

CHANGES IN THE NATIONAL 'PROTOTYPE' FORMATION UNDER THE INFLUENCE OF COMMUNICATION TECHNOLOGIES' DEVELOPMENT

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Izoh: Ushbu maqolada aloqa texnologiyalari rivojlanishi ta'sirida milliy "prototip" shakllanishidagi o'zgarishlar haqidagi tadqiqotlar keltirilgan.

Аннотация: В данной статье представлены исследования изменений в формировании национальных «прототипов» под влиянием развития коммуникативных технологий.

Annotation: This article presents research on changes in the formation of national "prototypes" under the influence of the development of communication technologies.

Kalit so'zlar: Innovatsiya, texnologiya, metodologiya, madaniy omil, turkumlash, aloqa, prototip, usul.

Ключевые слова: Инновация, технология, методология, культурный фактор, категоризация, коммуникация, прототип, метод.

Keywords: Innovation, technology, methodology, cultural factor, categorization, communication, prototype, method.

People create, present, and interpret prototypes in different ways depending on their knowledge and perspective. In recent decades, approaches to design innovation among design educators have become more similar. Under the influence of communication technology, they are used. They are part of our daily lives and are also constantly evolving. In order to encourage iterative learning among peers in the product development community, prototypes open cognitive association mechanisms related to visualization, prior experience, and interpersonal interactions. The context determines when, when, and how to apply prototyping methodologies, which necessitates a high level of situation awareness. The evolution of the curriculum and cultural factors, in turn, influence the character of this awareness.

All natural prototypes can be utilized and interpreted in many ways across cultural boundaries. As a result, they ought to be utilized using the aid of communication technologies. In both situations, prototyping is a proactive enabler that creates iterative cycles of new information through interpersonal communication and group-based collaboration.¹

In cognitive science, a model of graded categorization known as prototype theory holds that not all members of a category are treated equally. For instance, a chair is a better example of idea furniture than, say, a light. Prototype theory, as it was developed in the 1970s by Eleanor

¹ John R. Taylor. Linguistic Categorization, Oxford University Press, 2003. p 23

Rosch and others, represented a fundamental break from the traditional necessary and sufficient conditions found in Aristotelian logic and gave rise to extensional or intentional semantics set-theoretic approaches.² As a result, prototype theory would view a category like bird as consisting of multiple elements that have uneven status, for example, a robin is more archetypal of a bird than, say, a penguin. A bird may be described as elements with the features such as feathers, beak, and ability to fly. This results in a graded notion of categories, which is a key idea in many models of cognitive science and cognitive semantics, such as those by George Lakoff and Ronald Langacker (*Women, Fire, and Dangerous Things*, 1987). In Eleanor Rosch's 1973 research "Natural Categories," the term "prototype" was initially defined as a stimulus that occupies a conspicuous place in the creation of a category since it is the first stimulus to be linked with that category. Later, she redefined it as a category's key constituent.³ The communication technologies of today are crucial to modern living. Communication technology, as is well known, has evolved into a medium-in-between that people utilize to carry out a variety of interactions and express themselves. The world has been perceived by humanity as growing very quickly, and we have been able to adapt to these changes.

In this world, advancement and improvement take place every day. These advancements were successful in creating a brand-new invention that will undoubtedly benefit humanity worldwide. We use a variety of technological advancements and improvements that even an infinite number of scientists have made, together with advancements in communication technology. Human existence has altered as a result of technological advancements, which have impacted practically all important societal sectors, starting with business, transportation, and communication. Science and technological developments in communication have had a significant impact on how we communicate. Additionally, it forces us to experience this era's developments. The way we communicate has changed throughout time, moving from straightforward text messages to audio calls. Then it changed once more with the introduction of chat platforms that provide cutting-edge capabilities to improve communication. Both people and corporations have been impacted by communication technologies. Communication technologies, then, have an impact on how natural prototypes form.⁴

Prototypes can change and evolve when social variables, technical advancements, and linguistic changes occur since they are so dependent on social influences. The prototype, which might be a simple drawing or rough model made with crude materials, aids inventors in

² Geeraerts, Dirk; Dirven, René; Taylor, John R.; Langacker, Ronald W., eds. *Applied Cognitive Linguistics, II*, Language Pedagogy, 2001. p 49

³ Croft and Cruse. *Cognitive Linguistics*, 2004.p 65

⁴ Dirven, R./Taylor, J.R. "The conceptualisation of vertical Space in English: The Case of Tall", Brygida Rudzka-Ostyn (ed). *Topics in Cognitive Linguistics*. Amsterdam, 1988. P 112

identifying the flaws and improvements that need to be made in their concept. For instance, engineers might finish a working prototype of a product to test it before it is authorized for manufacturing.⁵

An additive manufacturing strategy is used in the rapid prototype development process since it is the quickest technique to quickly produce physical duplicates several times. Rather than the subtractive manufacturing strategy, which necessitates periodic rework to eliminate superfluous parts. Naturally, this specific production strategy would negate the benefits of the speedy prototype creation process. 3D printing technology is at the core of the fast prototype development process. You may already be aware that 3D printing devices work in accordance with 3-dimensional design instructions from CAD systems to replicate products by building up layers of liquid plastic, rubber, or other synthetic materials. Some 3D printing methods can even create complex internal mechanical components for goods with accuracy and fine detail.⁶ In order to develop and broadly utilize the natural prototype, it is crucial to state that such changes are significant. Furthermore, simply understanding how it has changed due to the advancement of communication technologies is insufficient. They will provide us with greater comforts throughout our lives.

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⁵ Coleman, Linda; Kay, Paul. "Prototype Semantics: The English Word Lie". Language, 1981.p 15.

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