



KOGNITIV DISSONANS ATAMASINING MOHIYATI VA MOHIYATI

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Annotatsiya. Qarama-qarshi e'tiqod yoki qarashlar o'rtasidagi ziddiyatdan kelib chiqadigan psixologik hodisa bo'lgan kognitiv dissonans tarjima va adabiyotshunoslikda hal qiluvchi rol o'ynaydi. Ushbu maqola kognitiv dissonansning tarjima jarayonida qanday namoyon bo'lishini, tarjimon tanlovi va o'quvchi talqiniga ta'sir qilishini o'rganadi. Biz o'quvchilarning madaniyat va til haqidagi tasavvurlari ularning tarjima adabiyotini qabul qilishiga qanday ta'sir qilishini o'rganamiz, bu ko'pincha tanqidiy nutqni shakllantiradigan keskinlikka olib keladi.

Kalit so'zlar: kognitiv dissonans, pragmatic ta'sir, nomutanosizblik, tarjimon mahorati, tilshunoslik, tarjimashunoslik, bilim tizimidagi mutanosiblik, shakl va mazmun mutanosibligi.

СУЩНОСТЬ И ОБЪЕМ ТЕРМИНА КОГНИТИВНЫЙ ДИССОНАНС

Абстрактный. Когнитивный диссонанс, психологический феномен, возникающий из конфликта между противоречивыми убеждениями или установками, играет важную роль в переводе и литературоведении. В этой статье рассматривается, как когнитивный диссонанс проявляется в процессе перевода, влияя на выбор переводчика и интерпретацию читателя. Мы исследуем, как предубеждения читателей относительно культуры и языка влияют на их восприятие переведенной литературы, что часто приводит к напряжению, которое формирует критический дискурс.

Ключевые слова: когнитивный диссонанс, прагматический эффект, дисбаланс, переводческие способности, лингвистика, переводоведение, пропорциональность в системе знаний, пропорциональность формы и содержания.

THE ESSENCE AND SCOPE OF THE TERM COGNITIVE DISSONANCE

Abstract. Cognitive dissonance, a psychological phenomenon stemming from the conflict between conflicting beliefs or attitudes, plays a critical role in translation and literature studies. This article explores how cognitive dissonance manifests in the translation process, impacting translator choices and reader interpretations. We investigate how readers'

preconceptions of culture and language influence their reception of translated literature, often resulting in a tension that shapes critical discourse.

Keywords: cognitive dissonance, pragmatic influence, dissonance, translator's skill, linguistics, translation studies, proportionality in the knowledge system, proportionality of form and content.

Introduction. In today's era of rapid development, humanity is contributing to changes in every field with greater responsibility than ever before. In response to such demands of society, a person must have excellent knowledge, broad thinking, and the ability to manage internal and external emotional states, because without moderating his emotions, he cannot achieve success in doing anything. However, a person's internal feelings and experiences change under the influence of the world around him. For this, first of all, the family, the smallest unit of society, is one of the important factors in the formation of a person.

In every culture, and in particular, among the Uzbek people, the rules of morality are formed and developed precisely in this family environment. Although the older generation attaches special importance to the upbringing of young children, requiring them to be silent and polite in front of adults, it can sometimes be a pleasure for adults to see young children show their eloquence in front of guests. The variability of their inner feelings and behavior largely depends on cognitive elements. The concept of cognitive dissonance comes from the words cognition - “understanding” and dissonantia - “inconsistency, incompatibility, lack of harmony”.

