

**MODERN TENDENCIES IN THE DEVELOPMENT OF PROFESSIONAL DISCOURSE:  
COGNITIVE AND COMMUNICATIVE ASPECTS****Mirjonov Nosir Numonovich**

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<https://doi.org/10.5281/zenodo.20112650>

**Abstract.** This article explores the principles of the evolutionary development of professional discourse within the context of globalization and interdisciplinary integration. The primary objective of the research is to reveal the tendencies of transition in specialized communication from a traditional terminological model to a dynamic cognitive-communicative model. In this study, the linguistic landscape of professional texts is analyzed not merely as a collection of terms, but as the verbalized form of cognitive models shaped within the specialist's linguistic consciousness.

The scientific novelty of the research is defined by identifying new stages of discursive heterogeneity (interconnectivity of various fields) and metaphorical conceptualization within professional discourse. Building upon modal-argumentative indicators identified in previous studies, the article elucidates the pragmatic transformation of professional speech and the mechanisms underlying the formation of the specialist's linguistic personality. The results serve as a conceptual framework for optimizing modern professional communication strategies and developing the communicative competence of specialists.

**Keywords:** Professional discourse, cognitive linguistics, terminology, communicative strategy, text typology, cognitive model, culture of communication.

**Introduction:** Within the framework of the modern linguistic paradigm, professional discourse is evolving from a static linguistic system into a dynamic, multifaceted, and interdiscursive (interdisciplinary-linked) phenomenon. Today, the developmental tendencies of professional communication are characterized not only by the quantity of specialized terms but also by the cognitive structures they form within the specialist's linguistic consciousness. These processes testify to the elevation of the "language – thinking – professional activity" triad to a new qualitative stage.

A crucial aspect of the evolution of professional discourse is the intensification of the principles of linguistic economy and informative density. In contemporary professional speech, terms serve not merely to name objects but act as cognitive tools that transmit complex professional knowledge in a compressed (compressive) form. This, in turn, alters the argumentative framework of the text, further complicating the logical-modal relationships within it.

Furthermore, the development of professional discourse is inextricably linked to the transformation of the specialist's linguistic personality. A modern specialist must not only be proficient in their field's terminology but also possess the skills to evaluate the degree of reliability of acquired knowledge (epistemic modality) and adapt it to a specific socio-professional context. This article provides a systematic analysis of these cognitive-methodological changes in professional communication, the text-generating potential of terms, and the evolution of discursive strategies.

**Research Methods:** To identify the evolutionary changes in professional discourse, this study employed a complex of methods based on an interdisciplinary approach:

1. **Cognitive Mapping:** This was utilized to visualize the mutual logical connections and conceptual hierarchy of terms within the specialist's consciousness, as well as to observe their dynamics.

2. **Discursive-Pragmatic Analysis:** This served to identify the targeted strategies of the author in professional texts and the changing tendencies in the style of presenting information (confidence, doubt, conclusion).

3. **Intertextual Analysis:** This was used to assess the heterogeneous nature of professional discourse, namely the degree of integration of elements from other fields (legal, ethical, technical) within the text of a single domain.

4. **Corpus Linguistics Methods:** These enabled the determination of the frequency of use of neologisms and discursive markers through the analysis of large-scale databases (corpora) of modern professional texts.

5. **Conceptual Metaphor Analysis** (based on the methodology of G. Lakoff and M. Johnson): This was applied to study the evolution of metaphorical models used to explain new areas of professional knowledge.

**Research Materials:** The following sources were selected to form the empirical basis of the study:

- **Dynamic Text Database:** Contemporary professional articles published between 2024 and 2026, electronic scientific publications, and discussions in specialized professional forums.
- **Inter-genre Samples:** Not only purely scientific texts but also documents representing new genres such as "popular science," "professional-ethical," and "digital-professional" (e.g., transcripts of telemedicine consultations).
- **Lexicographical Sources:** Professional terminological dictionaries in Uzbek and foreign languages, as well as online databases, updated within the last five years.

## 5. Results and Discussion.

The research results revealed the following fundamental tendencies confirming the transition of professional discourse from a traditional static state to a dynamic-evolutionary system:

1. **Interdiscursive Heterogenization of Professional Texts:** Modern professional texts are no longer closed specialized systems but are formed at the intersection of several fields. During the study, an increasing proportion of "hybrid textemes" within professional discourse was observed. This phenomenon is manifested, for example, in the blending of pure sectoral analysis with the terminology of legal norms, economic efficiency, and digital technologies. Consequently, the logical-semantic structure of the text becomes more complex, requiring the specialist to possess the ability to perform interdisciplinary linguistic maneuvers.

2. **Cognitive-Methodological Transformation of Terms:** While traditional terminology placed the primary emphasis on nomination (naming), the modern trend is directed toward the "informative compression" of terms. Research indicates that terms are no longer mere expressions of concepts but serve as cognitive capsules that store an entire scientific algorithm in a compressed state. This process increases time efficiency in professional communication and strengthens the logical framework of the text, significantly expanding the text-generating potential of linguistic units.

3. **Epistemic Evolution of Argumentative Strategies:** The style of presenting information in professional discourse has moved from "mere narration" to a stage of "proof and defense" (defensive argumentation). The high modality indicators identified in the research (as noted in previous studies) now perform a new function—categorizing the degree of reliability of knowledge. In presenting their conclusions, the specialist utilizes markers of "probability," "certainty," and "subjective confidence," thereby increasing the communicative-pragmatic power of the text.

These identified tendencies testify to the fact that professional discourse is a "smart" and flexible system. The transition of terminological activity within the text from linear connections to a networked logical system indicates the increasing complexity of professional linguistic consciousness. These changes lead to the transformation of the specialist's linguistic personality,

defining their professional competence not only by their level of knowledge but by how effectively they can transmit that knowledge through discursive tools.

**Conclusion.** Based on the results obtained, the following final conclusions regarding the modern transformation of professional discourse have been formulated:

- The Principle of Discourse Openness: Professional communication is no longer a closed terminological system; rather, it is an open linguistic space constantly integrating with knowledge from other fields. In this process, the logical structure of the text is becoming increasingly flexible.
- Pragmatic Transformation: The role of terms is shifting from nomination to argumentation. That is, the modern professional text is becoming a complex linguistic mechanism that proves the reliability of the specialist's knowledge.
- Evolution of the Linguistic Personality: A specialist's professional mastery is defined not only by their use of terms but also by their ability to construct complex logical-modal chains (hybrid textemes) within the text.

Recommendations:

1. In Specialized Education: Rather than having future specialists memorize terms, it is necessary to teach them strategies for using terms in an interdiscursive context and defending the reliability of information through modal tools.
2. In Lexicography: When creating new-generation dictionaries, it is essential to reflect not only the definitions of terms but also their potential for connection with terms from other fields (communicative potential).
3. In Scientific Communication: To improve the quality of professional texts, it is recommended to make wider use of cognitive compression (increasing informative density) and substantiation techniques.

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