

## РОЗДІЛ 7

# ПОРІВНЯЛЬНО-ІСТОРИЧНЕ І ТИПОЛОГІЧНЕ МОВОЗНАВСТВО

UDC 81`44

DOI <https://doi.org/10.32782/tps2663-4880/2022.27.2.34>

### COGNITIVE POSSIBILITIES OF SPORTS TERMS IN AZERBAIJANI LANGUAGE

### КОГНІТИВНІ МОЖЛИВОСТІ СПОРТИВНИХ ТЕРМІНІВ В АЗЕРБАЙДЖАНСЬКІЙ МОВІ

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In the history of Azerbaijan, sports can be called a phenomenon of the 20th century. Despite its general, universal character, today it is a part of Azerbaijani culture, politics and economy, national traditions, and self-awareness. Regardless of which nation it belongs to, the main factor is the person. Nowadays, representatives of various fields of science, as well as linguists, especially terminologists have been focused on sports. The main reason for this is the desire of linguists to fully understand the language of sports and convey it to people in the right way. Terminological lexicons are more informative than other language units are; their use is the main attribute of concreteness, conciseness and brevity. Rejection of terms without any basis in the text leads to the loss of accuracy in the speech and the language of the work. In the modern stage of development of the language, sports terms have become one of the main linguistic elements of all functional styles of the Azerbaijani language. Among the functional styles of the Azerbaijani language, the official business, journalistic and artistic style is very active. With the exception of the first, the others are very inclined to use language units in different stylistic moments. In both styles, the value of the content of texts and topics of different volumes and their ability to cover different areas of life prevent the creation of restrictions in the use of words in different stylistic moments. The expansion of usage possibilities has also increased the cognitive possibilities of sports terms. Language as a special cognitive ability of human or, more precisely, a cognitive process based on the use of knowledge by a person, is associated with other cognitive abilities, such as attention, imagination, fantasy, the ability to rationally solve problems, etc. This is the main cognitive component of the infrastructure of the brain – a cognitive system that provides the activity of the human consciousness, and thus it reflects cognition, opens access to the human cognitive world, his intellect, and the structures of his consciousness. Considering this, we decided to analyze the cognitive possibilities of sports terms in artistic and journalistic style by analyzing the stylistic usage points. Among the functional styles of the Azerbaijani language, the official business, journalistic and artistic style is very active. Two stages in the selection of terms in the artistic style – choosing a term suitable for content and purpose; the placement of the term in the text are taken as a basis. The use of terms in this connection can be manifested in two forms: extensive and intensive. During intensive use, the name of any type of term is mentioned in the speech as a whole, it is quickly passed over, and additional explanation of the meaning is not allowed. In case of extensive use, the terms are presented as a group. Simpler general terms and more complex and specific terms stand together, explaining from simple to complex. Since the information is widely presented in this form, the meaning of the term is more clearly understood and no questions arise between the reader and the author. Terms in the artistic style are used for the purpose of motivation according to the image, for the figurative expression of the idea, to create imagery in the plan of expression; and in the result, they process symbolic images that ensure the laconicism and content of the idiom and create a symbol-sign imagery. In journalistic style, terms can appear in four forms: nominative, identity, legal and linguistic. In the nominative form – the author creates a new term, in the identified form – the term represents the name of its creator, in the legal form – the term is scientifically recognized and registered, and in the linguovocreative form, the author treats the term creatively.

**Key words:** terminological lexicon, concreteness, conciseness and brevity, functional styles, extensive, intensive, artistic style, journalistic style, sports terms.

В історії Азербайджану спорт можна назвати явищем 20 століття. Незважаючи на загальний, універсальний характер, сьогодні він є частиною азербайджанської культури, політики та економіки, національних традицій та самосвідомості. Незалежно від того, до якої нації він належить, головним фактором є людина. В даний час до спорту прикута увага представників різних галузей науки, а також лінгвістів, особливо термінологів. Основною причиною цього є бажання лінгвістів повністю зрозуміти мову спорту і правильно донести його до людей. Термінологічна лексика більш інформативні, ніж інші мовні одиниці, її вживання є головною ознакою конкретності, лаконічності і стислості. Відмова від термінів без будь-якої основи в тексті призводить до втрати точності мови і мови твору. На сучасному етапі розвитку мови спортивні терміни стали одним з основних мовних елементів всіх функціональних стилів азербайджанської мови. Серед функціональних стилів азербайджанської мови вельми активні офіційно-діловий, публіцистичний і художній стиль. За винятком першого, інші дуже схильні до використання мовних одиниць

