

# CONCEPTUAL ANALYSIS OF THE CONCEPT “BEAUTY”

**Dilfuza Khudaykul kizi Iskandarova**

ESL teacher

Uzbekistan State University of World Languages, Tashkent, Uzbekistan

**Abstract:** The conceptual analysis of the concept “beauty” is revealed in the article. The author employed the conceptual analysis method to analyze this work within the study of cognitive linguistics, embracing the variety of its notions and identifying its image-bearing and evaluative components in aphorisms, proverbs, and literary works. It should be noted that the concept of "beauty" has sufficient meaning and significance as it contains an evaluative components, obtains a broad semantic diversity, as well as shows a range of meanings.

**Keywords:** *Concept, beauty, evaluative components, linguistic zone, ethic-moral zone, image-bearing components, conceptual analysis, cognitive linguistics*

## **Introduction**

The cognitive approach, which is associated with cognition, representation, and information transformation, has become increasingly popular in the study of text in recent years. Considering linguistic phenomena in a broad cognitive context has led to the need for scientists to create new information representing structures.

The study is important because linguists are becoming more interested in the issue of conceptualization of the world and the study of concepts from the perspective of cognitive science, which looks at mental processes as an expression of mental acts and as a means of information exchange between individuals.

The term "concept" has long been studied by scientists working in the field of cognitive linguistics, such as Yu. S. Stepanov, G. Lakoff, N.D. Arutyunova, Z. D. Popova, I. A. Sternin, V. A. Maslova, A. P. Babushkin, V. Z. Demyankov, V. I. Karasik, and E. S. Kubryakova. However, the content and structure of the

concept have not received an unambiguous interpretation yet. Moreover, linguists to this day do not agree on the definition of the term "concept", the methodology for describing its structure, or the typology of concepts, which makes it relevant and in demand for research. Differences in the understanding of the concept are explained by the fact that this term is considered at the intersection of a number of disciplines, each of which uses it for its own purposes.

The concept can be defined as a mental formation with cultural value that depicts elements of the world for people who are reflecting and communicating. According to E. S. Kubryakova, the concept is a unit of memory, mental lexicon, conceptual system, and language of the brain; it is an operational, meaningful unit of thinking or a quantum of structured knowledge. [1] A.P. Babushkin considers concepts as structures of knowledge representation. He understands the concept "as any discrete meaningful unit of collective consciousness, reflecting the subject of the real or ideal world, stored in the national memory of native speakers in the form of a cognized substratum. The concept is verbalized, denoted by the word; otherwise its existence is impossible." [2]

Conceptual analysis is the main method of studying concepts. It allows you to restore all the knowledge and ideas that the name ties together. As stated by D.U. Ashurova and M.R. Galieva in their book "Cognitive Linguistics", "Conceptual analysis aimed to specify cognitive grounds for each linguistic unit, its conceptual structure consisting of a cluster of conceptual features and their hierarchy. Conceptual analysis covers multiple ways of conceptualizing information including, both traditional (definitional analysis, componential analysis, etymological analysis, contextual analysis) and new methods (frame analysis, prototype analysis, cognitive mapping, method of parameterization, cognitive metaphorical analysis)." [3]

"Beauty" is one of the important concepts in a culture that has existential relevance for both an individual and a lingual-cultural group. The concept of

"beauty" is universal and exists in every ethnic culture. However, the conceptual representation of beauty is influenced by cultural, national, local, and historical traditions, as well as ethnic groups' religious beliefs.

**According to the results of the analysis of the vocabulary** definitions of the concept "Beauty" from Merriam-Webster dictionary, it was possible to identify the following main parameters of the concept under consideration:

**1. Beauty is quality:**

- the quality or aggregate of qualities in a person or thing that gives pleasure to the senses or pleasurably exalts the mind or spirit;
- the quality of being physically attractive
- A particular grace, feature, ornament, or excellence; anything beautiful; as, the beauties of nature.