In 1944, the Austrian psychologist Fritz Haider defined the term cognitive dissonance. Then, in 1956, the American psychologist Leon Festinger, together with Henry Ricken and Stanley Schachter, wrote a book called “Unfulfilled Prophecy”, approaching this phenomenon from a social psychological perspective. L. Festinger, having studied the impact of the problem on human psychology and the processes of its emergence, formulated the term cognitive dissonance. In addition, the scientist cites Aesop’s fable “The Fox and the Grapes” as an example of this situation. In the fable, the fox tries to pluck a drowning grape, but cannot do it. Then, although the fox is right that the grape is ripe, he tries to convince himself that the opposite is true, that is, that the grape is unripe. Explaining this situation in psychology as cognitive dissonance, Leon Festinger concludes that the basis of this phenomenon is the imbalance, incompatibility in the knowledge system, calling imbalance dissonance, and consonance consonance. This last definition of the definitions given regarding the theory of cognitive dissonance better reveals the essence of the term and makes it clear that it is an imbalance in the knowledge system.

So, the term cognitive dissonance was introduced into science by Leon Festinger in 1957 and represents psychological discomfort arising in the system of a person's beliefs, values, or contradictory behaviors.

Dissonance from the Latin dissonance "dissonantia" means a clash, intersection of sounds, words, or syllables whose harmony does not correspond to each other.

In order to analyze the dictionary meaning of the term cognitive dissonance, several sources were consulted. The word cognitive dissonance itself in Latin means “cognition” – “understanding” and “dissonantia” – “incongruity”, “disproportion”, “harmoniousness”.

Methodology. Cognitive dissonance refers to conflicting situations that arise in the “cognitive structure of a person”. It is devoted to the study of the state of cognitive dissonance that arises in a person as a reaction to a certain situation, the actions of individuals or the whole society.

In the dictionary of V.I. Dal, this term is described as dissonance as follows: “Dissonance is a combination of uneven and disproportionate sounds in the field of music”.

According to S.I. Ozhegov's explanatory dictionary, dissonance is the simultaneous uneven and noisy sounding of different tones. On the other hand, the term consonance means harmony and melodiousness between sounds in music, and according to these classifications, dissonance is the opposite of consonance.

According to Charon-Jones and a number of other scientists, cognitive dissonance plays a decisive role in stimulating behavioral changes in personal beliefs, forcing people to confront and reconcile inconsistencies between their actions and perceptions.

In A.N. Chudinov's dictionary, dissonance is defined as “a combination of sounds that is uneven and unpleasant to the ear”. In encyclopedic sources, dissonance is defined as “the simultaneous uneven sounding of different tones in music” and is indicated as the opposite of consonance. All the sources cited make it clear that the term dissonance is the opposite of consonance and is a sign of discomfort and inconsistency in harmony.

Leon Festinger was able to formulate two main hypotheses of the theory of cognitive dissonance:

1. In a state of dissonance, a person tries to achieve consonance (compatibility) in order to reduce the degree of discrepancy between his two attitudes, which is associated with the fact that this dissonance causes “psychological discomfort”.

2. In the second hypothesis, an individual tries to reduce the discomfort that has arisen, trying to avoid situations that may increase the discomfort that has arisen.

Internal dissatisfaction, dissatisfaction, anxiety, melancholy, and the struggle to achieve what he wants have always been observed in the human psyche. Sometimes this leads to discrepancies between the actions that he wants and those that he actually performs.

Humans are naturally quick to adapt to negative traits and continue to do so despite knowing that such negative traits are harmful to human health and the environment. For example, a traveler who values environmental protection but is tempted to take long-haul flights may experience cognitive dissonance because the weight of the load conflicts with their environmental beliefs. In response, they may either adapt their beliefs, i.e. continue traveling, or they may adopt other methods, such as compensating for or reducing the environmental damage caused, changing travel choices, choosing destinations closer to home, and choosing more environmentally friendly forms of transportation. Such commitments reflect both internal

negotiations of beliefs and adaptation to social discourses that emphasize sustainable travel practices. These dissonant experiences are also often reflected in the social dynamics surrounding travel.

Social norms and peer influence are crucial in shaping one's choices and travel experiences. An individual may be pressured by peers to engage in behaviors associated with the adventure travel lifestyle despite personal reservations about safety or cultural appropriation. Cognitive dissonance may lead to behavioral adaptations, such as engaging in certain activities that are contrary to these orientations or values, in order to mitigate perceived social judgment or exclusion.

