

SYNTAGMATIC ANALYSIS OF NOMINATIVE CLICHÉS BASED ON
COMMUNICATIVE AND COGNITIVE APPROACHES*Nafisa Olimjonovna Xasanboyeva**PhD Candidate Andijan State Institute of Foreign Languages, Uzbekistan**E-mail: xasanboyeva79@inbox.ru*

Аннотация: Данная статья посвящена анализу синтагматических свойств номинативных клише в речевой деятельности. Номинативные клише, выступая в качестве готовых номинативных единиц, употребляются в определённых синтагматических позициях и в процессе коммуникации выражают социально и культурно значимые объекты в стандартизированной форме. На материале французского языка в исследовании выявляются особенности их размещения в речи, структурная устойчивость и когнитивные основания.

Ключевые слова: номинативное клише, синтагматика, речевая деятельность, когнитивная лингвистика, коммуникативный подход.

Abstract: This thesis is devoted to the analysis of the syntagmatic properties of nominative clichés in speech activity. As ready-made naming units, nominative clichés are used in specific syntagmatic positions and express socially and culturally significant objects in a standardized form within the process of communication. Using examples of nominative clichés in the French language, the study identifies their placement in speech, structural stability, and cognitive foundations.

Keywords: nominative cliché, syntagmatics, speech activity, cognitive linguistics, communicative approach.

The problem of speech clichés has been studied in linguistics from various theoretical perspectives. In traditional research, clichés are often interpreted as phraseological or stylistic units (Gorodnikova, Dobrovolskiy [2]). E. S. Kubryakova, interpreting speech activity as a continuum, regards clichéd units as an automated layer of speech [2].

Within the framework of cognitive linguistics, stable speech units, including clichés, are analyzed in connection with conceptual structures and collective knowledge (Lakoff, Langacker [6]). I. Zykova highlights the cultural-cognitive motivation of phraseological and clichéd units [3], examining them at the intersection of language and culture.

In studies specifically devoted to clichés, S. Bullo [4] and C. Jordan-Baker [5] emphasize their socio-cognitive functions as well as their evaluative and identificational properties. However, existing works have not sufficiently systematized

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the syntagmatic placement and positional characteristics of nominative clichés in speech. This thesis aims to address precisely this issue.

According to V. M. Burunskiy, the structural types of nominative clichés fully correspond to models of phraseological units and non-phraseological stable word combinations and are used in speech to name figurative expressions [1].

In modern linguistics, speech clichés are interpreted as an essential component of the communicative process and as units reflecting the close relationship between language and thought. In particular, nominative clichés (e.g., *Monsieur le Président*, *Service clientèle*, *Bonne continuation*, etc.) are actively used in speech as ready-made naming patterns; in addition to identifying the referent, they serve to accelerate and standardize communication.

From a syntagmatic perspective, nominative clichés have a fixed structure and are primarily used at the beginning of a sentence or in the position of address; they may also function as independent nominative units. Such clichés can combine with other lexical units only in a limited context. For example, the cliché *Monsieur le Directeur* serves to designate a specific social status, and the free rearrangement of its components (*Directeur Monsieur*) is impossible. This clearly demonstrates the syntagmatic stability of nominative clichés.

In speech activity, nominative clichés function as ready-made naming devices that express a person, position, institution, or social role in a standardized form. French units such as *Monsieur le Président*, *Madame la Directrice*, and *Service clientèle* not only perform a nominative function but also establish hierarchical relations between interlocutors. In this respect, their syntagmatic properties are closely linked to socio-cultural factors.

Within the cognitive approach, nominative clichés are viewed as linguistic manifestations of socially established categories, roles, and scenarios. Such units activate ready-made knowledge existing in the collective consciousness, thereby simplifying the communicative process and increasing its efficiency. Thus, while nominative clichés are syntagmatically ready-made patterns, cognitively they represent products of collective memory.

In addition, nominative clichés serve to organize speech economically and systematically by expressing events, states, or emotions in a ready-made naming form. For instance, the clichés *tirer un trait* and *tourner la page*, formed according to the verb + noun model, perform concluding or discourse-transition functions in speech. The strict cohesion of their components ensures their syntagmatic stability. From a communicative standpoint, nominative clichés perform evaluative, descriptive, and discourse-organizing functions. For example, *avoir le cœur sur la main* is an evaluative nominative unit expressing a person's moral and social qualities, whereas *sonner le glas* is used as a cliché indicating a negative prognosis or an end.

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From a cognitive perspective, nominative clichés are formed on the basis of conceptual metaphors. In particular, the cliché *tourner la page* is interpreted through the conceptual metaphor LIFE IS A BOOK, while *rire aux éclats* is based on the model EMOTION IS ENERGY / EXPLOSION. This demonstrates that nominative clichés are not merely linguistic units but cognitive entities that reflect the collective thinking and cultural experience of society.

The results of the study show that nominative clichés occupy fixed syntagmatic positions in speech and are mainly used at the beginning of a sentence or in positions of address and naming. Their structure is stable, and their components are not prone to free syntactic variation, which ensures their status as ready-made speech patterns. In the communicative process, nominative clichés fulfill functions of social identification and naming by specifying a person, position, or social role. From a cognitive perspective, these clichés encode collectively formed knowledge and cultural experience through language, thereby simplifying communication and enhancing its effectiveness.

The analysis also demonstrates that nominative clichés possess a fixed syntagmatic position in speech and are characterized by restricted combinability. In communication, they perform the function of social identification by naming a person, position, or social role. Cognitively, nominative clichés encode socially and culturally established knowledge through linguistic means and manifest themselves as products of collective thinking.

Thus, nominative clichés actively participate in speech not only as naming units but also as carriers of important cognitive and cultural information. Their syntagmatic analysis makes it possible to understand how linguistic units are used in standardized and automated forms in the communicative process and contributes to a deeper understanding of speech activity from both communicative and cognitive perspectives.

Therefore, the study of nominative clichés based on syntagmatic-cognitive and communicative approaches is of particular relevance for modern linguistics, as such research makes it possible to more clearly reveal the social, cultural, and conceptual functions of language.

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