COGNITION, LANGUAGE AND SOCIETY IN THE CONCEPTUAL FIELD "SPACE"[1]

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*This article presents the idea of interdisciplinary importance of conceptual field "SPACE". **The purpose** of this article is to find the social, cognitive and linguistic collaboration in the conceptual field "SPACE". The study is realized with the help of the main **methods**: comparative method is used to find different and common assumptions in previous conceptual field studies of domestic and foreign researchers; descriptive method is presented via information about concept creation steps and their goals; method of random sampling is used to provide examples of social and cognitive aspects in the linguistic reflection of concept "SPACE" in printed media discourse and internet media discourse. The study gives an overview of different approaches to the conceptual field. As a **result**, the steps of the conceptual field creation are given. The article provides the notions of "social modus of conceptual field "SPACE" in language" and "cognitive attribute of conceptual field "SPACE" in language". The first one explained as an experience given by the society about spatial relationships, presented through the language. The second one denoted as a personal experience about spatial relationships presented through language symbols. 37 adjectives that denote space in media discourse are presented into two groups according to its social interference. In **conclusion**, the conceptual field "SPACE" notion is presented as an exchange of concept "SPACE" among people with the help of different linguistics units that agreed to be shared by people.*
Key words: interchange, steps, collaboration, experience, unit, media discourse.

ПІЗНАННЯ, МОВА ТА СОЦІУМ У КОНЦЕПТУАЛЬНОМУ ПОЛІ «ПРОСТІР»

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*У статті представлено концептуальне поле як соціальне, когнітивне та лінгвістичне явище. **Метою** статті є встановлення колаборації когніції, мови та асоціуму у концептуальному полі «ПРОСТІР». Виведено три етапи створення концептуального поля й наочно зображено процес вербалізації концептуального поля. Поняття концептуального поля представлено як обмін поняттями між людьми за допомогою різних частин мови, які домовлено використовувати групою людей або лише деякими людьми. Дослідження було реалізовано за допомогою таких **методів** дослідження: порівняльного, дескриптивного та методу суцільної вибірки. У статті розглядається поняття «соціальний модус концептуального поля «простір» у мовленні», який пояснювався як досвід, наданий суспільством про просторові відносини, представлені через мову. На противагу йому є «когнітивний атрибут концептуального поля «простір» у мовленні, позначений як особистий досвід про просторові відносини, представлений через символи, такі як мова. На прикладах з медіа-дискурсу продемонстровано домінантність соціального модусу або когнітивного атрибуту в реалізації концептуального поля «простір».*
Ключові слова: обмін, рівень, символ, досвід, одиниця, медіа-дискурс.

1. Introduction
Nothing in this world can exist separately from the world processes and other objects in the world. Understanding this fact has changed different approaches to the world study in various branches of science.

Since the last century, interdisciplinary relations were put in the first place in the base of every study. First, psychologists and biologists have proven that people and personalities cannot live and develop without other people. Then, linguists have proven that the language can develop only in case of active social interaction (Robins, Crystal, 1999). To prove that fact we want to mention the I.P. Pavlov exploration of qualitative differences of the nervous activity of people from the nervous activity of animals – the presence of a second signalling system, that is, speech (Pavlov, 1925). Moreover, cognitive linguists have proven that

our cognition of the world is presented in our mind with the help of language and language changes with the change of the cognition. According to L. Perlovsky and K.L. Sakai a deeper study of the language used by humans provides more understanding of the structure of the mind (Perlovsky, Sakai, 2014).

The purpose of this article is to find the social, cognitive and linguistic peculiarities of conceptual field "SPACE" creation and of its sense. To reach the aim we have to solve the following tasks:

a) to study the theoretical background of the conceptual field as a linguistic, cognitive and social phenomenon;

b) to make the scheme of concept field creation;

c) to provide examples of social and cognitive aspects representation in a linguistic shape of concept "SPACE".

2. Cognitive, linguistic, social conceptual field

The question of a language emergence is always relevant and has a status of the chicken-or-an-egg question. What was the first: cognition or language? Or maybe it was society? Debates remain the same, but if we talk about concepts it is easier to find the link between these three aspects of human being. The conceptual field is their product, a result of social, cognitive and linguistics work of humanity. We can assist its creation, but we are not able to assist language and society creation from the very beginning anymore. So this study doesn't have an aim to prove what was the precedent one aspect, but more to find the cognition, language and society collaboration in the conceptual field.

