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Annotation. *This article is about emotive and linguopoetic research of non-verbal means. The events in existence and messages about it are received through human senses using various means. It is said that received information affects human emotions with its variety, variety, positive and negative aspects.*

The development of related sciences related to the theory of communication has led to the expansion of the general research area in the field. It is observed that advances in the fields of science complement each other at the expense of new research. In the 70s of the last century, the interest in studying the communicative system of language, which reflects human psychological life, increased. In these studies, problems related to the anthropocentric orientation were revealed and began to be solved. In linguistics, the tendency to study mental processes on the basis of scientific paradigms of various disciplines began to emerge. Such studies in the field were initially organized on the basis of an onomasiological and structural approach to the analysis of facts. Linguists have been interested in cognitivism since the end of the 80s, linguocultural studies since the second half of the 90s, and emotional linguistics in the 21st century. This paved the way for the development of the anthropocentric direction in linguistics. As a result, the anthropocentric concept, which takes into account the human factor, emerged in linguistics.

Issues of speech communication began to be the object of research related to non-verbal means. At the moment, related fields such as sociolinguistics, pragmalinguistics, paralinguistics, and text linguistics are getting a concrete content based on the theory of communication. Interest in the issues of paralinguistics also grew day by day. It began to be recognized that "... non-verbal means are a component of linguistics", which differ sharply from language in terms of their form of expression, but express symbolic and emotional meaning in accordance with language level units. Linguistic and paralinguistic tools complement each other as the main components of communication. Other means of extralinguistics are added to these, which ensure the communication of communicants is more perfect. Through the use of such tools in the communication of speakers, concepts such as emotion, expression, and emotionality entered linguistics. In fact, in linguistics, it was not substantiated by scientific evidence which field of science these phenomena actually belong to. The role of emotion in disciplines such as physiology, psychology, linguistics, and communication theory has not been adequately

explained. In the existing studies, the issues of determining which areas the emotive structure belongs to remain open.

In the "Dictionary of Linguistic Terms" the term emotionality is used. emotional, fr. emotif, nem. emotional, esp. serves to express lexical meanings such as emotivo. Emotionality is a concept related to the expression of personal attitude, mood, feeling. It is emphasized that emotional color, emotional color, emotional speech, emotional lexicon, and emotional words are used in conjunctions related to emotionality. The main meaning of this word is to express the meaning of feeling. Sometimes the word "intellectual" is used in contrast to the word "emotional".

Generally speaking, the use of discourse-related terms and comments such as the above has become a common trend in research related to emotion and emotionality issues in linguistics. In fact, it is necessary to give opinions about which field of science belongs to the concept and phenomenon expressed by the term emotion and to show their scientific basis. Emotion is recognized as a scientific paradigm related to human activity. We will try to explain the phenomenon of emotion based on scientific sources. In the scientific literature, it is interpreted as "...emotion and its problems are a psychological state studied using metalanguage." Emotion has its material basis due to the movement of the human organism.

Due to the normal movement of the organism, its survival is ensured. Only man has the ability to communicate (animal communication is studied in the field of ethology), he can enter into communication with existence and elements of existence, emotion is manifested as a result, a product of this communication. Events and pleasant-unpleasant actions in the objective world are perceived through human senses. It is correctly stated in the scientific literature that "... non-verbal communication between people is based on the interconnection of different channels such as tactile, phonation, visual and olfactory sense organs. In the process of non-verbal communication, people mainly use the channels of sensory organs. However, in connection with the formation of speech, facial, gestural, and vocal communications are significantly different from each other. These differences are evident in the human expression of emotions and the association of information in the mind. Indeed, the events of existence and the messages about it are received through the human sense organs using various means. Received information affects human emotions with its variety, diversity, positive and negative aspects. Raises the mood, sometimes lowers it, makes a person angry. This leads to the re-appearance of emotions and feelings formed in human imagination and thinking with different means. Sad news breaks a person's heart, and joy lifts people's spirits. In such cases, the participants of the speech use different tools in order to express the representative mode with the help of the internal and external knowledge and skills accumulated in their memory over the years. Receiving and perceiving information with the help of the senses affects the thinking process. Figurative, critical, pictorial and axiological thought is formed in human

thinking according to the channel through which the message is transmitted. Such modes influence the mental structure associated with thought based on the type of message channels transmitted by the sense organs. It seems that the channels of information received by the sense organs motivate the formation of emotions in people.

Therefore, the olfactory means of expressing emotions and feelings remain the main component of communication between communicants. Regardless of the means by which emotion is expressed, it serves as a side event in language that performs the function of communication between people. It is reflected and manifested in one way or another in mutual communicative relations. However, it cannot be grasped, written, described. Because communication between speakers happens instantly. There is no way to get it back. In the process of communication, emotions flash in people. There is no basis for emotion and feeling, it retains only 5-6% of its 100% potential in written speech. With their creative skills, they can enter into artistic and aesthetic expressions such as love, anger, love, kindness, sincerity, rudeness, mediocrity, beauty in words, motion pictures, pictures, drawings and fonts. They appear in the traditional and new visual expressions of the poetic text as a romantic discourse, in which verbal and non-verbal images serve as the basis of intimate relationships.

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