The principles of cognitive dissonance are also used in travel education and awareness campaigns. By highlighting the discrepancy between individuals' travel practices and their lifestyle values, these initiatives can help to reflect on and reevaluate travel behaviors. For example, educational programs that emphasize responsible travel may create dissonance among travelers who pride themselves on being culturally aware but who engage in behaviors that are disruptive to customs and the local environment. The discomfort that results from this realization can serve as a catalyst for change. This forces people to adopt more responsible travel practices that align with their values.

Research examining the impact of peer evaluations shows that students often have preconceived notions about the abilities and actions of their peers. When teachers give them negative evaluations, cognitive dissonance occurs, which leads students to challenge or confirm their fixed perceptions of themselves and their peers. Students who make accurate assessments of the situation often move into roles that improve their teamwork skills and understanding of collaborative learning, which in turn improves group performance. A large proportion of other types of students, on the other hand, are reluctant to acknowledge the intellectual abilities of their classmates, leading to lower grades and poorer relationships. These case studies highlight the complex interplay between cognitive dissonance and learning dynamics. Cognitive dissonance serves as both a challenge and an opportunity in the learning environment. It can motivate students to confront their limitations and engage with learning devices, or conversely, resist change and experience decreased school engagement.

Effective strategies such as personal feedback, peer support systems, and encouraging an environment that celebrates mistakes as learning opportunities can significantly reduce the negative effects of cognitive dissonance and improve educational outcomes. Thus, understanding cognitive dissonance in educational settings promotes a global approach to student motivation and achievement, highlighting its important role in developing effective teaching practices. When faced with cognitive dissonance, individuals attempt to restore consonance and escape the psychological discomfort they have experienced, which leads to changes in attitudes or beliefs.

The mechanism of changing human behavior outside of speech can be explained by the theoretical structure of cognitive dissonance reduction strategies, which usually include three approaches:

1. Changing dissonant cognition;
2. Changing behavior;
3. Adding new cognition to create an attitude.

Results and analysis. The study of the phenomenon of cognitive dissonance in modern linguistics is considered to have begun relatively recently. The first works in this regard appeared several decades ago. At the moment, a number of works devoted to the phenomenon of cognitive dissonance and its individual aspects have been carried out in modern linguistics. In recent years, the number of works on the study of language from a cognitive aspect and a cognitive approach to literary translation has been significantly increasing. Cognitology is one of the multifaceted sciences, the object of its research includes such issues as knowledge, understanding, and perception of the world. To be fluent in one's native language and to "conquer" another foreign language means to perceive and understand a new world. Translators are specialists who, in addition to being engaged in translation, discover a new world.

The scientist J. Le Carré analyzed the context that caused the state of dissonance in the process of translating the novel "The Tailor of Panama" and showed the states of dissonance that arose in the psychology of the translator. For example, one of such texts is "Sg-nom Sollier s Eccles (?) я потерпел полное фиаско в том смысле, что нигде не смог найти его".

Who was the translator Sollier in translating this text? And Eccles is the name of a city, street or country? He had difficulty determining this in the text and experienced moments of hesitation whether to leave it in the target language or use the substitution method, and he himself noted this state as a state of cognitive dissonance of the translator.

So, it is a natural phenomenon that a translator, when translating a certain context in his work, falls into a state of dissonance when translating information that is not fully provided in the original.

In their scientific article on the translation of mountain terms, S.V. Biyakova and O.A. Khopiäinen conclude that the national-cultural differences existing in Anglo-Saxon and Russian cultures create a state of cognitive dissonance in the translator.

Conclusion. The exploration of cognitive dissonance in translation and literature studies reveals a complex interplay between linguistic choices and the psychological experiences of both translators and readers. This phenomenon underscores the importance of understanding the cognitive processes that influence interpretation and meaning-making in texts. Translators often face the challenge of reconciling differing cultural contexts and language structures, leading to potential dissonance that can impact the fidelity and creativity of their work.

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