To describe the conceptual field as a cognitive unit, it is important to understand what cognition is. According to the Oxford Dictionary: *"Cognition – the mental action or process of acquiring knowledge and understanding through thought, experience, and the senses".* As a cognitive unit conceptual field was presented by O.S. Akhmanova as a set of interrelated concepts (Akhmanova, 2004: 334). The last mentioned is a mental picture of a world that uses a language as a sign system (G. Frege's Triangle of relevance). The conceptual field is a cognitive unit because it is born in cognition and dies there as well.

As a linguistic unit, it is presented by A.M. Kuznetsov like a collection of language units that are united by the commonality of content and reflect the conceptual, substantive and functional similarity of the phenomena observed (Kuznetsov, 1998: 380). The conceptual field is a linguistic unit because it can be presented from one person two another with the help of linguistics units such as sounds, letters and words.

The possibility of the appearance of different parties in the concept field, which leads to various interpretations of the same phenomena, confirms the conclusion about the connotative, additional character of the language, which follows from the provisions of the biocognitive theory (Maturana, 1986:186).

Among the contemporary domestic and foreign studies the social aspect of the "space" study is presented via studies of electronic space's, or cyberspace's impact on the socialization of man (O.V. Bogach, S.V. Bondarenko, V.A. Pleshakov, I.V. Eidman, A. Sivalingham, S. Terkl, J. Chon), on the political-legal system (D.V. Dubov, O.V. Manzhaj, M.A. Pogoretsky, P. Weiz, M. Wilson, M. Poster, D. Holmes) etc.

G.G. Slyshkin is one of the modern linguists who studied concept and conceptual field as a social unit in his work "Linguocultural concept as a system formation" (Slyshkin, 2004). He claims that conceptual fields may be of different classes according to society significance.

Finally, we may assume that the conceptual field is a social phenomenon because it exists around the real-life phenomenon and explains the real-life objects. People create what should be a concept. Society decides what is a personal concept, what is a group concept and what is a national and international concept shared by different societies.

According to G. Vergnaud conceptual field consists of two forms of knowledge: the operational form and the predicative form. The operational form is information (idea on the cognitive level) about actions in the physical and social life (society part) while the predicative form is the linguistic and symbolic representation of this experience (linguistics role) (Vergnaud, 2009). He proves the collaboration of the cognition, language and society in the conceptual field.

Society and language are mutually indispensable. They are an obvious part of everyday life but cognition always is hidden behind them.

As an assumption, if we agree that conceptual field is social, cognitive and linguistics unit we may correlate these spheres to the steps of its creation. We divide three main steps that show the collaboration of cognition, language and society:

1) the birth of the concept in the cognition = cognitive unit, idea creation = cognitive level;

2) the realization of this concept with the help of symbols = linguistics unit creation = linguistics level;

3) the socialization of the concept – an interchange of the concept, presented by words, between people and addition of new words to the first one to concretize its description = creation of a conceptual field = social unit = social level.
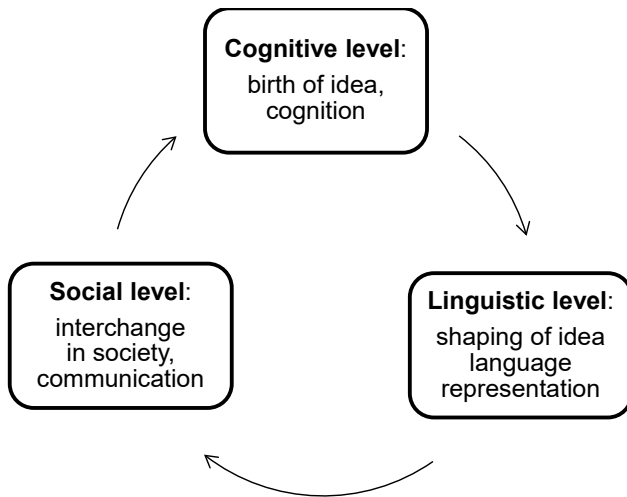
Pic. 1. Conceptual field creation circle

Pic.1 presents the cognition, language and social collaboration. According to it, we must be taken into account that, in some cases, linguistics level moves up to the first place: when the recipient of the information receives new concept in the process of communication recipient gets firstly linguistics shape, then through the process of communication he reaches the third level of cognition. There, the recipient realizes the meaning of the concept and may start to operate this concept with the help of other linguistics units in order to share it with other people. In that way, the process of conceptual field creation becomes logically circular.

