

# COGNITIVE CHARACTERISTICS OF ARGUMENTATION

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## Abstract

Cognitive linguistics is a direction in linguistics that is rapidly developing nowadays. It began to take shape at the end of the 20th century, when this field of knowledge moved from the humanities to the cognitive sciences. This field cannot be attributed to a single type of science, as it represents the intersection of several disciplines, such as sociolinguistics, ethnolinguistics and psycholinguistics, which is a characteristic feature of modern humanities research..

**Keywords:** linguistics, cognitive linguistics, education, sociolinguistics, ethnolinguistics, psycholinguistics.

## Introduction

According to Z.D. Popova and I.A. Sternin, the main areas of research in cognitive linguistics are the study of the relationship between language and consciousness, the role of language in the conceptualization and categorization of the world, as well as the role of language in the process of cognition and generalization of human experience, the relationship between human cognitive abilities and language, as well as the interaction of their forms.

*The term cognitive*, borrowed into the Russian language from English (cognitive), goes back to Latin and then to Greek roots associated with the concepts of cognition, knowledge, and thinking. Researchers who stood at the origins of cognitive linguistics proclaimed the connection between language and cognition as its fundamental principle. At the same time, *cognition* encompasses the process of attaining knowledge (i.e., cognition) and its result.

The development of cognitive science, which studies the general principles of human thinking, has made it possible to consider argumentation as a special type of verbal influence on a person's beliefs and behavior, aimed at changing his model of perception of the world.

According to cognitive science theory, the model of the world that a person uses to interpret reality is an integral part of the cognitive system. The model of the world consists of various knowledge, such as general ideas about the world, understanding of material connections in the surrounding reality, knowledge of language and rules of speech behavior, as well as understanding of value orientations.

According to the cognitive approach, language does not exist in a static form, but is in constant dynamics, interacting with various factors beyond its limits, which affect both the production of speech acts and their perception and functioning. Language is a superficial structure that reflects conceptual constructions - knowledge, "models of the world", which are processed in the cognitive system in the process of perception and speech generation.



Communication (including argumentation) consists in the creation of conceptual constructions and "models of the world" in the cognitive system of the addressee. As V.M. Sergeev argued, "with the help of language, we can introduce conceptual constructions into the cognitive system of the addressee."

Thus, it follows from the cognitive approach that an argument is a text that changes the addressee's model of the world.

According to the cognitive approach, the analysis of argumentation is associated with the possibility of creating the author's "thought spaces", often having a multidimensional structure and including a variety of related concepts. In such spaces, some concepts are more important than others, and the author seeks to determine which of them should be used, focusing on the context and the addressee.

For the effective use of argumentation, the author must find appropriate means of speech and refer to the cognitive base of his opponent, which is the structured knowledge and ideas of the national-linguo-cultural community. The cognitive base can include both concrete and abstract concepts.

A.N. Baranov argues that cognitive processes play an important role in argumentation and not only precede it, but are also constituted as socially acceptable arguments. A person not only knows, but also becomes aware of what he knows, and this process, as well as its results, are fixed in the person's memory. Communication includes not only a system of speech acts, but also a process of interaction, as well as different ways of creating, transmitting and receiving information.

L.G. Vasiliev also notes that in argumentation it is important to adhere to the laws of correctness and consistency of message construction for successful communicative argumentation.

In the discussion and argumentation stage, the protagonist defends his point of view by presenting certain arguments, while the opponent questions that point of view, not always offering his own alternative. Thus, at this stage, there is an exchange of opinions between two people - the protagonist and the opponent.

The cognitive aspect of argumentation is related to the interaction of two systems of perception - representation and production. It is at this stage that the interaction between the interlocutors takes place, namely cognition.

In her work "Discourse as an Element of the Communicative Process", V.S. Grigorieva notes that in the process of argumentation, the speaker manifests his linguistic personality, using his knowledge, ideas, epistemic and emotional states, as well as social status and roles. Reasoning is one of the mental processes and is associated with the recall of generalizing frames from memory and the knowledge base. Thus, argumentation is part of the overall model of human action, and the process of argumentation is a way of processing beliefs with the help of an individual's cognitive schema. Argumentation fields are positions specific to each participant. Argumentation is necessary to assert the point of view as the only permissible one for solving a problem, which can have different solutions due to the diversity of objective reality, pragmatic directives and speech goals of communicators. Each participant has knowledge of



the phenomenon or event under discussion, which contains assessment, behavioral models of interpersonal dialogue and algorithms for solving the issues that arise.

Kubryakova E.S. establishes: "In cognitive linguistics, *a frame* is a model of an abstract image, the minimum possible description of the essence of any object, phenomenon, event, situation, or process. Frames are directly involved in the process of verbal communication, drawing on the extralinguistic knowledge about the world contained in them."

Thus, it can be concluded that argumentation is a complex thought process, a complex of different linguistic means used to influence decision-making, as well as a special type of reflection and discourse.

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