

Semantic Features of the Price Category

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ABSTRACT

this article examines the semantic features of the evaluation category, which is an integral part of Axiology, commonly used in linguistics, the attitude of scientists to this category, as well as the issues of separation of some Chinese-language phraseologies into the evaluation category.

KEYWORDS: *Axiology, price category, semantics, price separation, sharp price, comparative price, stratification price, invisible price.*

In linguistics, evaluation is regarded as a kind of modality, which is included in the identity of linguistic expressions. The assessment is determined not by individual elements of modality, but by the whole statement and is a component of the statement. For example, a good girl, a lazy boy. Here the evaluation is in the semantics of the word, he was a lazy person, but now diligent, here the evaluation is contained in the content of the whole statement.

Included in the context, the assessment is characterized by a special structure, which includes a number of mandatory and consists of a number of optional elements. Evaluation is an integral part of Axiology, and in this regard many scientists have touched upon in their scientific work.

Evaluation is one of the main categories of reality. A person analyzes the surrounding reality, everything that exists in the world, events, features, actions. A person with his thoughts, actions, feelings is also analyzed. Thus, almost all things can be Assessment objects. All assessments are based on the system of human values, that is, the ratio of good and evil, profit and loss.

The study of the category of evaluation is associated with the reference to Axiology.

Axiology (Greek. axiological valuable + logos science, education) is a philosophical doctrine about values, objective and historically recognized moral, aesthetic and other values.

Axiology is a stable idea that is important for a person whose subject is the theory of values, his desires, aspirations, interests, is generalized about preferred preferences, attitudes.

Evaluation is regarded as a factor that shapes the picture of value in the world because the concepts of value are inherent in every culture. The value of society includes a set and hierarchy of values expressed in evaluation. The evaluation process is a way of carrying out the value of an object, knowing the object's value objective, is carried out in the form of a judgment on the objective of the value that has become the subject of evaluation.

Evaluation is one of the types of modality that comes with language expressions. Only in the process of communication can be a verbal expression of subjective attitude and evaluation, so the subjective method is a communicative category. It expresses the subordinate attitude of the speaker to the meaning of the word.

According to the definition of the European scientist Telia, the style of evaluation is based on the norms of evaluation in a particular lam landscape of the world, with a positive or negative

assessment on any basis, in accordance with the "standard" of some things or situations, the relationship between the value orientation of the speaker/listener and determined by the truth. Therefore, the method of evaluation is an orderly structure, which includes a set of properties.

Composition of the evaluation.

Russian linguist Y. In Wolff's opinion, taking into account the assessment from the point of view of the language, all its components can be divided into mandatory and optional. The overall structure of the evaluation can be expressed as a modal frame "included in the statement and not corresponding to its logical-semantic structure or syntactic.

All methods of evaluation can be reduced to the formula $A \text{ r } B$, here is an assessment subject a , the ratio of an assessment with its image of B and the value of r "Good/Bad". That is, the main elements of the evaluation are its subject, object, the evaluation element (the nature of the evaluation), as well as the basis of the evaluation, that is, from what point of view it is an evaluation.

The composition of the Modal mold also includes evaluation scale and stereotypes, the effectiveness of which is explained by the necessity of value orientations of society.

In this way, we analyze the main components of the evaluation: subject, object, evaluation element or character, as well as the basis of the evaluation. These components are related to the linguistic semantics components of the evaluation, which reflect the structure of the evaluation judgment.

Some aspects of the assessment are understood as a person who gives value to a particular subject by expressing this assessment. It comes from an empirical experience or a certain state of consciousness, as well as based on universal standards.

It should not be considered as evidence to support the idea of adapting each assessment to the subject, the relativity of the evaluation, the relativity of the evaluation. The usual formula of relativism says that being good for one person cannot be good for another, and therefore it is necessary to show who has something good, that is, to show the person who has expressed it and to make the evaluation relative.

The subject of an assessment is an object that is related to values or is comparable to their values.

The characteristic feature of the object, which has a certain value, is denotative and conjugated. The first is associated with the variety of objects that stimulate evaluation, the second - with concepts that characterize the characteristics of objects that stimulate evaluation.

Speaking about the nature of the evaluation, it should be noted that it has a two-stage composition. At the first stage, all bets can be divided into two groups. The first of them includes absolute assessments that use such words as "good", "bad", "good", "evil", "and indifferent". Second, comparative evaluations, expressed with the help of such terms as "better", "worse", "equal".

The primary/secondary problem of absolute and comparative evaluation is one of the main problems of Axiology.

At the second stage of the evaluation of both types, the positive or negative attitude of the subject to the subject in the evaluation scale (positive / negative / indifferent zone) is studied, as well as in relation to the emotions, feelings and concerted world of the subject.

The concepts of absolute and comparative evaluation consist of three:

Good-indifferent-bad.

Better-equal-worse.

The " evaluation clause is usually used to establish value relationships between the subject and the

subject.

The fourth component of the assessment is its basis, in which the logical and psychological category is primary; first of all it manifests itself in relation to the norm and standard, to the benefit, to morality. The basis of the evaluation is usually the concepts that can become the basis for its plural and indefinite classification. In particular, one of them is an internal assessment, the basis of which is a certain feeling or emotion (this music is good, as it is pleasant for my ears.) and the second is an external assessment, which is included in its composition as an example of “ideal”, standard, norm.

You can also mention the utilitarian type of assessment. The subject under consideration at the is given a grade as a means of achieving or eliminating other things that are positively or negatively assessed, and not according to a positive, negative or zero value valuation procedure.

