



## Lingvocognitive category “Memory” in the English professional (media) picture of the world

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### ABSTRACT

This article examines how the linguocognitive phenomenon “Memory” is conceptualized and categorized in the English linguistic picture of the world through British media discourse published between 2019 and 2023. Newspaper and magazine articles were selected based on explicit references to memory in headlines. Semantic analysis was used to identify lexical units denoting “Memory” and cognitive-linguistic categorization was applied to group shared semantic components into broader cognitive features. Three major classification domains were identified: Human Phenomena, Evaluation Factor, and Phenomena Related to the Environment. The core domain, Human Phenomena, includes mental disorders, COVID-19 – related cognitive effects, memory types, and verbal ability. The Evaluation Factor, expressed through metaphors depicting memory as unstable, creative, or dream-like, also occupies the core. Environmental influences, such as air pollution, appear at the periphery. English media primarily construct “Memory” as a human and biological phenomenon shaped by Covid-19, complemented by evaluative metaphors and marginal environmental associations.

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## Ingliz olami kasbiy (media) manzarasida “Xotira” lingvokognitiv kategoriyasi

### ANNOTATSIYA

#### Калит сўзлар:

xotira,  
mediamatn,  
kognitiv tilshunoslik,  
kategoriya,  
ingliz olami kasbiy (media)  
manzarasi.

Ushbu maqolada “Xotira” lingvokognitiv hodisasi 2019–2023-yillar oralig’ida chop etilgan Buyuk Britaniya media diskursi orqali dunyoning ingliz lisoniy manzarasida qanday konseptuallashtirilgani hamda katerogiyalashtirilgani o’rganildi. Gazeta va jurnal maqolalari sarlavhalarda xotiraga oid axborot asosida tanlangan. Semantik tahlil “Xotira”ni ifodalovchi leksik birliklarni aniqlash uchun ishlatilgan va kognitiv-lingvistik tasnif kengroq kognitiv xususiyatlarga umumiy semantik komponentlarni guruhlash uchun qo’llanilgan. Tasniflashning uchta yirik sohasi ajratildi: Insonga xos hodisalar, Baholash omili va Atrof-muhit bilan bog’liq hodisalar. Asosiy soha, Insonga xos hodisalar, ruhiy kasalliklar, Covid-19 bilan bog’liq kognitiv ta’sirlar, xotira turlari va og’zaki qobiliyatni o’z ichiga oladi. Xotirani beqaror, ijodiy yoki orzuga o’xshash deb tasvirlovchi metaforalar orqali ifodalangan Baholash omili ham markaziy o’rinni egallaydi. Atrof-muhit ta’sirlari, masalan, havoning ifloslanishi, periferiyadan joy olgan. Ingliz ommaviy axborot vositalari, birinchi navbatda, “Xotira”ni Covid-19 ta’sirida shakllangan insoniy va biologik hodisa sifatida baholovchi metaforalar va marginal ekologik assotsiatsiyalar bilan to’ldiradi.

## Лингвокогнитивная категория «Память» в английской профессиональной (медийной) картине мира

### АННОТАЦИЯ

#### Ключевые слова:

память,  
медиа́текст,  
когнитивная лингвистика,  
концептуальный анализ,  
категория,  
английская  
профессиональная  
(медийная) картина мира.

В данной статье рассматривается, как лингвокогнитивное явление «Память» концептуализируется в английской языковой картине мира через британский медиадискурс, опубликованный в период с 2019 по 2023 года. Газетные и журнальные статьи были отобраны на основе явных ссылок на память в заголовках. Семантический анализ был использован для выявления лексических единиц, обозначающих «Память», а когнитивно-лингвистическая категоризация была применена к группировке общих семантических компонентов в более широкие когнитивные характеристики. Были выделены три основные области классификации: человеческие явления, фактор оценки и явления, связанные с окружающей средой. Основная область «Человеческие феномены» включает психические расстройства, когнитивные эффекты, связанные с Covid-19, типы памяти и вербальную способность. Оценочный фактор, выражаемый метафорами, изображающими память как неустойчивую, творческую или сонную, также занимает центральное место. Влияние окружающей среды, такое как

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загрязнение воздуха, появляется на периферии. Английские СМИ в первую очередь конструируют «Память» как человеческое и биологическое явление, сформированное Covid-19, дополненное оценочными метафорами и маргинальными экологическими ассоциациями.

