

## COMPARISON AS A BASIS OF COGNITION

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### ANNOTATION

The article is devoted to the study of comparison as basis of human thought.

**Keywords:** comparison, cognition, stable comparisons, language picture of the world.

The modern approach to language as a means of communication and display of the world led to the emergence of a new paradigm - anthropological, when the focus is on the human factor in the language.

Comparison is the basis of human thinking, the way of perception of the world and human being, a creative force that enriches the language with new words and constructions, bright, very common and productive method of creating an image and artistic expression. Comparison is also an evaluative tool that helps the speaker express his relation to the transmitted information.

Each language reflects a certain way of perception and device of the world or its language picture. A set of ideas about the world concluded in the meaning of various words and expressions of the language, is formed in some unified system of views and attitudes, which, to one degree or another, shared by all speakers of that language. Perception and comprehension of the world is different for every nation. Representatives of each linguistic and cultural communities see the world through the prism of their language, which is a reflection culture of this community and serves as a means of shaping the thinking of its representatives. At the same time, language acts as a mirror for national culture. As L. Weisgerber states the language is the creation of a nation, in which the process of cognition of all past generations can be shown. [1, 42].

Due to the shift of the humanities towards the anthropocentric paradigms, there is increasing interest in such a young scientific direction, as linguoculturology, which is directly related to the study of the role of culture in the language of the people and the formation of a "national picture of the world". According to V.I. Karasik, on the one hand cultural approach to language involves the identification of the national-specific part of the dictionary, which includes words and expressions expressing a specific experience of the people using the language, proper names, cultural historical realities, common allusions, precedent texts, words with an emotional-evaluative background, which is realized precisely by this ethnos, on the other hand, the appeal to the universal words and phrases for the mankind [2, 2002].

Included in the new paradigms of scientific knowledge, of course, there are also stable comparisons, because in them, as in other reproducible units of the language, not only conceptualized "knowledge about the actually human, naive picture of the world and all types relations of the subject to its fragments, but also, as it were, participation is programmed these linguistic entities, together with their use in intergenerational translation of standards and stereotypes of national culture" [3, 9].

Comparison is studied not only as an expressive means of language, producing a stylistic effect, but, above all, as a powerful cognitive tool capable of giving information about nature, the world and man described through comparison. In a broad sense, comparison is a logical category necessary for the knowledge of objective reality.[4,2022]

Stable comparisons by most researchers refer to phraseology. But they occupy a special place in the phraseological system, as they are one of the most numerous categories of phraseological units with the same type of structural semantic properties: their comparative semantics finds an explicit formal expression - the object of comparison is included using comparative union as (or its synonyms as if, exactly): run like a fire, stupid like a cork, bitter like wormwood, tremble like an aspen leaf, live like in paradise; die like flies, stick like bath leaf, light as day, look like a boa constrictor at a rabbit, etc.

The stable comparison is expressed not only in a structure that is universal for many languages, but also in emphasized figurativeness, visibility of the internal form of comparative revolutions, as a result of which the stable comparison acquires a kind of "additive meaning" and increased expressiveness.[8]

Stable comparisons reflect the national identity of the people, their character, mentality, a way of telling about the world around us, a manner of understanding phenomena and facts of reality and the events that take place in it. Sustainable comparisons need to be studied in detail, since they give notion of the categories of comparison from a philosophical point of view. Philosophy can be defined as the doctrine of the general principles of knowledge, being and relationships man and the world. Notable scientists including, Bacon, Helvetius, Ibn Sina, Locke researched problems of comparison in the field of philosophy. In Aristotle's studies for the first time thoughts about the role of comparison in the process of thinking and cognition were shown. Aristotle concluded that knowledge is nothing but comparison, since human cognitive activity is always associated with the need for the selection of some objects through their difference from others.

Problems of Cognition in the Philosophy of Ancient China and Ancient India

occupied a very important place. Ancient sages of China and India explored four sources of achieving truth: perception, conclusion, comparison; proof.

Comparison in philosophy is seen as a source of truth. The path that leads to knowledge is observation, analysis, comparison and experiment.

In the philosophical encyclopedic dictionary such a definition is given to comparison: "Comparison is a cognitive operation underlying judgments about the similarity or difference of objects. To compare is to compare "one with others" in order to identify their possible relationship." [5, 567]

In logical dictionaries, comparison is explained as one of the main logical methods of cognition of the external world and spiritual values:

"Knowledge of any object and phenomenon begins with the fact that we distinguish it from all other objects and establish its similarity with related items. Cognition is a process in which distinction and similarity are inseparable unity. Indeed, we know what planet, when we can indicate its signs, which are similar to all celestial bodies, and signs that distinguish it from other species celestial bodies, for example, from the stars". Since the time when people realized the importance of this method of cognition, comparison is constantly used in the practical

activities of people. As a result of comparing several objects or phenomena, it is possible to identify common properties, features that are a feature given to objects or events.

Comparison is one of the universal and most common methods of scientific knowledge. Comparison is, in fact, a way not only of research, but also of perception of reality. Seeing any object, we compare it with those samples that are already contained in our minds. Often, comparative research is understood as the discovery of similarities / analogies. But the result of a comparative study should be a statement of the features of both similarity and difference between the objects under study.

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