

Association in linguistics and in psychology

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Abstract:

The article conveys the basic information about association the connection of cognition and speech, the types of association and the usage of acquired knowledge through one's life in the process of association. Moreover, there is some information about the role of association in the communication, the importance of speaker's and listener's coherence. And the notion of association is analysed from linguistic and psychological view in the article.

Key points: association, psychology, linguistics, cognition, language, connection of mind and the real world.

Introduction

During their life people may come across various situations which help them to get and improve knowledge. The acquired realization and skills are saved in the conscious mind of the person and kept for the rest of the mind. This information can be used when needed and the process of realization of the sorted information from the conscious thoughts are studied in the psychology with the name of association. The psychological term association is learned in this article according to the cognition in different ages.

Association in psychology refers to a mental connection between concepts, events, or mental states that usually stems from specific experiences. Associations are seen throughout several schools of thought in psychology including behaviorism, associationism, psychoanalysis, social psychology, and structuralism. The idea stems from Plato and Aristotle, especially with regard to the succession of memories, and it was carried on by philosophers such as John Locke, David Hume, David Hartley, and James Mill. It finds its place in modern psychology in such areas as memory, learning, and the study of neural pathways.

Moreover Association is a connection that appears between psychological derivatives under certain conditions. Association connection of images determined by previous life experiences in a person's mind, certain images that appear in the mind based on these connections create other related images according to the signs of similarity, proximity and opposition. Association appears on the basis of past experience and reflects the objective relations of things and events. Manifestation of one mental process gives rise to a second (related to the previous) mental process due to association.

According to some scholars association is divided into three:

1. Opposite association - a law that consists of involuntarily embodying in the mind the images of others due to the repeated perception or imagination of things and events with previously perceived opposite qualities.

For instance, when we think about beauty the word ugliness unconsciously comes to our mind

2. Contiguity association is a law that consists of involuntarily embodying images of others in the mind due to the re-perception or imagination of any of the things and events that were previously perceived simultaneously or sequentially.

The notion of garden is usually thought with the concepts of flowers, grass, trees and etc.

3. The association of similarity is a law that consists in the involuntary recovery of images of others in the mind in connection with the perception or imagination of things with similar signs.

For example, if one of Hasan and Husan is perceived, the other will be remembered involuntarily.

The process of association can be visible from the early ages of the individuals; newborn baby does not know any language, and they may learn how to speak and a new language through the communication with their family members, therefore a child can have his/her mother tongue similar with his/her parents. Moreover, children can learn about new things that are new for them, and this gained knowledge can be base for the future experience.

In addition, students try to study to improve their knowledge then the realization of their comprehension can be seen during their occupation period. This is the connection of cognition and the usage of ideas from the mind, and this process can be called association.

The term association is widely studied in the linguistics, since the user of the language (speaker) should think what to say before his/her speech. And there we can see also the psychological process of association. As a result, the theories of some scientists about association can be true: 'Association can be the subject for both linguistics and psychology.' In addition to the procedure of speaking, association can be seen in the comprehension of the listener (audience) of the communication. Because receiver should have related notions in their mind in order to understand the sender(speaks) of the message and in this action listener tries to find related information from his/her mind.

In conclusion the association is wide process and can be studied in both linguistics and psychology. This procedure can be seen during the full life of a person, since it plays the main role in the process of communication. While we learn the connection of association and language in linguistics, its relation with mind and conscious is studied in the field of psychology.

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