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METHODS AND TASKS OF LINGUISTOCULATORY STUDIES

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Abstract. *In this article, the most general method of scientific knowledge is used in any conscious practical and theoretical activity of researchers, in all and any field of scientific research, while the empirical level of scientific knowledge is used in most or a group of scientific fields, and the last, theoretical level is used mainly at the theoretical stage of scientific knowledge.*

Keywords: *method, methodology, philosophical methodology, general science methodology, private methodology, linguistic method, culturological method, sociological method, ethnographic method, J.Lakoff, metaphor, psychosociocultural experiment, associative experiment, linguocultural analysis.*

Scientific knowledge is considered a method of scientific research or a way of knowing, and is called a method, derived from the Greek word "methodis", therefore we understand methodology - the doctrine of methods - as methodology.

Methodology is the doctrine of scientific methods of knowledge, as well as a set of methods used in certain branches of science. If presented in a sequential order, then it is called methodology.

Methods of scientific knowledge are studied in philosophy in three types:

1. The most general method of scientific knowledge.
2. General scientific methods related to the empirical level of scientific knowledge.
3. General scientific methods related to the theoretical level of scientific knowledge

The most general method of scientific knowledge is used in any conscious practical and theoretical activity of researchers, in all and any field of scientific research, while the empirical level of scientific knowledge is used in most or a group of fields of science, and the last, theoretical level is used mainly at the theoretical stage of scientific knowledge. Currently, there are the following methods and techniques that are distinguished by their effectiveness in scientific research of their historical reality: observation and experiment, analysis and synthesis, induction and deduction, generalization, abstraction and concretization, historicity and logic, idealization, modeling.

In the observation and experimental methods, when observing a certain object in its movement, change and development, as it is in natural conditions, in a carefully defined time, based on a specific purpose, the experimental conditions are artificially created. If the subject of the study studies the object of research without interfering with it or influencing it, this is considered an observation method.

The level of observation depends on the clarity of the goal set, the prior knowledge of the observed phenomena.

Observation can be carried out with or without instruments. Because the instrument expands the scope of observation, enhances the ability to perceive. During observation, the scientist's activity is of two types: active and passive, that is, passive in relation to the object, active in the creative organization of the observation process. In an experiment, the researcher can actively influence the object of his study, interfere in the course of observation, that is, change it.

Experiment is the study and study of phenomena in science through experimental testing.

In this case, the subject actively influences the object, creates changes, artificial conditions, and studies the aspects of interest to him. This method allows the researcher to obtain knowledge that cannot be obtained through observation in natural conditions. Observation, comparison, measurement are inextricably linked with experimentation. The facts and data generated on the basis of observation and experimentation, in turn, are closely related to the inductive and deductive methods of theoretical knowledge of the researcher. In inductive and deductive methods, the researcher creates more general knowledge from a number of ideas about the subject or phenomena he is investigating in his thinking, from some knowledge about them.

In scientific knowledge, knowledge generated by the inductive method is always verified using the deductive method. The deductive method, method, or deduction is understood as the process of knowledge from general knowledge to structural, partial knowledge. Induction is used to draw general conclusions from some theoretical knowledge, while deduction leads logically from general to particular. The method of induction examines the causal relationships of objects and phenomena, reveals patterns, and creates concepts. Theories in science arise as a result of the deductive method, which is mainly used as a result of the continuous collection of materials, their in-depth study, and systematization. Inductive and deductive methods are dialectically interconnected, they complement each other. Therefore, they cannot be considered as opposed to each other or separately. In accordance with the purpose, it should be noted that both of these methods are effectively and widely used in science, and sufficiently real knowledge in it is determined by the form of a hypothesis, theory, scientific laws and systems, definitions, and variations. In general, induction is distinguished by its accumulation of scientific information, and deduction by its division, but these two logical methods primarily depend on and rely on the existing methods of analysis and synthesis. Analysis and synthesis are a more specific (real) attitude in science to the objects and phenomena being studied, to the idea.

In analysis, things and phenomena, ideas, are divided into smaller parts, that is, elements, and the connections, relationships and effects between them are studied. These separated parts are also analyzed for subsequent synthesis. The method of analysis is especially useful for studying and understanding complex things and phenomena of the world around us.

In scientific knowledge, analysis differs in various forms, that is, in what and for what purpose, and can be in the following forms: dividing an object into parts from its entirety; studying its structure, function and the relationship of these parts in a whole; separating the properties and principles of the object and studying the relationship between them; dividing many objects into many small objects and groups and determining the place of each element in the whole, studying the relationship between them.

Any analysis is complete with its synthesis, and they are inseparable from each other.

Synthesis, relying on the results of analysis, studies the whole quality of things and phenomena. Synthesis is a method of restoring the elements that were mentally separated as a result of analysis, combining them, and mentally creating their former integrity. If analysis is considered a preparatory stage in research, synthesis completes it. As a result of them, a general concept and arguments are formed, with the help of which certain laws are determined and formed. The true genius of a scientist is to enrich his creative activity by identifying rational novelty from the information obtained through analysis and synthesizing this novelty. Of course, in such a creative process, the researcher is required to have a strong ability to abstract - imaginative abstraction.

In generalization, several objects or phenomena under study are brought into a single whole and considered, while in abstraction, the aspects, characteristics and properties inherent in these objects or phenomena are ignored, reducing the knowledge or property necessary for research to the status of a myth. In concretization, all the previous signs and characteristics preserved in generalization and abstraction are again connected with the object or phenomenon, creating a specific filer about this object or phenomenon. As a result of the use of the abstraction method, many similar concepts have been created in economic theory, such as commodity, market, price, production method, production forces, production relations, competition, profit, and so on. Similarly, abstraction is widely used in the natural sciences, technical and humanitarian, and social sciences. Going from generalization to abstraction (abstractness) and from it to precision, and from precision to abstraction through generalization is a general method of knowledge.

In the methods of historicism and logic, if historicism is the processes of emergence, development and decay of the phenomenon under study and its connection with other events in historical processes, then in logic it is an expression of the generalization, abstraction, and determination of this historicity. In general, historicism is primary, logic is secondary. Another method of knowledge and creativity is formalization and modeling.

Formalization is the abstracting of certain aspects of the object or phenomenon under study, the content of its properties and characteristics, and its expression in certain abstract expressions, formulas or schemes. From this, the relationship, connection is determined in a certain expression. The method of formalization, in turn, is closely related to modeling. In the history of sciences, the most effective method of analogy, which has raised the scientific knowledge process of all disciplines to a higher level, is the modeling method.

Modeling is the process of creating a copy of the object being studied, similar in structure or function, but not the same, and studying the relevant properties and characteristics of the real object through this copy. Although the term model (from Latin copy means sample) denotes the meaning of a conditional image scheme, in scientific knowledge it means a method of studying an object or phenomenon based on this copy (model) when it is impossible to study it directly, in the original, by creating a material or intellectual copy similar to the original, corresponding to it. For example, in modern economic theory, American, Swedish, Japanese models or the "Eastern Tigers" model (Hong Kong, Singapore, Taiwan, North Korea) are used. Similarly, after gaining independence, the "Uzbek economic model" of the transition to a market economy, which was developed under the leadership of our First President and is currently being implemented in life,

is considered to be the "Uzbek economic model" of the transition to a market economy. On this basis, a socially oriented market economy, the main reformist policy of the state, a gradual transition to a market economy through evolution, while putting the social problems of the people of Uzbekistan first. In general, various methods are being applied in knowledge and creativity, based on the methods mentioned above.

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