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### **PRESENTING YOUR IDEA: SENSE, MEANING AND STRUCTURE**

Human's ability to speak is considered to be unique and language itself is placed as one of the most important experience of being human. Though the idea that language may influence the way we think was not accepted by most linguists who argue that it doesn't have any scientific ground.

Recently researches from Stanford University have collected data in order to find where the truth is. A team of scientists under supervision of Lera Boroditsky, an assistant professor of psychology, neuroscience, and symbolic systems at Stanford University, looked at how the languages we speak shape the way we think.

A person's speech is an integral part of his activities, allowing him to learn about the world and communicate with people. Cognition and communication, based on understanding and exchange of thoughts and feelings, is carried out using speech means. Speech means are represented by a language system materialized in linguistic signs of phonetics, graphics, vocabulary, grammar. In diverse situations of speech communication, all the wealth of the external world is manifested. Using language as a means of cognition and communication, a person listens, speaks, reads, and writes. In conversations, disputes, discussions, a direct exchange of thoughts is carried out. Verbal communication is carried out in the form of oral dialogue, oral monologue and written monologue speech. The forms of communication and their varieties are characterized by a certain set of linguistic means. Within the same form of communication, linguistic material is common for the speaker and the listener, the writer and the reader.

Oral dialogue as a form of communication is communication between two or more people, in which each statement is directly addressed to the interlocutor. It consists of replicas with a communicative focus. Dialogue speech is situational, contextual, convoluted, reactive and poorly organized. The choice of linguistic means for the reply largely depends on the previous statement. The interlocutor asks clarifying questions during the speech, can finish the thought of another, submit his remarks. This makes it easier for the speaker to express a thought, to express an attitude towards the subject of speech and to be understood by the interlocutor. Often, the partner continues the expressed thought, complementing it or giving it an unexpected twist. The information contained in the dialogue sometimes concerns several areas and has a diverse, sometimes opposite assessment. One is happy with the events, the other ignores, the third is indignant.

The effectiveness of a speech message is largely facilitated by the objective conditions in which it occurs: a calm environment, the absence of noise and distractions.

The main characteristics of the message are the expression of informative categories, composition, way of expressing thoughts and linguistic means. The quality of a speech message is determined by the extent to which it provides for an adequate understanding of the author's thoughts.

The completeness of information is created during the dialogue by all its participants. Normally we use words to present our ideas to others. The word as the smallest linguistic unit that serves to express concepts has a certain content and form - sound, graphic, morphological. In psychology, in turn, a word is defined as a complex complex stimulus and as a complex speech action of a person. The external world forms object and verbal images in a person. In psychology, the meaning and sense of the word are differentiated. The meaning is based on the abstraction of known signs and their generalization. The semantic structure of a word is a system of meanings and connections. The sense of a word is its individual, subjective meaning that it acquires in each specific situation. The meaning of a word is a category of language, it is reflected in the dictionary. The sense of a word is a category of speech. It is determined based on experience and communication situation, but is not reflected in the dictionary. The word is inextricably linked with the concept, which is a category of thinking. The concept always encompasses many objects, as a result of which it has not only content, but also volume, which includes all relevant specific objects.

Objectively existing connections and relationships between objects and phenomena of the external world find different semantic and structural expression. The complex of structural components of speech is able to convey the subtlest nuances of thought. There are qualitative differences between the lexical and grammatical ways of transmitting thought. The relationship between the subject of the action and the predicate, determined and determining, the action and the object, is expressed grammatically; temporal, spatial, causal relationships of phenomena; the speaker's attitude to the expressed thought and to the interlocutor.

The results the researches from Stanford university have obtained are as following: “ ... languages shape the way we think about space, time, colors, and objects. Other studies have found effects of language on how people construe events, reason about causality, keep track of number, understand material substance, perceive and experience emotion, reason about other people's minds, choose to take risks, and even in the way they choose professions and spouses.<sup>8</sup> Taken together, these results show that linguistic processes are pervasive in most fundamental domains of thought, unconsciously shaping us from the nuts and bolts of cognition and perception to our loftiest abstract notions and major life decisions. Language is central to our experience of being human, and the languages we speak profoundly shape the way we think, the way we see the world, the way we live our lives”, says Lera Boroditsky.