information is presented, from which source and in what context, determines how the audience understands and receives the information. For example, by creating or changing a certain context in the news about events, the audience's attitude and perception of the information can be changed. Also, through referential control, journalists help determine from which perspective, which sides they highlight and present events.
- **Contextual manipulation (Fairclough, 2003):** Media materials can usually be directed towards specific social and political goals. Contextual manipulation is the study of the role of journalistic discourse in achieving social and political goals. According to Fairclough, media materials can carry out social or political manipulation through linguistic and stylistic means. How the text is structured and presented to the audience has a direct impact on the formation of its political and social perception. Journalism plays a role in shaping or changing public consciousness through its materials, by manipulating the context of the text.
- **Structure of the flow of information (Fowler, 1991):** Analysis of the structure of the media discourse shows how the media play a role in controlling the attention of the audience through the choice of language and stylistic devices. The choice of language and style is one of the tools used by journalists to convey the desired point of view. The structure of the flow of information is organized, first of all, by distinguishing important and minor details in the journalistic material. This helps to determine what issues the audience should pay attention to. The

organization of the flow shows in what ways the information is connected to each other, how the audience's interest is directed, and what conclusions are drawn.

Recent studies, such as those by Richardson (2007) and Cotter (2010), have highlighted the importance of narrative strategies and language politics in media discourse. Media materials play a major role not only in conveying information, but also in the process of changing and shaping it. Narrative strategies, such as how events are organized, who is portrayed as the main figure, what language tools are used - all of these affect the social perception and consciousness of the audience. Studying the process of forming social consciousness through media materials provides an important opportunity for understanding social perception and political relations. It also shows how language policy shapes the decisions of journalists and media organizations about how to manage the flow of information and how to present it to the audience. These processes create the opportunity for a deeper analysis of manipulation and power relations in the media sphere. Thus, the cognitive management of journalistic discourse plays an important role not only in the transmission of information, but also in the perception and understanding of social and political problems.

Conclusion

The study of discourse is one of the important areas of modern linguistics, which includes linguistic, sociological and cognitive aspects. Discourse is not only seen as a linguistic phenomenon, but also analyzed as an interconnected system of social and cognitive processes. Within the framework of cognitive linguistics, discourse is viewed as a product of human thinking and is explained through concepts, frames and metaphors. This approach allows us to connect discourse with cognitive processes, worldviews and experiences that are formed in the human mind. Media discourse is studied as a system of cognitive management, and its semantic and pragmatic factors are analyzed in depth. The presentation and structure of media materials, how to organize them, how to manage the audience's thoughts and form their perception are studied. Media allows us to study the impact of discourse on social perception and consciousness, to understand its social and political goals. In the future, the possibilities of using neuropsychological and artificial intelligence technologies in discourse research may expand (Tannen, 2007; Jurafsky, 2018). Methods for automatic analysis of discourses based on artificial intelligence provide opportunities for deeper study of the semantic structure of information flows and social analysis. These approaches help to analyze discourse more accurately and effectively, to understand how it is formed in personal and social contexts. The impact of artificial intelligence also makes it possible to introduce new methods and techniques in the study of discourse in linguistics.

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