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## INTRODUCTION

In this article, we aim to study the linguocognitive phenomenon “Memory” from the point of view of categorization in the professional (media) picture of the world.

First of all, before studying the professional (media) picture of the world, we need to answer the question “what is media text?” “Media” comes from the Latin word “medium”, meaning “middle, intermediate”.

In the 90s of the last centuries English scientists were among the first to introduce the concept of “media text” into science as one of the main terms of scientific research. A. Bell, T. Van Dijk, M. Montgomery, R. Fowler, and others have deeply studied the stylistic and functional features of mass media, the issues of media text typology, and made their contribution to this field.

N.Kh. Yakhyaeva, in her article devoted to this issue, notes that “in modern terminology, the concept of “media” is used in newspapers, television, radio, news agencies and the Internet, as well as media content, i.e., news, advertising”. [1]

“Media text is considered one of the mass media and is widely developing in areas closely related to the mentality of the nation and human thinking in society, such as social, psychological, economic, political, and others. Today, the functions of mass media include information, entertainment, advertising, and ideological functions”. [2]

While the types of media texts differ, they also depend on the field of study, style, and the researcher’s goal.

“If we look at the review of scientific research, we can see the following classification:

- a) printed, audiovisual, digital, and interactive media texts in terms of format;
- b) news, advertising, entertainment, educational, documentary by genre;
- d) unilateral and interactive in terms of the degree of interaction;
- e) text, visual, audio, video content;
- f) by style: formal, informal”. [3]

The typology of media text is not yet limited, since the media undergo changes along with the development of technology and techniques. Therefore, it is natural to observe changes in scientific views on this issue.

In the study of the professional picture of the world, the use of various texts and contexts by studying the cognitive properties of a concept or category provides clear information. In cognitive linguistics, context represents entire structures of knowledge “based on the formation and interpretation of meanings”. If we define context, it is interpreted as a linguistic unit for clarifying meaning. Context can be in the form of a simple phrase, sentence, paragraph, and text. Context determines the meaning of words in relation to each other and helps to clarify the information given in the text. Reality is also reflected in sentences and texts with the help of context.

## METHODS AND ANALYSIS\

The media texts studied in our work describe the different reflection of the linguocognitive phenomenon “Memory” in the linguistic picture of the world. Articles published in the periodicals of Great Britain from 2019 to 2023 were selected as the material for the analysis. The criterion for selecting newspapers and magazines is determined by the reflection of the topic “Memory” and statements about memory in the headlines.

Having analyzed the lexical means that verbally express the concept of “Memory” in English media texts, we identified the corresponding meanings. Each meaning was analyzed based on its constituent semes. Similar semantic components in terms of content were formed as cognitive features of the concept “Memory” and then generalized.

The following meanings of the concept “Memory”, presented in English media texts, were identified:

*Covid-19 pandemic, lost for words, to be less articulate.* [4]

1. ... *my ability with words, short-term memory, mild cognitive impairment, MCI is a condition that causes memory and thinking problems, dementia, diseases such as Alzheimer's, “degeneration” or “the D-word”.*[5]

*Memory is fallible; Memory is slippery and dangerous, but that is also what makes it such a profoundly important creative tool.; self-consciously faulty use of memory; but memory used almost as a dreamscape, to be visited to harvest artistic material; memory to alienate himself from his native city.*[5]

*Her memory is failing.* [5]

*major memory loss; It's left me with massive patches of amnesia; my cultural memory missing.* [5]

*mass amnesia, keeping the other person alive in your memory; Remembering is hard.* [5]

*“Lockdown is distorting our memories; time and memory seem to have lost all meaning; he titled this piece The Persistence of Memory; It reminds us that time and memory are inherently linked”.* [5]

*volunteers scored worse on memory tests.* [5]

*No wonder our memories are in overdrive.* [5]

*hopes of reversing memory loss; preventing memory lapse.* [6]