**2. Beauty is a woman:**

- a very attractive or seductive looking woman;

**3. Beauty is a great example:**

- an outstanding example of its kind: *"his roses were beauties"*, *"when I make a mistake it's a beauty"*;
- The best aspect or advantage of something

**4. Beauty is pleasure:**

- The Century Dictionary defines beauty as "that quality of an object by virtue of which the contemplation of it directly excites pleasurable emotions." This word basically refers to things that are attractive when we see or hear them but it also refers to any feature of any object of thought which elicits appreciation or approval, such as intellectual beauty, moral beauty, beauty of holiness, beauty of utility, etc. It is a collection of qualities that are pleasant to the ear, eye, aesthetic ability, cognition, or moral sense.

**5. Beauty is style:**

- Prevailing style or taste; rage; fashion.

According to religious zone the lexeme "beauty" is commonly regarded as beauty on the inside and beautiful thoughts as well.

Ethical zone which forms not only the notional but also evaluative components is represented by the following means:

**1) Beauty is delicate**

*“Beauty is but a vain and doubtful good;  
A shining gloss that vadeth suddenly;  
A flower that dies when first it 'gins to bud;  
A brittle that's broken presently;  
A doubtful good, a gloss, a glass, a flower,  
Lost, vaded, broken, dead within an hour.”*

William Shakespeare, “The Passionate Pilgrim, XIII”

**2) Beauty is inexpressible**

*“I won't tell you that I am dissatisfied with what I have done of him, or that his beauty is such that art cannot express it. There is nothing that art cannot express, and I know that the work I have done, since I met Dorian Gray, is good work, is the best work of my life.”* Oscar Wilde, “The Portrait of Dorian Gray”

**3) Beauty is superficial**

*“People say sometimes that Beauty is only superficial. That may be so. But at least it is not so superficial as Thought.”* Oscar Wilde, “The Portrait of Dorian Gray”

**4) Beauty is poisonous**

*“The mere danger gave me a sense of delight. I remembered what you had said to me on that wonderful night when we first dined together, about the search for beauty being the poisonous secret of life.”* Oscar Wilde, “The Portrait of Dorian Gray”

**5) Beauty is transient**

- *“When your youth goes, your beauty will go with it, and then you will suddenly discover that there are no triumphs left for you, or have to content yourself with those mean triumphs that the memory of your past will make more bitter than defeats.”* Oscar Wilde, “The Portrait of Dorian Gray”

- *As we grow old, the beauty steals inward.* (quotation, Ralph Waldo Emerson)

### **6) Beauty is deceptive**

- *Beauty is only skin deep.* (proverb) "Beauty is only skin deep, but ugly goes clean to the bone." Dorothy Parker
- *For since each hand hath put on nature's pow'r,  
Fairing the foul with art's false borrowed face,  
Sweet beauty hath no name, no holy bow'r,  
But is profaned, if not lives in disgrace.*

William Shakespeare, Sonnet 127

Beauty does not make sense if a person hides his evil deeds with his beauty and is not ashamed of what he has done.

### **7) Beauty is discussable**

- *"Beauty in the eye of the beholder"* (idiom)

This proverb has a literal meaning - that the perception of beauty is subjective what one person finds beautiful another may not.

Throughout history, several variants that are extremely similar to this one have been used. For instance, a form can be seen in the passage from William Shakespeare's 1588 comedy *Love's Labour's Lost*:

*"Good Lord Boyet, my beauty, though but mean,  
Needs not the painted flourish of your praise:  
Beauty is bought by judgement of the eye,  
Not utter'd by base sale of chapmen's tongues"*

### **8) Beauty is fashion**

*"Fashion, by which what is really fantastic becomes for a moment universal, and dandyism, which, in its own way, is an attempt to assert the absolute modernity of beauty, had, of course, their fascination for him. His mode of dressing, and the particular styles that from time to time he affected..."* Oscar Wilde, "The Portrait of Dorian Gray"

In this analysis expressed several conceptual features such as good, attractive, aesthetic, best, and nice to look at and so on. Suffice it to say includes a dictionary interpretation of the concept only positive features.

