## STATUS OF NEGATION IN COGNITIVE PROCESS

(Sumy State University) Tur V.

Serhijenko A.

(Public JSC Ukrnaftohkimproekt)

Academic advisor - PhD., Associate Professor Kobyakova I. K. Negation is one of the key concepts in various fields of science: philosophy, logic and linguistics. Searching for its own approach to the study of negation, each science interprets this phenomenon in terms of its characteristic position. Defining the diversity of the problem of negation, this category is considered in the totality of its aspects. The existence of negative statements is stated by the dialectics of cognition of the world which is constantly evolving.

Negation is one of the fundamental categories of the language. The category of negation is present in all languages, negation is one of the oldest phenomena in language, and is expressed by a wide variety of means. The linguistic category of negation holds a special place among the numerous linguistic categories, as it expresses proper category of logic most clearly and directly, pointing out the connection between language and thinking, language and objective reality. Statements containing the information of negative semantics are quite common in all functional styles of the language. Realization of the category of negation is complex and includes two blocks of information: semantic and pragmatic.

Negation is an element of the meaning of a sentence, indicating that the connection that is established between the components of the sentence does not really exist or that the speaker rejects proper affirmative sentence as false one. Negation in a language can be, likewise logical, characterized as the operator that has the peculiarity to change the content to the opposite one, transforming true sentence into false and vice versa. More frequently, negative expression is observed in such situation when the appropriate affirmative sentence has been done before, or included in the total presumption of the speakers. Negation is one of the common to all world's languages initial, not semantically decomposed categories which is not identifiable through a simple semantic elements.

Negation, along side with its contrmember, forms a universal binary opposition. Negation manifests itself in terms of formal representation - in the form of more complex lexical and grammatical structures, and in terms of a richer semantical interpretation and in the manner the recipient receives negative structures. Despite secondary character of negative sentences compared to the affirmative ones, they play a very important and sometimes decisive role in the cognitive process. Negative sentences contain information about the world around us and describe it.

Topicality of negation is prominent, because it can change the course of communication, establish new relationships and "new order" between communicants.

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