As a result, we can assume that conceptual field is a concept interchanged among people with the help of different linguistics units, by different parts of speech that agreed to be shared by a group of people or by few of them.

3. Conceptual field "SPACE"

The conceptual field "SPACE" is one of the first conceptual fields that appears in the brain of a human. According to M.V. Pimenova space, time, movement, change, cause, effect, quantity, quality are universal categories of culture (Pimenova, 2004). In the work "Making up the Mind: How the Brain Creates Our Mental World" Ch. Frith provides an idea of the connection of the motion and cognition of the world in the childhood: *"They come to understand how the world works at a physical level by grasping things, picking them up, dropping them, pulling and pushing them, hitting them, and throwing them, always watching how the object responds"* (Frith, 2007: 135). Attila IMRE continues that idea and emphasizes that, *"Thus infants understand spatial relationships and concepts of motion before they are able to use words to describe them".* But without words and symbols, representation and this first experience cannot be communicated.

This first spatial experience is absolutely personal and its reflection in language has just cog-nitive basement. Society doesn't take part in its formation. But it the life process and communication these spatial experience transforms and involves socially imposed experience. E. Cormac assumes that the experiences of spatial orientation involve cultural presuppositions, which means that one cannot have a purely physical as opposed to cultural experience (Cormac, 1985: 66). These two different types of spatial experience represented as social modus and cognitive attribute of conceptual field "space".

As a result of the social exchange of concepts, humanity created different sources of communications and media discourse is one of them. We define it as a separate type of discourse aimed at translating relevant information into life through media channels. Mostly it operates in the entertainment information environment and covers the topics of politics, show business, cooking, tourism, etc. The media discourse exists in verbal, non-verbal and interactive forms of discourse, and has the ability to shift from personal to an institutional type of subjectivism. Through this type of communication, it is possible to observe social modus and cognitive attribute of dominance in the conceptual field "space".

Social modus of conceptual field "SPACE" – accepted cultural experience, experience given by the surrounding about spatial relationships, presented through the symbols such as language. When the social experience dominates in conceptual field "SPACE" the speaker use possessive, quantitative adjectives, use adjectives based on an anthropological position:

*«Проблема деградації земель є критичною для України, оскільки вона охоплює 20 відсотків **орних** земель країни, або 6,5 млн га в цілому»; «У **відкритій частині** електронного сервісу «Електронний кабінет платника» (оновлена версія) можна заповнити, зберегти та роздрукувати декларацію, а у **закритій частині** (**особистий** кабінет) платник може подати декларацію в електронному вигляді з використанням електронного цифрового підпису (далі – ЕЦП)»; «Учасники програми «**Доступне житло**» зможуть самостійно обирати ті об'єкти будівництва, які планують придбати»; «Лучше по минимуму бывать в **общественных местах**»; «На місце виїхали вибухотехніки, кінологи та слідча-оперативна група, які обстежать приміщення аеропорту та **прилеглу територію**»; «У теплу пору року функціонує як відкритий майданчик»; «Вперше на **важкодоступний острів** вакцину доставили дроном»; «Триває хаотична забудова сіл і проміжків між ними, замість **традиційних хат** – горе-«палаци», торжество несмаку, вежок і колонад»; «Ліпінку відрізняє унікальне поєднання переваг міського та заміського життя плюс надсучасна організація*

життєвого простору в квартирах, будинках та всій **внутрішній території** мікрорайону»; «Львів – це кав'ярні, **вузенькі вулички**, захоплива архітектура та неочікувані страви й наливки»; «Однак, це була точно Африка: **забута Богом місцевина** посеред вічно сирих дощових джунглів, де «схопити» малярію або якусь іншу «екзотику» було дуже просто»; «Сьогодні ми живемо в **неспокійному світі**», «А ви ночували під **зоряним небом** у горах?»; «Напередодні делегати Генасамблеї ООН проголосували по **сепаратистському регіону** Придністров'я»; «Незнакомая квартира. **Чужой район**. Непривычный вид из окна. Ночую тут впервые»; «**Простір** не поділяється на **свій** або **чужий**, **простір** буває або **вільний**, або **контрольований**»; «The most **dangerous** place for women is in the home, according to a new United Nations study – about six women are killed every hour around the world by people they know».