в різних стилістичних моментах. В обох стилях цінність змісту текстів і тим різного обсягу і їх здатність охоплювати різні сфери життя перешкоджають створенню обмежень у вживанні слів в різні стилістичні моменти. Розширення можливостей використання також збільшило пізнавальні можливості спортивних термінів. Мова як особлива пізнавальна здатність людини або, точніше, пізнавальний процес, заснований на використанні людиною знань, пов'язаний з іншими пізнавальними здібностями, такими як увага, уява, фантазія, здатність раціонально вирішувати завдання і ін. Це основний когнітивний компонент інфраструктури мозку – когнітивної системи, що забезпечує діяльність свідомості людини, а тим самим відбиває пізнання, що відкриває доступ до пізнавального світу людини, її інтелекту, структурам його свідомості. З огляду на це, ми вирішили проаналізувати пізнавальні можливості спортивних термінів в художньо-публіцистичному стилі шляхом аналізу стилістичних точок вживання.

**Ключові слова:** термінологічна лексика, конкретність, лаконічність і стислість, функціональні стилі, екстенсивний, інтенсивний, художній стиль, публіцистичний стиль, спортивні терміни.

Globalization and integration determine the emergence of international sports terminology. The field of sports is developing in a number of new directions, and intercultural rapprochement, as well as the formation of international sports science, are taking place in these directions as well. The study of terms covering various fields of science is an object of research in the Azerbaijani linguistics. The scientific research conducted in this direction is continued today and a large number of monographic works have been published. In the history of Azerbaijan, sports can be called a phenomenon of the 20th century. Despite its general, universal character, today it is a part of Azerbaijani culture, politics and economy, national traditions, and self-awareness. In sports, regardless of which nation it belongs to, the main factor is the person. In the history of the Azerbaijan Sports Movement, the end of the 20th century is the stage of Ilham Aliyev. Because, as the president of the NOC, Ilham Aliyev was able to create a fundamental turn in the activity of the committee in a positive direction, gave impetus to the rapid development of the Olympic Movement in our country and ensured its active participation in the Movement of the International Olympic Games. Nowadays, representatives of various fields of science, as well as linguists, especially terminologists have been focused on sports. The main reason for this is the desire of linguists to fully understand the language of sports and convey it to people in the right way. In the modern stage of development of the language, sports terms have become one of the main linguistic elements of all functional styles of the Azerbaijani language. The expansion of usage possibilities has also increased the cognitive possibilities of sports terms. The cognitive (mental) function (from the Latin *cognitio* – cognition) of a language is the purpose of the language to be a means of expressing, transmitting, storing and developing mental content. Language as a special cognitive ability of human or, more precisely, a cognitive process based on the use of knowledge by a person, is associated with other cognitive abilities, such as attention, imagination, fantasy, the ability to rationally solve problems,

etc. This is the main cognitive component of the infrastructure of the brain – a cognitive system that provides the activity of the human consciousness, and thus it reflects cognition, opens access to the human cognitive world, his intellect, the structures of his consciousness [1, p. 11].

Considering this, we decided to analyze the cognitive possibilities of sports terms in artistic and journalistic style by analyzing the stylistic usage points. Among the functional styles of the Azerbaijani language, the official business, journalistic and artistic style is very active. With the exception of the first, the others are very inclined to use language units in different stylistic moments [2, p. 3]. In both styles, the value of the content of texts and topics of different volumes and their ability to cover different areas of life prevent the creation of restrictions in the use of words in different stylistic moments. Such use comes from the cognitive capabilities of sports terms. Two stages in the selection of terms in the artistic style – choosing a term suitable for content and purpose; the placement of the term in the text are taken as a basis. The use of terms in this connection can be manifested in two forms: extensive and intensive. During intensive use, the name of any type of term is mentioned in the speech as a whole, it is quickly passed over, and additional explanation of the meaning is not allowed. At this time, the speech is dynamic, and if the author does not choose a general term, or does not merge certain information about a specific term into the general topic, various questions arise between the reader and the writer.

