

Odilova Kamola Tairovna

PhD researcher

The Uzbek State World Language University

E-mail: kt.odilova@uzswlu.uz

Tashkent, Uzbekistan

Abstract: *This study explores the challenges and opportunities in studying the linguocognitive interaction of policode texts. The complexity of these texts, the influence of the reader's cultural and social context, and the need for a multidisciplinary approach are identified as key challenges. Despite these, the study of policode texts offers valuable insights into the process of meaning-making, contributes to our understanding of cognitive processes, and provides a platform for exploring cultural and linguistic diversity. The study also highlights the potential for future research in the impact of digital technology on the linguocognitive interaction of policode texts and the study of these texts in different cultural and linguistic contexts. The case study of policoding in the Uzbek language is particularly noted for its contribution to understanding the linguistic and cultural context of Uzbekistan.*

Key words: *policode texts, linguocognitive interaction, cognitive abilities, cultural context, social context, consumer behavior, advertising, multimodal literacy, meaning-making, digital technology, linguistic diversity, cultural diversity, Uzbek language.*

Annotatsiya : *ushbu tadqiqot polikod matnlarining lingvokognitiv o'zaro ta'sirini o'rganishdagi qiyinchiliklar va imkoniyatlarni o'rganadi. Bu matnlarning murakkabligi, o'quvchining madaniy-ijtimoiy kontekstining ta'siri va ko'p tarmoqli yondashuv zarurligi asosiy muammolar sifatida belgilangan. Shunga qaramay, polikod matnlarini o'rganish ma'no yaratish jarayoni haqida qimmatli tushunchalarni beradi, kognitiv jarayonlarni tushunishimizga yordam beradi va madaniy va til xilma-xilligini o'rganish uchun platforma yaratadi. Tadqiqot shuningdek, raqamli texnologiyaning polikod matnlarining lingvokognitiv o'zaro ta'siriga ta'siri va ushbu matnlarni turli madaniy va lingvistik kontekstlarda o'rganish bo'yicha kelajakdagi tadqiqotlar uchun salohiyatni ta'kidlaydi. O'zbek tilida polikoding bo'yicha amaliy tadqiqotlar O'zbekistonning lingvistik va madaniy kontekstini tushunishga qo'shgan hissasi bilan alohida ta'kidlanadi.*

Kalit so'zlar: *polikod matnlari, lingvokognitiv o'zaro ta'sir, kognitiv qobiliyatlar, madaniy kontekst, ijtimoiy kontekst, iste'molchi xatti-harakati, reklama, multimodal savodxonlik, ma'no yaratish, raqamli texnologiya, til xilma-xilligi, madaniy xilma-xillik, o'zbek tili.*

Аннотация: *в настоящем исследовании рассматриваются проблемы и возможности изучения лингвокогнитивного взаимодействия поликодных текстов. Сложность этих текстов, влияние культурного и социального контекста читателя, а также необходимость междисциплинарного подхода определяются как ключевые*

проблемы. Несмотря на это, изучение поликодных текстов дает ценную информацию о процессе создания смысла, способствует нашему пониманию когнитивных процессов и предоставляет платформу для изучения культурного и языкового разнообразия. В исследовании также подчеркивается потенциал будущих исследований влияния цифровых технологий на лингвокогнитивное взаимодействие поликодных текстов и изучение этих текстов в различных культурных и языковых контекстах. Тематическое исследование поликодирования на узбекском языке особенно известно своим вкладом в понимание языкового и культурного контекста Узбекистана.

Ключевые слова: поликодные тексты, лингвокогнитивное взаимодействие, когнитивные способности, культурный контекст, социальный контекст, потребительское поведение, реклама, мультимодальная грамотность, смысл образование, цифровые технологии, языковое разнообразие, культурное разнообразие, узбекский язык.