Arable, open, closed, private, accessible, public, adjacent, inaccessible, traditional, inhabited, internal, narrow, forgotten, turbulent, stellar, separatist, one's, alien, free, controlled, dangerous are adjectives used to denote space in order to show its relevance to society, its groups and members. If society hadn't existed it wouldn't have had sense to divide space and call it *"private"* or *"public"* if it is only for one person. So, these adjectives are socially marked.

Cognitive attribute of conceptual field "SPACE" – personal experience connected with spatial relationships presented through the symbols such as language. Social modus of conceptual field "SPACE" is objective, while cognitive – subjective. The cognitive aspect in conceptual field "SPACE" reflects in a speech with the help of adjectives usually by descriptive adjectives but not classifier adjectives. It develops in the cognition of person without social influence based on pure experience:

*«У Києві осінь – час самотності. Тому ми вирішили піти достатньо егоїстичним шляхом – **гарне місто**, гарні люди, гарна сцена…»; «Попри це для героїні Аби та прабабці це завжди **особливе місце**, оповите ностальгією, тому «Дім з вітражем» можна назвати романом-спогадом»; «Можна створити на цьому великому **сакральному місці** якісний музей, який залучатиме не лише туристів, а й киян та взагалі українців»; «**Стильна кав'ярня** розташована в самому центрі міста»; «Серед найбільш **холодних міст** також числяться населені пункти США»; «Триває хаотична забудова сіл і проміжків між ними, замість традиційних хат **горе-«палаци»**, торжество несмаку, вежок і колонад"; «Сюди варто їхати хоча би тому, що такого **атмосферного міста** в Україні більше нема, бо тут кожен будинок,* квартал, провулок дихають історією»; «Господарю у спадок дістався абсолютно **непримітний особняк**, який він віддав на оновлення місцевому архітектору Миколі Сенику»; «Ти цінуєш кожну мить того здивування та захоплення **мальовничими Карпатськими горами**»; «**Незнакомая квартира**. Чужой район. **Непривычный вид** из окна. Ночую тут впервые»; "Philly has a lot of **pretty streets**. We think these are the **prettiest**", "**Lovely Crestmont Farms** in the Northeast, is, according to one fan, "where all the judges live"; "That was the **worst hostel** we've ever been to. No hot shower. After two days waiting for the reaction of stuff, we've forced them to tell us when we can take a bath in other hostel, where of course we had to pay for it separately. The **room** was **disgusting**";

Beautiful, nice, special, sacred, stylish, cold, grief, ambient, inconspicuous, picturesque, unknown, unusual, pretty, lovely, worst, disgusting are adjectives based only on personal perception of the world and proves the cognition dominance in conceptual field creation.

Thus, conceptual field "SPACE" is a concept of "SPACE" interchanged among people with the help of different linguistics units that have personal subjective shaping by different parts of speech that are foreseen to be shared by a group of people or by few of them.

4. Conclusions

In our study we overviewed the theoretical background of the conceptual field as a linguistic, cognitive and social phenomenon in domestic and foreign linguistics world. According to that theory, we draw the scheme of concept field creation which is applicable to concept field "SPACE" and that includes three steps: cognitive, linguistic and social. We have proven the fact that the precedence of a step may be changed according to different personal circumstances. Taking into account the last fact we provided 37 examples that denote space in media discourse: 21 adjectives of society modus dominance and 16 adjectives of cognitive attribute dominance in the conceptual field "SPACE".

To conclude, we denoted the conceptual field "SPACE" as a collaborated work of "SPACE" cognition, its language representation and social exchange.

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