e.g. original text is “Mən ölsəm saç yolar dağların cəni  
Ağlayar bir ana, bir bacı kimi  
Təbiət düşünər, düşünər məni  
**Bir fiqur itirən şahmatçı kimi**”

(*Mammad Araz*);

Translation – “If I die, the devil of the mountains will mourn

Weep like a mother or a sister  
Nature thinks of me  
To be like **a chess player who loses a figure**”

(*Mammad Araz*)

e.g. original text is – “Biri **şah**, biri **vəzir**, ikisi **fildir**,  
İki at və iki qala şaha kəfildir.  
İrəlində gedən piyada ikinci səfdədir,  
**Atlı** və iki (yəni səkkiz xanə)  
ədədin hər biri şaha dəlildir...  
Əgər şah köməksiz və tək qalarsa /  
Düşməni ona hücumla keçər.  
O artıq əsirdir, sən şahı mat say,  
Çünki onun ölüm günüdür!  
(*Mirza Fatali Axundzade*).

Translation – One is a **king**, one is a **vizier**, two are **elephants**,

Two horses and two castles are guarantors for the king.

The advancing pawn is in the second line,

One **riders** and each of two (i.e., eight digits) are proofs for the king..

If the king is left alone,

The enemy will attach him

He is already a prisoner; you call the king dead,

Because it is the day of his death!

(*Mirza Fatali Akhundzade*).

Here, *fiqur* və *şahmatçı*, *şah*, *vəzir*, *atlı* (figure and chess player, king, vizier, knight) are general terms, so they do not require much explanation. General terms are understandable to everyone and can easily be expressed in the literary text.

e.g. “Kim sevirse idmanı bir iki üç dörd, // Poladdan olar canı bir, iki, üç, dörd // Bir, İki, Üç, Dörd // Biz sevirik idmanı bir iki üç dörd, // Bərkiyir bədənımız bir iki üç dörd, // Bir, İki, Üç, Dörd” – “Whoever loves sports, one two three four, // His soul will be made of steel, // One, Two, Three, Four // We love sports one two three four, // Our body will strengthens // One, Two, Three, Four” (Sattar Zardabli).

In case of extensive use, the terms are presented as a group. Simpler general terms and more complex and specific terms stand together, explaining from simple to complex. Since the information is widely presented in this form, the meaning of the term is more clearly understood and no questions arise between the reader and the author.

e.g. “Xırda fişdirığa üfürər hakim, // Ən qədim musiqi dirlər bəlkə də. // – “The referee blows a small whistle, // He listens to the oldest music perhaps. // Top oyuna daxil olunan kimi, // As soon as the ball enters the game // Sanki yer də, göy də hərəkət edə. // // As if the earth and the sky move. // Bütün dünya boyu hərələnir kürə, // All over the world

the globe is spinning, // Hamı uşaq-böyük düşüb dalınca//. – All children and adults are chasing it. // Qapıdan qovular, qapıya girər – It is kicked out the door, it enters the door // Dünya bir balaca topun girinci. // – The world is a small ball. // Salar min azara bu girdə sovxa// – this round thing can bring you a thousand troubles // Ürəyi acıqdan partlayan olur // – Heart is bursting with bitterness // Oynayan dəlidir, dəlidir baxan, // – The one who plays is crazy, the one who watches is crazy, // Dərdi sevinc qədər vurulan qolun. // – The goal can bring both happiness and sorrow // – (Xeyrulla Xayal)

In general, terms in the artistic style are used for the purpose of motivation according to the image, for the figurative expression of the idea, to create imagery in the plan of expression; and in the result, they process symbolic images that ensure the laconicism and content of the idiom and create a symbol-sign imagery. In journalistic style, terms can appear in four forms: nominative, identity, legal and linguistic. In the nominative form – the author creates a new term, in the identified form – the term represents the name of its creator, in the legal form – the term is scientifically recognized and registered, and in the linguovocreative form, the author treats the term creatively. At this time, its corresponding language units in the dialects of the language replacing the term. The same process is currently taking place within the language itself (i.e., replacing borrowed terms with our own words). The stylistic use of terms in public style is also affected by their origin. First, this is manifested in the limited use of borrowed terms, and the wide range of terms from the language's own vocabulary, as it is quite easy and convenient to create a variety of meanings with terms belonging to the Azerbaijani language [3, p. 27].

