

# New Roads in English Language Teaching: Achievements, Challenges, Solutions

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## THE IMPORTANCE OF THE CONCEPT IN THE TRANSLATION OF TOURISM TEXTS

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A basic category in cognitive linguistics, the concept is defined as an operational (quick), meaningful unit of memory, a "quantum" of structural knowledge, as a unit of world image [5, 90]. N.F. Alefirenko defines concept as a cognitive semantics unit [2, 128-130]. The concept embodies information about objects and their properties, reflects not only important, but also secondary properties of objects. The concept is the result of knowing, understanding [3, 24]. A.P. According to Babushkin's typology, there are mental pictures, diagrams, frames, scripts, kaleidoscope-shaped and logically structured concepts. The images reflected in our minds are completely individual, they are based on the unique life experience of a person. According to the scientist, the concept framework "refers to a complex situation; it can be compared to a "frame", within which there are typical and important concepts that represent a number of situations. "The process of linguistic materialization of the concept goes through another important mental-thinking stage. Before the generalized perception of reality in thinking - the concept formed as a result of the logical "processing" of the image - receives a linguistic "clothing", an imaginary reflection of this "clothing" - a model is created. As soon as the plan of linguistic realization appears, the method of its implementation is sought. A plan and a "non-verbal" model arise in the process of non-verbal or "inner speech", says the Uzbek scientist Sh. Safarov [8, 23].

A concept is also a unit of thought and based on it is a generalization of concept, image and linguistic meaning. Concept formation begins with the birth of an individual image and ends with the emergence of a linguistic unit. The well-known philosopher and psychologist Jerry Fodor, studying the process of perception of reality in the mind and "reprocessing" of this perception in thinking, likens this process to the "language of thought". Because "any logical act of imagination has a certain structure, and this structure is a reference to the repetition of the syntactic form of a natural language unit" [1, 54]. A concept is a mental structure, which is a quantum or generalization of knowledge of different content and appearance [4, 90]. Concepts form the basis of various categories formed in the human mind and serve as a reference point for them. Usually, as a general feature of the concept, it is noted that it does not have a clear view in terms of internal structure, but this opinion is not very close to the truth. After all, although the image of the subject, which is the basis of the concept, is abstract, they are interconnected around a single basis (nuclear basis). Therefore, it is appropriate to recognize that the composition of the concept has a systematic character.

In the works of many linguists, the concept is considered as a unit of linguistic and cultural studies. Analyzing the meaning of a word, that is, its sememe, allows the structural analysis of the dictionary definition of the word and the identification of certain cognitive features of the concept. However, "even the entire set of features obtained from the semantic analysis of many linguistic signs that objectify the concept cannot provide us with the complete content of the concept, because the world of thoughts is never fully expressed in the language system [6, 58]".

Today, in linguistics, debates about advertising are considered as a cognitive process, because the creator of advertising, of course, relies on knowing a certain national image of the world, a conceptual framework, and a specific mentality of people. However, it should be noted that if a number of national concepts become popular, the advertiser will achieve the final communicative goal of convincing the addressee of the need to make a decision to purchase a product or use a service. It is the above-mentioned reasons that express the need to refer to research methods and knowledge tools in cognitive linguistics.

In English advertisements, gaining experience is often equated to the cognitive layer of "discovering newness" - acquiring new knowledge, information, and getting to know the culture of the city, country, learning new things that happen in the process of visiting museums, parks, and places of interest. Let's look at the following example:

#### A WORLD OF WELLNESS

Step into our world of wellness — a jewel-box spa in the heart of Manhattan. Featuring two treatment rooms, a steam and sauna, a relaxation space and a gym designed by AMP, every detail is dedicated to immersing you in a realm of self-care. <https://www.corinthia.com/en-gb/new-york/>

Let's pay attention to the concept of the word "wellness" given in this advertisement. "wellness" (as a noun) means the state of being in good health, especially as an actively pursued goal. "measures of a patient's progress toward wellness". The word widely expressed by other phrases as "every detail is dedicated to immersing you in a realm of self-care".

The study of the semantic fields of languages allows to get an idea of the conceptual fields of peoples, as well as the comparative study of different semantic fields - to understand the universals characteristic of all humanity, as well as specific, national concepts. The field of advertising is a field that determines the effectiveness of knowledge on the consumer. Therefore, when preparing advertisements and bringing them to the attention of consumers, it is necessary to pay special attention to the concept layer of the words reflected in the advertisement, and to create an advertisement and transmit it to the recipients by analyzing the correct and appropriate use of each

language unit. In modern linguistics, the question of the integral connection between language and culture is being studied as an important field. The topic of language and culture was reflected in the works and views of scientists such as V. Humboldt, H. Steinthal, A. A. Potebnya, E. Sepir, B. Whorf. As the topic of language and culture is studied by many linguists of the world, a number of scientific works on this topic began to join the field of linguistics. For example, A. Potebnya dwells in detail on the interdependence of language and consciousness, language being the basis of culture and the spiritual world of the people.

The speech of tourism advertisements in languages is a dynamic, i.e., changing text, such texts are studied in a discursive space. Two complementary levels can be observed in the concept analysis of advertisements. These levels are completely unrelated to language levels (phonological, morphological, lexical, syntactic). Thus, these texts can be said to be a world of information, logically and methodologically, emphasizing the discursive world and the textual world as elements, including aspects of engaging in inclusive relations and showing inequality, as well as processes of understanding and the right choice of words.

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## INNOVATIONS AND TECHNOLOGIES IN TEACHING FOREIGN LANGUAGES

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**Abstract:** The article deals with the effective use of innovations and modern technologies in teaching a foreign language, development of reading, listening, speaking and writing competences of the language learners and students, formation of speech skills and abilities in the language. This