

*Shamsutdinova Nazokat Alisherovna**PhD student at Andijan State Institute of Foreign Languages,
teacher at department "Tour guiding,
cross-cultural communication and translations studies"**nazokatshine@gmail.com**scientific supervisor: doctor of philosophy in philological sciences (Ph D)
Kurbanov Muzaffar Abdumutalibovich***SEMIOTICS — THE SCIENCE OF SIGNS**

Abstract: This article is devoted to Semiotics, which studies sign systems and signs, the formation and history of this science. Signs and symbols are one of the forms of non-verbal communication, which are used everywhere and widely to transmit information. The article tells about the degree of study of semiotics as a science of signs, signs, methods and significance of this section of scientific knowledge in non-verbal communication.

Keywords: semiotics, signs, Charles Peirce, Charles Maurice, Ferdinand de Saussure, non-verbal communication

Аннотация

Данная статья посвящена семиотике, изучающей знаковые системы и знаки, становлению и истории этой науки. Знаки и символы являются одной из форм невербальной коммуникации, которые повсеместно и широко используются для передачи информации. В статье рассказывается о степени изученности семиотики как науки о знаках, о знаках, методах и значении этого раздела научного знания в невербальной коммуникации.

Ключевые слова: семиотика, знаки, Чарльз Пирс, Шарль Морис, Фердинанд де Соссюр, невербальная коммуникация

Communication is an integral part of human life. It is a complex, comprehensive process of establishing and developing relationships, which arises from the need for joint activities between people and consists of the exchange of information. When transmitting information, individuals can use verbal communication through words and sentences in sound coloring, but also use non-verbal means in the process of communication such as gestures, facial expressions, pantomime, eye contact systems, a certain intonation of the voice and sign systems. In the process of development, humanity used various systems of signs and images for communication and transmission of information, which was a faster, larger-scale, effective way of communication.

Rock paintings (petroglyphs), historical manuscripts, road signs, state symbols, advertising logos, punctuation marks, letters, paintings, pictures, modern forms of signs and symbols used on the Internet, musical signs and many others are the object of semiotics, the science of signs and sign systems.

The term semiotics comes from the Greek word semeion - sign, feature, semeiotos - designated. Thus, today the word semiotics is understood as a science that studies the properties of signs and sign systems, studying natural and artificial languages as sign systems. Sign systems studied by semiotics can be not only natural and artificial languages, but also systems of sentences of scientific theories, chemical symbolism, algorithmic languages and programming languages, information languages, signaling systems in human society and the animal world (from Morse code and the system of street signs to Braille).

"Semiology is a science that studies the life of signs within the life of society", according to F. de Saussure. Linguist Ferdinand de Saussure proposed the name "semiology" for the new science, which became more established in theoretical linguistics. He (1857-1913) presented a number of

fundamental provisions that had a significant impact on the further development of the science of signs.

In particular, the scientist subdivided three main aspects of the study of the sign and the sign system:

1. syntax, structural properties of sign systems, correctness of the construction of signs
2. semantics - the relationship of signs to the designated (the content of signs)
3. pragmatics - the usefulness, the value of the sign from the point of view of the user - the interpreter of the sign.

Saussure came to the conclusion that linguistics can be considered as an integral part of the science, which he called semiology (modern name - semiotics), the purpose of which is to study the nature of signs and the laws that govern them. [1]

De Saussure argues that semiology should be part of social psychology and determining its place is the task of a psychologist. The task of the linguist is to find out what distinguishes language as a special system in the totality of semiological phenomena. Since language is one of the sign systems, linguistics is part of semiology. De Saussure sees the definition of the place of linguistics among other sciences precisely in its connection with semiology: "If we are able to find a place for linguistics among the sciences for the first time, it is only because we have connected it with semiology" [2]

"So, we must think about a science that studies the life of signs in the social sphere of life; We will call it semiology. This area of science will teach us what symbols and signs consist of, on the basis of what principles they are defined and managed. Since such a science does not exist at the moment, we cannot say about its future structure, but it does exist and its role has long been predetermined. Linguistics is only a part of this general science" [3] "Language is a system of signs expressing ideas, in which verbal means cannot exist independently without non-verbal ones" [3]

We can say, based on the expressions of De Saussure, that it is impossible to imagine our objective reality, in which we transmit and store this or that information to other addressees. only on the basis of verbal means, where non-verbal means of communication have the same equivalent role.

"The science whose subject is non-verbal communication, non-verbal behavior and interaction of people, I propose to call non-verbal semiotics." [4]

A sign is a material object that acts as an objective representative of some other object or concept, property or relation, and is used to receive, store, process and transmit information or knowledge. The use of signs makes it possible to provide information through various communication channels and its diverse (mathematical, statistical, logical) processing. A sign replaces an object, creating in the consciousness of the perceiver certain impressions and knowledge about a specific situation or event. This process of cognition is called interpretation.

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