The variety of these individual and social assessments is very wide, it depends on the elimination of various dependencies: on whether they correspond to the requirements of the predicate; on the good - bad; on the possibilities of practical use unsuitable ; on the ability to come up with positive or negative emotions: sublime - unpleasant; on the conformity-inconsistency of the wish: interesting-boring.

Analysis of the evaluation from the linguistic point of view is based on a subjective and objective understanding of the meaning of the words in the assessment and their relationship. N. D. Arutyunov noted that “evaluation creates absolutely special, in contrast to the natural, taxonomy of objects and phenomena”. Among the private valuation values, there are three main groups, which in turn include seven more subgroups.

The first group is an emotional evaluation, which is divided into: 1) emotional taste or hedonistic evaluation – this is distinguished by the characteristics of what a person likes: attractive, pleasant and 2) psychological, among which the types are distinguished as follows, a) intellectual assessment: interesting and B) emotional: glad, desirable.

The second group is sublimated or absolute, evaluations: 1) aesthetic evaluations based on emotional and psychological synthesis: beautiful, perfect – beautiful, perfect; 2) aesthetic evaluations referring to norms: kind, moral, vicious.

The last three categories that make up the third group are rationalistic assessments related to the practical activity of a person. They include: 1) Utilitarian: useful, harmful; 2) normative: right, normal; 3) teleological: effective, unsuccessful.

From a logical point of view, the set of evaluation elements corresponds to the following-the subject, the object, the basis of character and evaluation, the semantics of the formation of the model frame of evaluation-the value of the speaker; the model frame “applied” to this statement and expresses its pragmatic aspect-a person manifests his desire to influence by knowing its importance in the Evaluation in the language is analyzed due to the peculiarities of linguistic means in the expression of this semantic category and its pragmatic meaning, and this phenomenon is considered to be of a more complex character.

English linguists S. Henston and Dj. Thompson divided the four main assessment parameters as the language category. The first parameter is determined by the parameter “good-bad”, that is, in a broad sense; the evaluation expresses positive or negative emotions / judgments / value.

The second option involves a certain degree of confidence, that is, the speaker must make sure that it is something good or bad, and this must be very clearly expressed confidence.

The third parameter indicates the fact or positive/negative evaluation of the action, and the fourth parameter indicates the significance and significance of the predicted reality or action. These four

parameters determine the comparative, subjective and value characteristics of the evaluation.

The difficulty in studying the semantics and pragmatics of the subject is also manifested in the similarity and emotionality (emotional) of the concepts of evaluation.

Evaluation concepts are used mainly in relation to the subject, person, and phenomenon as a set of positive or negative properties.

Emotionality, in turn, forms the semantics of a group of words that are related to a particular word, in which the speaker is expressing a feeling towards the subject.

Russian linguist A. V. In addition to the assessment and emotionality of the day, it distinguishes two more categories –impressiveness and intensiveness. “Emotionality is the expression of people's moods and feelings with the help of linguistic means, in which impressiveness is defined as a word or phraseology and indicates image, intensity and emotionality. As for the intensity - it is manifested as a means of superimposing the characteristics of the object”. “Evaluation, in turn, is the attitude of a person to an object (to a person, Animal, Action, situation, etc.), on the one hand, can be objective or subjective, on the other hand, positive or negative”. A.V. Kunin notes that emotionality always has its own expression and price, and not vice versa. This means that the evaluation may not be accompanied by emotionality. As a result, it is possible to give an emotional colorless assessment, which makes the assessment objective.

It is impossible to say unequivocally about the absolute or partial ratio of the words emotional and evaluation. In the process of evaluating and studying the proportions of emotionality, three main points of view appeared. Supporters of the first point of view distinguish the concepts of emotions and evaluation, These Are I.A. Sternin, V.N. Includes Telia and others. There is absolutely no shared common sense and relationship between feelings and evaluation that make up the content of the meaning.

N.A. Lukyanova, L. I. Shebalin, I. N. Khudyakov, on the contrary, believes that evaluation and emotionality are not two different components, they are all one, because they are Evaluation and emotions at a level outside the language. In addition, the words of assessment are always accompanied by feelings that lead to the verbal object of the speaker. So it is possible to conclude that the appearance of emotions requires evaluation.

According to the third view, evaluation and emotionality are partially compatible. “Obviously, the assessment may have some emotion on its basis. But when the assessment is made from a rational point of view, its basis may be some, ideal standard”.

Examining the above assessment categories, we give the following examples, taking into account the cultural views of the two languages on the example of Chinese and Uzbek phraseology:

Examples of comparison price category:

1. 见贤思齐 (jiànxiánsī qí) - ostracized by obscenity;
2. 聪明的人责备自己，愚笨的人埋怨朋友 (cōngmíng zébèi zìjǐ de rén, yúbèn máiyuàn péngyǒu de rén) - Intelligent self-blame, foolish neighbor.

Examples of stratification evaluation category:

1. 量力而行 (liànglìér Xín) - stretch your legs towards the mattress;
2. 人穷被狗欺 ((rén qióng bēi gǒu Qi) - the dog also covers the poor over the camel.

Examples of categorically namely the exact assessment category:

1. 七次量衣(Qī cì liàngyī yī cì cì Cái) - Seven measures, one cuts;
2. 养人无恩, 养狗有恩- Orphan lamb have been a preserving mouth-burning grease, orphan lamb have been a preserving mouth-burning grease.

Examples of closed (invisible) price category:

1. 谎话张不了 (huǎnghuàzhāngbùliǎo) - the life of a lie is short;
2. 金匠识真金 (2. jīnjiàngshízhēn jīn) - jeweler knew the value of the dice.

These examples were selected in accordance with the new categories of the price category, which we estimated ourselves. Of particular importance are the semantic features of the Bunda price category.

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