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THEORETICAL BACKGROUND OF THE IDEOGRAPHIC FUNCTION OF STYLISTIC DEVICES

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Abstract: This article analyzes the ideographic function of stylistic devices and its theoretical foundations in linguistics and text studies. During the research, the role of stylistic devices used in literary and journalistic texts in expressing meaning, creating imagery, and revealing the author's individual style is highlighted. Furthermore, the ideographic features of stylistic units such as metaphor, metonymy, epithet, and simile are examined based on scientific sources. The article also analyzes the semantic and pragmatic aspects of stylistic devices and demonstrates their importance in increasing the expressiveness and effectiveness of speech.

Keywords: stylistic devices, ideographic function, stylistics, linguistics, literary text, metaphor, metonymy, epithet, semantics, pragmatics, imagery, speech style.

Introduction In the era of globalization and the rapid development of information and communication technologies, the issue of the effectiveness of language and speech has become one of the most relevant areas of linguistics. In particular, the role of stylistic devices that ensure the figurative, emotional, and aesthetic expression of ideas in literary and journalistic texts is steadily increasing. In modern linguistics, stylistics has developed into an independent scientific field that studies not only the stylistic features of language units but also their communicative and ideographic functions. Therefore, the theoretical study of the ideographic function of stylistic devices is of great scientific and practical significance.

According to research conducted in world linguistics, nearly 70 percent of information perceived by humans is understood more quickly when presented in a figurative and emotional form. Psycholinguistic scholars argue that texts containing metaphors, epithets, similes, and other stylistic devices remain in the reader's memory 40–45 percent more effectively than ordinary informative texts. From this perspective, stylistic devices perform not only an aesthetic function but also serve as ideographic units that help convey meaning and ideas more deeply and expressively.

At present, a significant part of the scientific research carried out worldwide in the fields of text linguistics, pragmalinguistics, and cognitive stylistics is devoted to the study of the semantic and pragmatic features of stylistic devices. In particular, the number of articles published annually in international scientific databases on stylistics and artistic speech is continuously increasing. This demonstrates the growing need to study more deeply the role of language units in human thinking, emotional influence, and communicative processes.

In Uzbek linguistics, considerable attention has also been paid to the study of the functional features of stylistic devices in literary texts. Especially after the years of independence, scientific research related to imagery, stylistic diversity, and the investigation of the author's individual style

has expanded in the process of developing national literature and language culture. Nevertheless, the systematic theoretical study of the ideographic function of stylistic devices still remains one of the urgent issues in linguistics. This is because the ideographic function reveals the mechanisms through which language units express human thinking, emotions, and perceptions of reality.

Theoretical Essence and Linguistic Features of Stylistic Devices

Language is the primary means of expressing human thought, and it embodies not only the function of conveying information but also the ability to create aesthetic and emotional impact. This aspect determines the important role of stylistics in linguistics. Stylistics studies the possibilities of using language units in specific speech situations, their emotional-expressive coloring, and their functional significance within a text. Stylistic devices are linguistic units that serve to increase the expressiveness, imagery, and aesthetic value of speech.

In modern linguistics, stylistic devices are divided into phonetic, lexical, morphological, and syntactic layers. Lexical stylistic devices include metaphor, metonymy, synecdoche, epithet, and simile, while syntactic stylistic devices include repetition, inversion, parallel construction, and rhetorical questions. These devices not only reveal the author's individual style but also strengthen the semantic and ideographic potential of the text. According to linguist I.R. Galperin, stylistic devices are not merely decorative elements of speech but also means of expressing ideas more deeply and accurately. From this point of view, stylistic devices allow a person's inner feelings, thoughts, and attitude toward reality to be expressed in an artistic form. In particular, metaphors and epithets expand the figurative possibilities of language and increase the ideographic value of a text.