The field of linguocognitive interaction and policode texts is a fascinating and complex area of study. Linguocognitive interaction refers to the process by which language and cognition interact and influence each other. It is a multidisciplinary field that draws on linguistics, cognitive science, and psychology to understand how language shapes our thoughts and perceptions. Policode texts, on the other hand, are texts that contain multiple codes or systems of signs. These could be linguistic, visual, auditory, or other types of codes. Policode texts are prevalent in our modern, multimedia world, where a single piece of content often combines text, images, sounds, and other forms of media. The study of linguocognitive interaction of policode texts is crucial in today's context for several reasons. Firstly, it helps us understand how we interpret and make sense of the complex, multi-coded messages that we encounter in our daily lives. Secondly, it provides insights into how different codes interact and influence each other, and how this affects our understanding and interpretation of the message. Lastly, it has practical implications in various fields, such as media, advertising, education, and communication, where understanding how people interpret policode texts can inform the design of more effective messages. Given the increasing prevalence of policode texts in our digital age, and the significant role that language and cognition play in our lives, the study of linguocognitive interaction of policode texts is not only relevant but also essential in today's context.

The study of linguocognitive interaction and policode texts has a rich history, with its roots in various disciplines such as linguistics, cognitive science, psychology, and semiotics. The concept of linguocognitive interaction can be traced back to the works of Vygotsky, who emphasized the role of language in cognitive development [7]. His work laid the foundation for understanding how language and cognition interact and influence each other. The term 'policode texts' was coined by scholars in the field of semiotics, who

studied how different systems of signs interact within a text. Roland Barthes, a prominent semiotician, contributed significantly to this field with his work on 'mythologies', where he analyzed how different codes interact within a text to create meaning [1]. The evolution of this field has been influenced by the rapid development of digital technology, which has led to the proliferation of policode texts in our daily lives. Scholars like Kress and van Leeuwen have explored how different modes (e.g., linguistic, visual, auditory) interact in digital texts, and how this affects our interpretation of these texts [5]. In the context of Uzbekistan, the study of linguocognitive interaction and policode texts is particularly relevant due to the country's multilingual and multicultural context. Scholars like Shermatova and Muminov have explored how different linguistic codes interact in Uzbek texts, and how this affects the interpretation of these texts [6]. The study of linguocognitive interaction and policode texts has evolved significantly over the years, with contributions from various scholars and disciplines. It is a dynamic and evolving field that continues to be relevant in our increasingly digital and multicultural world.

The theoretical framework that underpins linguocognitive interaction and policode texts is rooted in several key concepts, theories, and models from various disciplines such as linguistics, cognitive science, semiotics, and digital communication. One of the foundational theories is Vygotsky's sociocultural theory of cognitive development, which posits that language plays a crucial role in cognitive development. Vygotsky argued that cognitive functions are developed through social interactions and language serves as a psychological tool that mediates these interactions [7]. In the field of semiotics, Barthes' theory of mythologies provides a framework for understanding policode texts. Barthes proposed that texts are composed of multiple codes, and the interaction of these codes within a text creates meaning [7]. The multimodal theory of communication by Kress and van Leeuwen is also relevant to the study of policode texts. They argue that meaning in a text is constructed through the interaction of different modes (e.g., linguistic, visual, auditory), and the interpretation of a text depends on the reader's ability to decode these modes [5]. In the context of Uzbekistan, Shermatova and Muminov's work on linguocognitive aspects of policoding in the Uzbek language provides a local perspective. They explore how different linguistic codes interact in Uzbek texts, and how this affects the interpretation of these texts [6]. These theories and models provide a comprehensive framework for understanding linguocognitive interaction and policode texts. They highlight the complex interplay of language, cognition, and multiple codes in the creation and interpretation of meaning in texts.

Linguocognitive interaction refers to the interplay between language and cognition, and how they influence each other. This concept is rooted in the sociocultural theory of cognitive development proposed by Vygotsky, who argued that cognitive functions are developed through social interactions, and language serves as a psychological tool that mediates these interactions [7].

In the context of policode texts, linguocognitive interaction plays a significant role in the interpretation and understanding of these texts. Policode texts are composed of multiple codes, including linguistic, visual, auditory, and other modes. The interaction of these codes within a text creates meaning, and the interpretation of a text depends on the reader's ability to decode these modes [5]. The significance of linguocognitive interaction lies in its ability to shape our understanding and interpretation of texts. It allows us to make sense of complex texts by decoding the various modes and codes present in the text. This is particularly important in the digital age, where texts are increasingly multimodal and policode. In the context of Uzbekistan, linguocognitive interaction is particularly relevant due to the unique linguistic landscape of the country. Shermatova and Muminov's work on linguocognitive aspects of policoding in the Uzbek language provides a local perspective. They explore how different linguistic codes interact in Uzbek texts, and how this affects the interpretation of these texts [6]. Linguocognitive interaction is a crucial aspect of understanding and interpreting policode texts. It provides a framework for decoding the multiple codes present in a text, and highlights the role of cognition in this process.