Most sports terms in the Azerbaijani language are borrowings. They are mostly words of European origin that came to our language through the Russian language. The influence of the Russian language is more noticeable, especially in borrowed sports words [4, p. 29]. Thus, as an example we can mention the well-known city, its original name is Torino, but in the Azerbaijani language it is called Turin. This name came to the Azerbaijani language from Russian. The biggest team of this city is “Juventus”. The name of that team in Azerbaijani is “Juventus” Turin. However, that city is Torino. Here is the example from the sports news “Turinlilər ÇL-in “Qalatasaray”la matçında əsas heyətin iki üzvünü itirib” “Torino lost two members of the main team in the CL match against Galatasaray” (“Futbol+” newspaper, October 5–6, 2013).

In the language of the press, metaphorical sports terms are used in a wide range. For example, “Ağ-göylər”in həmişə olduğu kimi, “transfer bazarındakı passivliyi sərgilənən futbola təsirsiz ötüşə bilməzdi” (As always, the passivity of “Ağ-göylər” in the “transfer market” could not leave an impact on the displayed football.) (“Futbol+” newspaper, September 4, 2013). Here, “Ağ-göylər”in həmişə olduğu kimi, “transfer bazarındakı passivliyi sərgilənən futbola təsirsiz ötüşə bilməzdi.” “Ağ-göylər” – “Blue and white” refers to the “Inter” football team, and these colors belong to this club's uniform.

For example, “Amma reallıq budur ki, “təyyarəçilər” hamıdan yüksəkdə uçmaqdadı” “But the reality is that the “pilots” were flying higher than everyone else” (“Futbol+” newspaper, September 12, 2013). Here, when we say “təyyarəçilər” – “pilots”, the “AZAL” team is meant. This is considered synecdoche, which is a form of metonymy. A part of it is used in the following sentence: “Bakı Olimpiadadan əlini üzdü” – “Baku gave up the idea of the Olympics”. The sentence in its full form should be: Bakı sakinləri, Bakı camaatı, Bakı idmançıları Olimpiadadan əlini üzdü – Baku residents, Baku community, Baku athletes have given up on the Olympics. Here – in the text, a phraseological unit “əlini üzmək” – “give up” is used, and this is synecdoche (one of the means of artistic description).

Today, sport occupies a major part of social, political and cultural life. This applies to Azerbaijan in the same form. The influence of sports achievements on the social life of any country is undeniable. Here, the influence of sports language on various groups of society is also visible, and today it is one of the most relevant topics of linguistic science. E.g. “Bu

arada Karyakinin haqqında danışdığı xatirə turnirinə çox yaxınlaşmışıq” (Xalq q. – Sergey Karyakin: “Vüqar Həşimovun xatirə turnirində oynamamağa mənim mənəvi haqqım yoxdur” – 09.04.2014). – “In the meantime, we are very close to the memorial tournament that Karyakin talked about” (People’s village – Sergey Karyakin: “I have no moral right to play in the memorial tournament of Vugar Hashimov” – 04/09/2014).

In the language of modern mass media and newspapers, we are witnessing the participation of sports terms in the formation of various artistic means of expression and figures. By resorting to sports metaphors, politicians and public figures refer to the tendency to fight and win without physically harming the other party. For example: The article contains the opinions of Bernie Ecclestone, the head of the Formula 1 World Championship, regarding Azerbaijan's hosting of this event. (Azerbaijan – Bernie Ecclestone: (Azərbaycan – Berni Ekklostoun: Azərbaycan “Formula-1”in mərhələ yarışının keçirilməsinə tam hazırdır. 19 May 2014) – Azerbaijan is fully ready to host the stage race of “Formula-1”. May 19, 2014).

In conclusion, we can say that terminological lexicons are more informative than other language units are, their use is the main attribute of concreteness, conciseness and brevity. Rejection of terms without any basis in the text leads to the loss of accuracy in the speech and the language of the work. In the case when the use and lexical meaning in the text cannot be understood for any reason, it cannot perform its informative function; as a result, it prevents the correct understanding of the text. At this time, the text intended for a certain reader remains stylistically unread words.

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