The image-bearing and evaluative components of the concept “Beauty” are widely presented with the help of literary texts, proverbs, aphoristic and poetic texts. The image-bearing and evaluative components are usually found in proverbs, aphorisms, and literary texts that reflect the national outlook of a particular culture (beliefs, customs, ethics and morals, norms of conduct, speech etiquette, etc.) Here given conceptual metaphors formed by the concept “Beauty” such as **“Beauty is Truth”, “Beauty is a Joy”, “Beauty is Power”, “Beauty is Genius”, “Beauty is a great fact”, “Beauty is tragedy”, “Beauty is fashion”, “Beauty is wonder” and etc.**

### **1. Beauty is Truth**

*When old age shall this generation waste,*

*Thou shalt remain, in midst of other woe*

*Than ours, a friend to man, to whom thou say'st,*

*"Beauty is truth, truth beauty, —that is all*

*Ye know on earth, and all ye need to know."*

John Keats, “Ode one a Grecian Urn”

This philosophical statement means that the real beauty of a thing lies in its permanence, and that the only thing that has ultimate beauty in this world is the truth, which never perishes. The remaining, though they seem to be beautiful, are not really beautiful as they are perishable.

### **2. Beauty is a Joy**

*A thing of beauty is a joy for ever:*

*Its loveliness increases; it will never*

*Pass into nothingness; but still will keep*

*A bower quiet for us, and a sleep*

*Full of sweet dreams, and health, and quiet breathing.*

John Keats, “Endymion”

Any type of beautiful objects whether they are natural or artificial, that can make a person happy for a long period of time even if it beautifies, fades, or puts them in different circumstances can be described with the idiom "a thing of beauty is a joy forever. It is always a source of happiness enjoyment, and satisfaction for an individual or a group of individuals.

### **3. Beauty is Power**

- *"Beauty is power; a smile is its sword."* (quotation, John Ray)

John Ray was the author of several books on natural history, but he could precisely define the concept of "beauty," as his well-known beauty quote shows. Being attractive is a powerful force in itself, but when combined with a smile, it becomes a powerful combination. As a universal notion, smile may make both you and the recipient happy.

- *"Such beauty is real power," said Adelaida. "With such beauty as that one might overthrow the world."* Fyodor Dostoevskiy, "The Idiot".

- *"A witty woman is a treasure; a witty beauty is a power."* George Meredith, "Diana of the Crossways"

### **4. Beauty is Genius**

*"You have a wonderfully beautiful face, Mr. Gray. Don't frown. You have. And Beauty is a form of Genius, —is higher, indeed, than Genius, as it needs no explanation."* Oscar Wilde, "The Portrait of Dorian Gray"

### **5. Beauty is a great fact**

*"You have a wonderfully beautiful face, Mr. Gray. Don't frown. You have. And Beauty is a form of Genius,- is higher, indeed, than Genius, as it needs no explanation. It is one of the great facts of the world, like sunlight, or spring-time, or the reflection in dark waters of that silver shell we call the moon. It cannot be questioned. It has its divine right of sovereignty. It makes princes of those who have it. You smile? Ah! when you have lost it you won't smile."* Oscar Wilde, "The Portrait of Dorian Gray"

### **6. Beauty is a tragedy**

*“Sometimes, however, a tragedy that has artistic elements of beauty crosses our lives. If these elements of beauty are real, the whole thing simply appeals to our sense of dramatic effect. Suddenly we find that we are no longer the actors, but the spectators of the play.”* Oscar Wilde, “The Portrait of Dorian Gray”