Policode texts, also known as polycoded or multimodal texts, are a type of text that incorporates multiple codes or modes of communication. These can include linguistic, visual, auditory, spatial, and gestural modes, among others. The concept of policode texts is rooted in the multimodal theory of communication proposed by Kress and van Leeuwen, who argue that meaning in a text is constructed through the interaction of different modes, and the interpretation of a text depends on the reader's ability to decode these modes [5].

The characteristics of policode texts include the presence of multiple codes or modes, the interaction of these codes to create meaning, and the requirement for the reader to decode these modes to interpret the text. These characteristics make policode texts complex and rich in meaning, but also potentially challenging to interpret. In the context of linguocognitive interaction, policode texts play a significant role. The process of decoding the multiple codes present in a policode text involves both linguistic and cognitive processes. The reader must not only understand the individual codes, but also how they interact to create meaning. This process is influenced by the reader's cognitive abilities, as well as their cultural and social context. In the context of Uzbekistan, the study of policode texts is particularly relevant due to the unique linguistic landscape of the country. Shermatova and Muminov's work on linguocognitive aspects of policoding in the Uzbek language provides a local perspective. They explore how different linguistic codes interact in Uzbek texts, and how this affects the interpretation of these texts [6]. Policode texts are a complex and rich form of communication that require both linguistic and cognitive skills to interpret. They play a significant role in linguocognitive interaction, and their study can provide valuable insights into the process of meaning-making in texts.

Case studies can provide valuable insights into the linguocognitive interaction of policode texts. Here are a few examples from different contexts:

1. Literature: A study by Jewitt and Kress (2003) analyzed children's picture books to understand how visual and linguistic modes interact to create meaning. They found that children use both modes to understand the story, demonstrating the importance of linguocognitive interaction in interpreting policode texts. This study highlights how the combination of visual and linguistic modes can enhance the richness and depth of a story, and how children's cognitive abilities play a role in decoding these modes.

2. Media: A study by Bateman (2008) examined the use of multimodal discourse in film and television. He found that different modes, such as visual, auditory, and linguistic, interact to create meaning and evoke emotions in viewers. This study illustrates the complexity of interpreting policode texts in media, and the role of cognition in decoding the multiple modes present in these texts.

3. Advertising: A study by Forceville (2007) explored the use of visual and linguistic modes in advertising. He found that advertisers use these modes to create persuasive messages, and consumers must decode these modes to understand the message. This study shows how linguocognitive interaction is crucial in interpreting policode texts in advertising, and how it can influence consumer behavior.

In the context of Uzbekistan, a study by Shermatova and Muminov (2015) explored the linguocognitive aspects of policoding in the Uzbek language. They found that different linguistic codes interact in Uzbek texts, and this interaction affects the interpretation of these texts. This study provides a local perspective on the linguocognitive interaction of policode texts.

These case studies illustrate the complexity of interpreting policode texts, and the crucial role of linguocognitive interaction in this process. They highlight the importance of understanding both the individual modes and their interaction in a text, and the role of cognitive abilities in decoding these modes.

Analyzing the case studies in light of the theoretical framework of policode texts and linguocognitive interaction, several key findings and implications emerge. In the literature case study, [4] found that children use both visual and linguistic modes to understand the story in picture books. This aligns with the multimodal theory of communication, which posits that meaning is constructed through the interaction of different modes [5]. The findings suggest that children's cognitive abilities play a crucial role in decoding these modes, highlighting the importance of cognitive skills in interpreting policode texts.

The media case study by Bateman (2008) revealed that different modes, such as visual, auditory, and linguistic, interact to create meaning and evoke emotions in viewers. This supports the idea that the interpretation of a text depends on the reader's ability to decode these modes. The findings also suggest that the process of decoding is

influenced by the viewer's cognitive abilities and emotional responses, underscoring the role of cognition in interpreting policode texts.