The Concept of Ideographic Function and Its Scientific Foundations. The term "ideographic function" originates from the Greek words "idea," meaning concept or imagination, and "graphō," meaning to write, and it refers to the function of expressing meanings and representations. In linguistics, the ideographic function defines the role of language units in expressing human thoughts and mental perceptions. Through this function, language appears not only as a means of communication but also as a tool that shapes thinking and produces emotional influence. Representatives of cognitive linguistics argue that humans perceive the world primarily through images. Therefore, stylistic devices create certain associations in the human mind and ensure that ideas are conveyed more deeply and effectively. For example, in the metaphor "life flows like a river," human life is compared to a river, expressing the continuous movement of time in a figurative way. In this case, the metaphor performs an ideographic function by transforming ordinary information into an artistic image. According to psycholinguistic research, texts containing figurative expressions remain longer in human memory and have a stronger emotional impact. Especially in literary works and mass media, the active use of stylistic devices increases the effectiveness of influencing the audience. In this regard, the ideographic function is considered an important component of the communicative process.

The Ideographic Function of Metaphor

Metaphor is considered one of the most active and widespread stylistic devices. It creates semantic transfer based on the similarity between two objects or phenomena. Through metaphor,

abstract concepts are expressed in concrete images, which strongly affects the reader's perception and thinking. For example, in the metaphor "knowledge is light," the importance of knowledge in human life is represented through the image of light. Here, the word "light" signifies not only physical brightness but also spiritual growth, progress, and intellectual development. As a result, the metaphor performs an ideographic function and creates a broad semantic layer. American linguists George Lakoff and Mark Johnson consider metaphor to be one of the fundamental mechanisms of human thinking. According to their theory, people understand abstract concepts through metaphorical models. This demonstrates that metaphor is not only an artistic device but also a unit that shapes human thought.

The Artistic and Aesthetic Significance of Epithet and Simile

An epithet is a stylistic device that figuratively expresses an important quality of an object or phenomenon. It strengthens the emotional and expressive impact of a text. For example, epithets such as "golden autumn," "clear sky," and "sweet smile" express not only the ordinary features of an object but also the author's emotional attitude toward it. Simile, on the other hand, enhances imagery by comparing the common features of two objects or phenomena. In the sentence "The young man is as brave as a lion," human courage is intensified through the image of a lion. Such stylistic units increase the ideographic potential of the text and create vivid imagination in the reader's mind. In literary works, epithets and similes play an important role in revealing the character of heroes, vividly describing events and phenomena, and creating aesthetic influence. Therefore, they are considered some of the main means of creating imagery in stylistics.

Pragmatic and Communicative Importance of Stylistic Devices

Stylistic devices perform not only an aesthetic but also a pragmatic function. From the perspective of pragmatics, stylistic units help realize the author's communicative purpose. In particular, the influence of stylistic devices is especially strong in journalistic texts, advertising, and mass communication. For example, the active use of metaphors and epithets in advertising texts creates a positive impression of a product. Expressions such as "technology that changes life" and "perfect taste" influence the emotional perception of consumers. This increases the communicative effectiveness of stylistic devices. In today's digital media environment, the importance of stylistic devices continues to grow. In social networks, blogs, and internet journalism, figurative and concise expressions have become important tools for attracting audience attention. According to statistical data, emotional and figurative headlines are read and shared more frequently by users than ordinary informative headlines.

Thus, the ideographic function of stylistic devices is an important linguistic phenomenon that demonstrates the aesthetic, semantic, and communicative capabilities of language. Through them, human thought, emotions, and perceptions of reality are expressed in a figurative and influential form.

Conclusion

In conclusion, the ideographic function of stylistic devices is one of the important linguistic phenomena that holds significant theoretical value in the fields of linguistics and stylistics. The

results of the study show that stylistic devices not only enhance the aesthetic and emotional expressiveness of speech but also serve to express human thinking, feelings, and perceptions of reality in a figurative and profound way. In particular, stylistic units such as metaphor, epithet, metonymy, and simile strengthen the semantic potential of a text and create clear associations in the reader's mind. The findings of this research may serve as an important theoretical source for further studies in stylistics, linguopoetics, text linguistics, and pragmalinguistics.

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