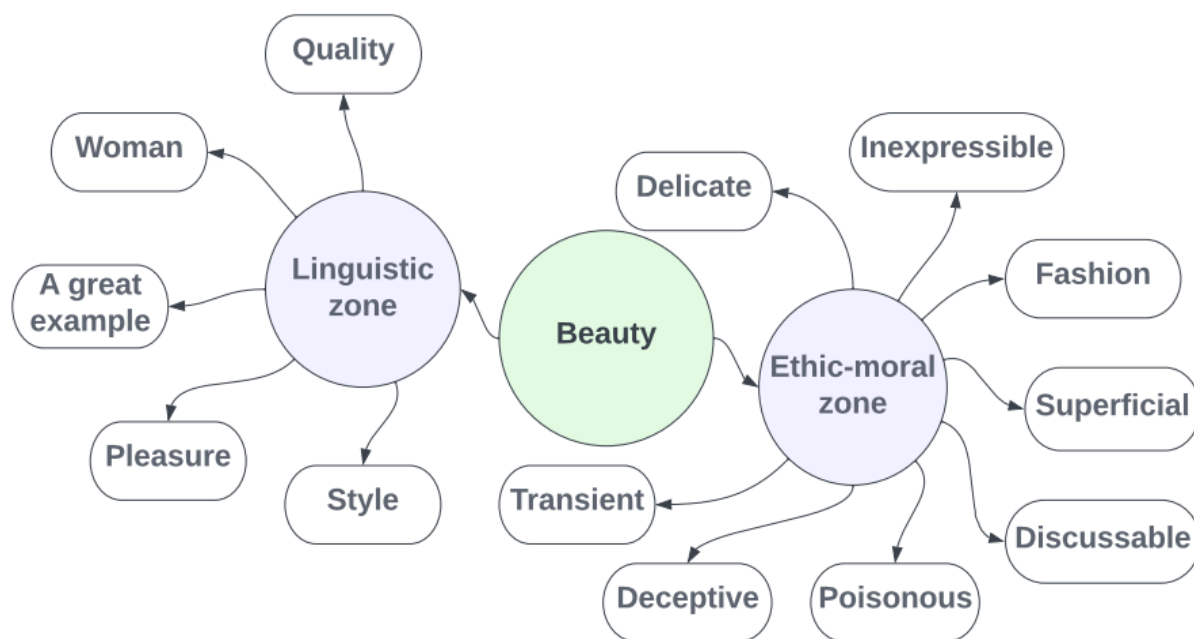
## 7. Beauty is the wonder

*“To me, Beauty is the wonder of wonders. It is only shallow people who do not judge by appearances. The true mystery of the world is the visible, not the invisible.”* Oscar Wilde, “The Portrait of Dorian Gray”

## 8. Beauty is terror

*“Beauty is terror. Whatever we call beautiful, we quiver before it.”* Donna Tartt, “The Secret History”

Cognitive map of concept “Beauty”



## Conclusion

The analysis has shown that "beauty" expresses not only positive but also negative notions such as tragedy, damaging, temporary, and delicate. In this respect, the negative aspects are revealed using the image-bearing and evaluative layers of the concept. It is necessary to mention that dictionary meanings are not adequate to represent all characteristics of the concept.



### **The list of used literature**

1. Kubryakova E.S., Demyankov V.Z., Pankrats Yu.G., Luzina L.G. Kratkiy slovar kognitivnix terminov. M.: Izdatelstvo Moskovskovo universiteta, 1997. 245 p.
2. Babushkin A. P. Tipy konceptov v leksiko-frazeologicheskoy semantike yazyka, ih lichnostnaya i nacional'naya specifika [Types of concepts in lexicophraseological semantics of the language, their personal and national features]. Voronezh.: 2006. P. 29.
3. Ashurova D.U., Galieva M.R. Cognitive Linguistics. Tashkent.: VneshInvestProm, 2018. 19p.
4. Demuth A. Conceptual Analysis of the Concept of Beauty in Cognitive - Scientific Research. In: Démuth, A., editor. The Cognitive Aspects of Aesthetic Experience - Introduction (Frankfurt am Main: Peter Lang), 31–52.
5. Hornby, A.S. 2005. The Oxford Advanced Learner's Dictionary of Current English. Oxford, Cornelsen.
6. Maslova V.A. Kognitivnaya lingvistika: Uchebnoye posobiye. M.: Tetrasistems, 2004. 256p.
7. Popova Z.D., Sternin I.A. Semantiko-kognitivniy analiz yazika. Voronej.: 2006.
8. Teliya V. N. Russkaya frazeologiya. Semanticheskij, pragmaticheskij i lingvokul'turologicheskij aspekty [Russian phraseology. Semantic, pragmatic and linguocultural aspects]. M.: 1996.
9. Wilde O. The Picture of Dorian Grey. NY.: Barnes and Noble Classics, 2003. 248p.
10. Retrieved November 1, 2022, from <https://www.merriam-webster.com/dictionary/beauty>
11. Retrieved November 1, 2022, from <https://dictionary.cambridge.org/dictionary/english/beauty>