

WHERE THERE IS COGNITION, THERE IS SEMIOTICS

(Cognitology and semiotics for the speciality "Applied Linguistics")

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At present the interest to the language is extremely evident for almost all spheres of human activities and the expression "cognitive paradigm" became commonplace and somehow even hackneyed because the human language is the natural whole, its main function being the presentation of knowledge structures in mental space and its main cognitive components being language – (medium – experience – cognition – knowledge – language (i.e. the scheme of the cognition of language reality).

Another contemporary "seduction" is semiotics whose aim is to study signs and sign systems and to discover the symbolic character of various situations in the human society.

Thus, the language is inseparably related to a wide range of various spheres of human activity:

- managing the information is related to the theory of information and mathematical modeling;
- processing the information is related to biology, medicine, psychology, modeling, computers;
- evaluating and comprehending are related to philosophy and logics.

On the other hand, semiotics is known as an interdisciplinary science, all semiotics are even divided into three main semiotic classes:

- biological (communication in the world of animals);
- natural cultural symbol systems (rituals, etiquette, arts, etc.);
- artificial sign systems (mathematical systems, geographical maps, road traffic, etc.)

At the same time the role of the natural language is the role of cross-semiotic mediator, its mediation functions being translating / interpreting, educating, disseminating information, etc.

The human language as a specific sign system takes a specific part in obtaining, processing fixing, storing, managing, piling up, applying and increasing the information on the knowledge about the world which is perceived by the human brain (and or a computer) and cognitively processed: evaluated and comprehended. In the semiotic continuum of all semiotics the human language is the most physically/materially available and the most content-capable, intellectual, informational and image-producing semiotics.

For a linguist, text sign presentation enables him/her to analyze the text as a secondary sign (modeling) system [Yu. Lotman], as a specific sign system of a higher order, as a specific verbal form actualizing speech and thought product because in the text every element subordinates its structure to express the author's wishes and intentions, i.e. participates in the process of symbolization of sign structures composed during the process of creating a specific code.

For a literature studies analyst, text sign presentation enables to analyse a text as a complete independent whole, which contains the coded esthetic essence and the code itself (historical and literary context).

Of special interest for applied linguistics is the semiotic-cognitive approach to the solution of applied tasks related to the study and design of sign systems used for information transfer and processing because applied linguistics tasks are concentrated on the optimization of language functions, i.e. the description (the model) of a problem domain. In the final presentation the domain saves the essential features, which are necessary and satisfactory for a particular practical task. Therefore the cognitive prescription (that may be compared to the engineering approach in problem solving) presupposes that it is the requirements of a “subcontractor” of an applied task that are considered to be of top-priority validity.