



COGNITIVE-COMMUNICATIVE PECULIARITIES OF TERMS IN MEDICAL DISCOURSE

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Abstract: *This article explores the processes of formation, functioning, and development of medical terms through a cognitive-discursive approach. The study, based on the modern anthropocentric paradigm of linguistics, examines terminology in relation to human speech and cognitive activity. The article analyzes the mechanisms of terminologization of linguistic signs, the processes of conceptualization and verbalization of terms, and their role in the professional linguistic consciousness.*

Keywords: *Medical terminology, discourse, cognitive linguistics, terminologization, metaphor, term, medical text.*

Introduction

The modern anthropocentric paradigm in linguistics requires a comprehensive study of human speech and cognitive activity. This approach allows for the analysis of terminological processes in relation to the individual, their activity, and their cognition. The formation of the cognitive direction in terminology is related to the general trends in linguistics and the internal development laws of the science of terminology. The relevance of the study is determined by the need for a cognitive description of terminological processes in medical discourse. In the field of medicine, centuries-old traditional methods of knowledge are combined with the most modern and precise research methods. Medical terminology is constantly changing and being updated, which makes it important to study the development of terms.

The aim of the study is to identify the specific features of the terminologization mechanism in medical discourse and to substantiate the cognitive-

discursive concept of the term. To achieve this goal, the following tasks have been set:

- To identify the conditions for the formation of cognitive terminology and its main categories.
- To substantiate a systematic approach to the process of terminologization in medical discourse.
- To determine the role of metaphor in the conceptualization and verbalization of medical knowledge.
- To study the process of term assimilation and fixation in medical discourse.
- To characterize the manifestation of the main tendencies in the development of linguistic signs.

Mateials and Methods

Several scientific methods were used in this study:

- General scientific methods: systematic analysis, modeling, and statistical analysis.
- Linguistic methods: component, definitional, derivational, and comparative analysis, as well as a method for assessing the dynamics of semantic relations in the process of terminologization.
- Psycholinguistic methods: free and directed associative experiment.
- Cognitive linguistics methods: conceptual analysis and thesaurus description method of metaphorical models.

The research material includes:

- 3000 metaphorical contexts from medical texts in Russian, German, and English.
- Immunology texts (monographs, articles) published from 1881 to 2000.
- 50 types of dictionaries published from 1795 to 2000.
- Reactions from associative experiments with 534 participants.
- Reactions from directed association experiments with 249 participants.

Results

The research results show that the terminologization process in medical discourse has specific cognitive-communicative peculiarities. Terminologization was studied within a systematic model that includes three stages:

- Term assimilation: (formation of the internal/mental lexicon).
- Term creation: (text generation).
- Term fixation: (metalinguistic activity).

The results identified based on this model are as follows:

- Term formation: There is a uniqueness of cognitive-communicative metaphorization strategies and a selective activity of metaphorical models in medical discourse.
- Term fixation: The peculiarity of metalinguistic activity in medicine is related to the cognitive structure of the term, its polysemy structure, semantic changes, and the dynamics of semantic relations.
- Term assimilation: The associative structure of the term reflects the specific features in the mental lexicon of the professional linguistic person. The variability of the term's associative field depends on the level of professional competence and the type of discourse.
- Linguistic sign development trends: The manifestation of key trends such as prototypicality, limited nominalization, simplicity of word formation (nominative metaphor), and polysemy is linked to the specific mechanism of terminologization in medical discourse.

Discussion

The results of this study confirm that terminologization can be studied not just as the systematization of linguistic units but as a complex cognitive-communicative system that integrates language, text, and the human mental lexicon. The research contributes to the development of a dynamic theory of the term, moving away from the traditional view of it as a static, fixed dictionary unit.

1. Integrative model of linguistic sign development: The obtained results create a holistic picture of the development of a linguistic sign in discourse. Terminologization includes three main stages: assimilation in the mental lexicon, term creation in text generation, and fixation in metalinguistic activity. This model shows the direct connection between the processes occurring in language and human consciousness and activity. This provides a new, deeper dimension to linguistic analysis.

2. Cognitive importance of metaphor: The study clearly demonstrated the decisive role of metaphor in the conceptualization and verbalization of medical knowledge. The metaphorical models identified in medical texts across three languages (for example, the "disease is an enemy" model) serve as a basis for the formation of new medical concepts. This proves that metaphor is not just a stylistic decoration but a key mechanism for creating and systematizing new knowledge.

3. Professional linguistic consciousness and its uniqueness: The conducted associative experiments identified the subjective peculiarities of how terms are perceived and assimilated. The difference in reactions to the same terms between patients and medical professionals clearly shows that professional knowledge changes the structure of linguistic consciousness. These results emphasize the importance of considering the formation of the professional linguistic personality when developing methodologies for teaching medical terminology.

4. Theoretical and practical significance of the study: The cognitive-discursive concept of terminologization presented in the study serves as a solid theoretical foundation for future research. It helps in the development of new directions in linguistics, such as medical linguistics, the theory of professional communication, and neurolinguistics. From a practical standpoint, the results can be applied in teaching foreign and native languages in medical educational institutions, as well as in translation and medical lexicography practices. They also help in developing clinical thinking to organize effective communication with patients in medical

practice. In short, this work significantly deepened our knowledge of terminological processes and allowed for their integration into the general cognitive-communicative system of language.

Conclusion and Recommendations

The results of the analysis conducted within the scope of the study allow for the following conclusions:

- Complexity of terminologization: Terminological processes are not just the systematization of linguistic units but a complex cognitive-communicative system that integrates language, text, and the human mental lexicon. The formation, functioning, and development of terms are directly related to human activity in a specific professional field.
- Decisive role of metaphor: Metaphor plays a decisive role in the conceptualization and verbalization of medical knowledge. New concepts are created with the help of metaphorical models, which leads to the constant updating of terminology in the field of medicine. The study also showed the unique features of metaphorization strategies in different languages.
- Peculiarities of professional linguistic consciousness: The associative field of terms reflects the knowledge structures in the linguistic consciousness of medical professionals. Experiments showed that the perception and assimilation of terms depend on the individual's level of professional competence, which should be taken into account in the educational process.

Recommendations

- Future research on terminological processes can cover other areas of medicine, such as pharmacology or dentistry.
- It is recommended to use the cognitive-discursive model of terms when developing methodologies for teaching medical terminology. This will make the educational process more effective, as students will understand not only the dictionary meaning of terms but also their place in cognition.

• When compiling medical dictionaries and reference materials, it is advisable to include not only the dictionary definition of terms but also additional information that reflects their cognitive-communicative peculiarities.

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