In the advertising case study, Forceville (2007) found that advertisers use visual and linguistic modes to create persuasive messages. This aligns with the characteristic of policode texts that they involve the interaction of multiple codes to create meaning. The findings imply that consumers' ability to decode these modes can influence their behavior, highlighting the potential impact of policode texts on consumer behavior. In the context of Uzbekistan, Shermatova and Muminov (2015) found that different linguistic codes interact in Uzbek texts, affecting the interpretation of these texts. This supports the idea that the interpretation of policode texts is influenced by the reader's cultural and social context. The findings suggest that the study of policode texts can provide valuable insights into the process of meaning-making in texts, particularly in a linguistically diverse context like Uzbekistan.

These case studies provide empirical support for the theoretical framework of policode texts and linguocognitive interaction. They highlight the complexity of interpreting policode texts, the crucial role of cognitive abilities in decoding the multiple modes present in these texts, and the potential impact of policode texts on behavior. They also underscore the importance of considering the reader's cultural and social context in the interpretation of policode texts.

Studying the linguocognitive interaction of policode texts presents several challenges. Firstly, the complexity of policode texts, which involve the interaction of multiple codes, can make them difficult to analyze. As Bateman (2008) notes, the interpretation of these texts requires the reader to decode multiple modes, which can be a complex process. This complexity can pose a challenge for researchers, particularly when analyzing texts that involve unfamiliar codes or modes. Secondly, the interpretation of policode texts is influenced by the reader's cultural and social context [6]. This means that the interpretation of these texts can vary widely between different readers, making it difficult to draw general conclusions about the linguocognitive interaction of these texts. Thirdly, the study of policode texts requires a multidisciplinary approach, involving fields such as linguistics, cognitive science, and media studies. This interdisciplinary nature can pose a challenge for researchers, as it requires a broad range of knowledge and skills. Despite these challenges, the study of the linguocognitive interaction of policode texts also presents several opportunities. Firstly, it can provide valuable insights into the process of meaning-making in texts, which can have applications in fields such as education, media, and advertising. For example, understanding how children decode visual and linguistic modes in picture books can inform the design of educational materials [8]. Secondly, the study of policode texts can contribute to our understanding of cognitive processes, such as perception, attention, and memory. For example, understanding how viewers decode multiple modes in film and television can shed light on these cognitive processes [10]. Thirdly, the study of

policode texts can provide a platform for exploring cultural and linguistic diversity. For example, studying the linguocognitive aspects of policoding in the Uzbek language can provide insights into the linguistic and cultural context of Uzbekistan [6]. In terms of future research, there are several potential areas to explore. One is the impact of digital technology on the linguocognitive interaction of policode texts. With the increasing use of digital media, understanding how people decode digital policode texts could be a fruitful area of research[12]. Another potential area is the study of policode texts in different cultural and linguistic contexts, to gain a more global perspective on the linguocognitive interaction of these texts[14].

The article has delved into the complex realm of policode texts and their linguocognitive interaction. It has analyzed various case studies, including literature, media, advertising, and a specific cultural context, Uzbekistan, to understand how different modes interact to create meaning in policode texts [6].

The findings from these case studies underscore the importance of cognitive abilities in decoding the multiple modes present in policode texts. They also highlight the potential impact of policode texts on behavior, such as consumer behavior in the context of advertising. Furthermore, the cultural and social context of the reader plays a significant role in the interpretation of policode texts, as evidenced by the case study in Uzbekistan [6]. However, studying the linguocognitive interaction of policode texts is not without challenges. The complexity of these texts, the influence of the reader's cultural and social context, and the need for a multidisciplinary approach are some of the challenges faced by researchers in this field [11]. Despite these challenges, the study of policode texts offers several opportunities. It can provide valuable insights into the process of meaning-making in texts, contribute to our understanding of cognitive processes, and provide a platform for exploring cultural and linguistic diversity. Future research could explore the impact of digital technology on the linguocognitive interaction of policode texts and study these texts in different cultural and linguistic contexts[13].

In conclusion, the study of policode texts and their linguocognitive interaction is a complex but rewarding field. It offers valuable insights into how we construct meaning from texts and how this process is influenced by our cognitive abilities and cultural and social context. As we continue to navigate an increasingly multimodal world, understanding the linguocognitive interaction of policode texts will become ever more important.

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