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**Abstract:** *This article analyzes how the concept of time is expressed in language and its role in mass media. It views time as a medium connecting humans with nature and society. The scientific and philosophical interpretation of time, its linguistic expressions, and how it reflects in language are analyzed from the perspective of cognitive linguistics. The article discusses the spatial categorization of time, its changing nature, and its relationship with space. Additionally, it examines the philosophical, psychological, and linguistic relationships between the concepts of time and space.*

**Keywords:** *Time, space, cognitive linguistics, mass media, language and perception, spatial expression, philosophy, cognitive semantics, the concept of time, linguistic and philosophical grammatical investigation.*

Time, of course, is not a natural entity like a tangible object, although it may seem like a natural existence beyond humans. However, it is inseparable from human life. Interestingly, although it is not possible to precisely describe what time is, humans can create various time machines: hourglasses, sundials, clocks, and watches (mechanical, quartz), and so on.

When humans conceptualize time as a time machine, time and mass media establish a relationship. This is because all time machines act as connecting links between humans and nature, as well as between humans and society (among others).

Time always emerges together with space, just as Gabriel García Márquez expresses in the first paragraph of his novel *One Hundred Years of Solitude*: "Many years later, as he faced the firing squad, Colonel Aureliano Buendía was to remember that distant afternoon when his father took him to discover ice." [Gabriel García Márquez, *One Hundred Years of Solitude*.

Translators: Anvar Joraboev, To'hir Qo'ahhor, Nuraly Qobul. Tashkent: Kamalak, 2019, p. 416.] Or again, "In this excerpt, both time and space are present. However, Borges once said that comparing time and space is foolish, because our thoughts can be without space, but we cannot exist without time.

Yes, all events are events in time, and all orders are sequences in time." [Jorge Luis Borges, *The Mirror of the Enigma* – Moscow, 1940.] (Borges, 1999: 291).

The significance of news reports is revealed when one is seen first. This is the art of marking time.

The layouts of newspapers, the schedules of radio and television programs, the changes at the top of webpages, and the algorithms of organization seem like competing for empty space, but in reality, it is the law of time at work. In this sense, journalism and communication should be a field that studies both journalism and the time of

communication. Both media and time should be related to humans; otherwise, the possibility and value of existence would cease.

Mass media and time-based sporadic research can be categorized into two types: studies of time in mass media and studies of mass media time. The former sees mass media as a carrier and symbol of time and then analyzes the order of social changes and human behaviors in the interactivity schema.

The latter views time as a unique interface and one of its hidden foundations is that time still manifests in a different form.

Other types of time also exist, emphasizing how a certain paradigm is structured and how it interacts with complex situations.

Time is a fundamental category through which we perceive the world. The study of the concept of "time" primarily involves discussing the characteristics of time. In this context, philosophy, psychology, and cognitive linguistics always link time with humans' experience of time and the objective world. Time is considered to have spatial movement and event properties.

How can time be expressed spatially in language? This becomes a crucial issue in the study of cognitive linguistics, and research in this area has preserved deep issues regarding the relationships between language and perception, namely between cognitive categories and linguistic categories.

Regarding the relationship between language and cognition, two viewpoints exist: cognitive determinism and cognitive relativism. The former suggests that cognitive categories define linguistic categories, while the latter argues that linguistic categories are influenced by cognitive categories but are not fully determined by them.

Based on a consideration of cognitive determinism and cognitive relativism, we will explore how the concept of time is expressed spatially in the English and Chinese languages, focusing on one main question and two related questions.

The main question is: How is a one-dimensional concept of time expressed through a multi-dimensional spatial language? The two related questions are: First, is there a difference in the linguistic expression of time and space in English and Chinese? Second, how does this difference lead to thinking for cognitive determinism and cognitive relativism?

#### 1. Philosophical Understanding of Time and Space

Thinking about the above issues is inseparable from considering the relationship between time and space. If time and space can be expressed in language, Wittgenstein's views on time, from the perspective of linguistic theory, are not abstract, similar to those of Kant.

Wittgenstein analyzed Augustine's question "What is time?" in his work *The Moving Book*.

Wittgenstein believes that to ask the meaning of a word, we must ask how to measure or explain it, just like asking what length is requires knowing how to measure length.

According to Wittgenstein, the question "What is time?" appears to be a definitional issue.

What can we obtain through definition? Why do people become confused due to the absence of a "time" definition? A definition of a word often determines its grammatical structure.

In reality, it is the grammar of the word "time" that confuses us. Wittgenstein connects the question "What is time?" to a philosophical grammatical issue, so investigating the concept of "time" becomes a grammatical investigation of the word "time". Wittgenstein states: "How can time be measured? The past cannot be measured because it has passed. The future cannot be measured because it has not yet arrived. The present cannot be measured because the present has no extension." Wittgenstein's words provide a negative perspective on the nature of time.

According to Wittgenstein, time can be measured if it has extension. Extension refers to the domain of objects reflected in space. If time is considered extensive, this connects grammatical inquiry about time with space, i.e., questioning time grammatically is a reflection of time in spatial grammar.

Time is a grammatical object of research in space. Cognitive linguistics appears to find a source of thinking in Wittgenstein's views for understanding time and space. Philosophers like Aristotle, Augustine, Kant, Wittgenstein, and Heidegger, with their views on the relationship between time and space, provide insights affected by cognitive psychology, behavior psychology, cognitive linguistics, cognitive semantics, and others.

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