



## OLFACTORY CODE AS AN OBJECT OF LINGUISTIC RESEARCH

**Burkhanova Mashxuraxon Muhammadovna**

Senior lecturer of Fergana State University  
Doctor of Philosophy in Philology (PhD)

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<b>Published:</b> 3 <sup>rd</sup> March 2023	This article presents the scientific-theoretical views that the sense of smell can be studied as one of the methods of perception, and that it can be an object of research for natural and humanitarian sciences. The study of smell as part of non-verbal communication and its communicative importance are discussed.

**Keywords:** Perception, smell, communication, sign, index sign, verbal and non-verbal communication, olfactory, olfactory code, odor code, semiotics, linguistic expression of smell, smell phenomenon, non-verbal communication.

Today, the sense of smell is studied as one of the methods of sensory perception in natural and humanities. Odor linguistics (raising the issue of linguistic coding of odor phenomena), biology, medicine, neurophysiology (studying the direct contact of olfactory receptors with the object of perception, the direct connection of nerve nodes with the olfactory center of the brain), chemistry, physics, psychology, has become the object of research of various directions. In this article, we will focus on the importance of olfactory tools in the communication process.

Actually, in modern linguistics, there is a question whether smell should be studied as part of non-verbal communication. In our opinion, the answer to this question is yes. Proponents of the psychosemiotic and sociolinguistic approach to the study of the structure of nonverbal behavior place the odoric component of communication on a par with the optical, acoustic, and tactile components of nonverbal behavior. It follows that smell has a communicative value. This requires a more in-depth study. We study not the smell itself in the literary text, but its representation through linguistic means. In this case, the idea of real smell for the artistic text is an impressive object of the author's activity, and the artistic text is understood as a product of evocative activity. The linguistic expression of smell is considered as an evocative tool of odoric images. The linguistic expression of the sign is considered as one of the components of the code structure. The linguistic expression of the non-linguistic sign in the artistic text is the result of the evocation process. Language code is widely used in linguistics because it is a complex and universal concept. A combination of structural linguistics and communication theory uses the concept of "code" to represent a system of social and communicative symbols. In modern linguistics, some objects of the world that surround us, in addition to performing their direct functions, also have a symbolic function and serve to express some

additional meanings. The names representing such objects form an interrelated semiotic system form, we call them national-cultural codes. The code "a system of meaningful units intended for information transmission". According to him, the code is a model that "emerged as a result of providing the possibility of transmitting certain messages. A code is a set of symbols used to transmit and store information. Codes represent the different nature of the communication system. A symbol as a plane of expression and content constitutes a system. If the sign is known to communicants as a product of communicative exchange it can be used to transmit and receive information. In the text, such a system is at a higher level, because the signs received through sensory channels are added to the signs of natural language. The author of the literary text transforms olfactory signs into natural language signs. The reader does not perceive the smell, but perceives its linguistic expression and associates it with his odoric images. The initial classification of signs belongs to Ch. Pierce, according to which signs are divided into iconic signs, index signs, symbols-signs. The largest part of the system of socially significant, rich and important signs for human society is perceived by sight and hearing. These include language signs, road signs, signals, This situation means that other sense organs are left out of the process of information transmission. The phenomenon of smell, as one of the methods of sensory perception, is studied from different positions. Smell is an important source of information and non-verbal communication between people. used as a basis. In semiotics, along with other systems, the olfactory system of human communicative behavior is considered. One code of perfume smell is enough to talk about the possibilities of communication in this area. In addition to perfume smells that have a specific meaning, there are many other smells that perform the function of index signs (smell of flowers) and linguistic-cultural signs (smell of bread, soil). So,



distinguish the olfactory code among the sign system display and analysis is logical. In this study, the term "odor code" refers to the odor naming system that provides information about odors. Today, the sense of smell is becoming an object of research in various fields of science: biology, medicine, neurophysiology, linguistics and literature, chemistry and physics, psychology, cultural studies and sociology. In linguistics, the traditional approach to the study of perception and individual sensations, especially olfactory sensations, is limited to their representation through lexical units. The main object of study in scientific research in the field of smell is the lexical-semantic category of smell.

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