*Memory is a kind of fantastic time machine; trust our memory; Where and how is memory stored? How reliable are our memories? And why did our memory evolve to be so rich and detailed? two ways of looking at memory: the literary and the scientific; Proustian model in which memory is about meaning, an exploration of the self, a subjective journey into the past. And then there is the analytical model, where memory is subjected to neurological study, psychological experiments and magnetic resonance imaging.* [7]

*new explicit memories; implicit memory; episodic memory; semantic memory; original memory; repressed memories; dissociated memory; false memory; traumatic memories; bad memories.* [8]

*to strengthen some memories; traumatic recollections; the memory of that word association is boosted.* [9]

*better memory, superior memory, on later-life memory.* [10]

*Pandemic memory loss, assess one's **memory**; a decrease in working **memory** and prospective **memory**.* [11]

*Living in an area with high air pollution worsens your **memory**.* [12]

The phenomenon of “Memory” represents both a concept and a cognitive category of the same name, formed on a conceptual basis. Internal and external factors play an important role in the formation of categories.

Such classification features as HUMAN PHENOMENA, EVALUATION FACTOR, PHENOMENA RELATED TO THE ENVIRONMENT were identified.

The generalized cognitive features of the studied “Memory” phenomenon are considered its classification features and represent its categorical structure.

**Table 1.**

**Classification features of the cognitive category “Memory” in the English professional (media) picture of the world**

ENGLISH LINGUISTIC IMAGE OF THE WORLD
<b>HUMAN PHENOMENA</b>
Mental disorders – 15 (27%) Covid 19-7 (13%) Types of memory – 15 (27%) Verbal ability – 3(5%) <b>average brightness rate (17%)</b>
<b>EVALUATION FACTOR</b>
Metaphors used with memory- 15 (27%) <b>average brightness rate (27%)</b>
<b>PHENOMENA RELATED TO THE ENVIRONMENT</b>
Air Pollution – 1 (1%) <b>average brightness rate (1%)</b>

**RESULTS**

In the professional landscape of the English world, the classification characteristic of HUMAN PHENOMENA occupies a central place. This classifier is central and differs slightly in brightness. In the professional (media) picture of the English world, cognitive signs such as *Mental disorders*, *Covid-19*, *Types of memory*, *Verbal ability* took a place in the core.

Another classification feature is one of the central classification features in the English professional (media) picture of the world. In the English professional (media) picture of the world, the cognitive sign *Metaphors used with memory* is considered a nuclear sign.

The classifier of phenomena related to the environment is characteristic of the English professional (media) picture of the world and is located on a distant periphery.

In the English professional (media) picture of the world, the phenomenon RELATED TO THE ENVIRONMENT, the lowest in terms of brightness at the superordinate boundary, was defined as a classification feature.

The level of expression of the classification FACTOR OF ASSESSMENT over the base limit was the highest.

The subordinate boundary expanded due to the classification characteristic of HUMAN PHENOMENA.



**Table 2.**

<b>English professional (media) picture of the world</b>
<b>PROTOTIP</b>
Considered a human phenomenon, a biological element, a phenomenon characteristic of the period of the Covid-19 pandemic, differing in types
<b>Categorical differential feature</b>
air pollution

Based on the data presented in the table above, it should be noted that the following features of the category “Memory” were identified in the English professional (media) picture of the world.

The category of “Memory” in the English professional (media) picture of the world “is considered a human phenomenon, differing in the types of biological elements and a phenomenon characteristic of the period of the Covid-19 pandemic”, and in the English professional (media) picture of the world is distinguished by differential signs of “an event related to air pollution”.

### **CONCLUSION**

The cognitive category “Memory” in the English professional (media) picture of the world is considered a “human phenomenon, a biological element, differing in types and a phenomenon characteristic of the Covid-19 pandemic” and is distinguished by the differential signs of “air pollution” in the English professional (media) picture of the world.

In the English professional (media) picture of the world, the phenomenon related to the environment is expanded at the superordinate boundary, the evaluation factor at the base boundary, and the subordinate boundary is expanded due to the classification feature of the phenomenon characteristic of man.

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