



CULTURAL VALUES AND THEIR LINGUISTIC VERBALIZATION

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Abstract: *The relationship with culture and language are examined in this article, with an emphasis on cultural values and their linguistic verbalization. This study attempts to identify the distinctive linguistic and cultural traits that define the complexities of human communication and the shared norms that shape our social interactions. This research provides important insights into the ways in which the intertwining of culture and language has garnered significant attention among scholars and linguists. The results of this study emphasise that cultural values not only reflect the beliefs and practices of a community but also serve as a lens through which language is understood and utilized.*

Key words: *Cultural values, culture, language, linguistic verbalization, cultural linguistics, fairy tales.*

Introduction

Language and culture are inextricably linked, each shaping and reflecting the other in profound ways. This article delves into the intricate relationship between these two fundamental aspects of human experience, focusing on how cultural values are articulated through language. By examining the distinctive linguistic and cultural traits that characterize human communication, this study aims to illuminate the shared norms that govern our social interactions. As scholars and linguists increasingly recognize the significance of this interplay, our research seeks to contribute to the understanding of how cultural values not only encapsulate the beliefs and practices of a community but also provide a vital framework for interpreting and utilizing language. Through this exploration, we aim to highlight the complexities of communication that arise from the dynamic intertwining of



culture and language, offering valuable insights into the ways in which they influence one another and shape our collective social fabric.

The topic of culture becomes higher priority in the era of globalization. Prior to addressing the specific issue concerning the relationship between culture and linguistic verbalization, it is worth mentioning some of the general issues related to these two broad topics. The concept of culture has been grouped differently by different scholars. For example, V. Barnow maintains that “Culture is a way of life of a group of people, the configuration of all of the more or less stereotyped patterns of learned behavior which are handed down from one generation to the next through means of language and imitation”(Barnow, 1973).

And other scholars have their own viewpoints about culture. So D.U. Ashurova and M.R.Galieva define that all of the strategies are complementary and not contentious. According to the different approaches, there can be various cultural types, including speech culture, political culture, national culture, labour culture, everyday routine culture, and personal culture. However, the distinction between material and spiritual culture is the most significant. Concerning the language, Ashurova and Galieva say that language serves two primary purposes like communication and cognition. The survey of literature reveals, however, that language also serves many other purposes: emotive, phatic, poetic, etc. Apart from these, one of the key roles of language is to convey and express culture.(Ashurova & Galieva, 2019).

In terms of interplay between culture and language, the idea of the connection between language and culture was first proposed by V. Humboldt. W and he said that “Language is deeply entwined in the intellectual development of humanity itself, it accompanies the latter upon every step of its localized progression or regression; moreover, the pertinent cultural level in each case is recognizable in it. Language is, as it were, the external manifestation of the minds of peoples. Their language is their soul, and their soul is their language. It is



impossible to conceive them ever sufficiently identical... . The creation of language is an innate necessity of humanity. It is not a mere external vehicle, designed to sustain social intercourse, but an indispensable factor for the development of human intellectual powers, culminating in the formulation of philosophical doctrine” (Humboldt, 1988).

So Ashurova and Galieva define that since language is closely related to culture, develops within it, and represents it and it is widely accepted to be the most important medium for expressing culture.(Ashurova & Galieva, 2019).

The link between language and culture is a natural bond. Language is a semiotic device. It is a system of signs and the true nature of every sign is to be a value originated by a culture. Only the value that a culture acknowledges to a signifier and a signified makes their relationship necessary in the language. If a cultural model acknowledges a chain of signifiers and the acceptance of such a value is universal. Otherwise, it is culture-bound. Therefore, multilingualism is multiculturalism and vice versa (Torricelli, 2014).

As a variety of languages, it is a mirror of a plurality of ideas, which is a precious intellectual wealth. As a plurality of cultures, it is the guarantee of the historical memory of a cultural past. The study emphasizes the importance of the inter relation between language and culture. Culture is mainly reflected in people's linguistic behaviors as speech acts which is expression of their thoughts. The reflection of cultural values occurs at the level of seemingly smaller linguistic units like words and phrases. The problems of culture have become a theoretical concern of linguistics (Fuadi Mohammed, 2018).

As culture changes, the language changes, as well. Learning a language is learning a culture. But language, also conveys values. Language shapes how people perceive the world, hence people's values. Values play a role in what one finds important in life and will influence behavior tendencies. Different cultures value



different things. Thus, many cultural values can shape one language, which can be linguistically verbalized.

As it is written in cultural linguistics, many studies show that one of the most crucial components of culture is cultural values reflected in the language and according to Alefirenko, there are these kinds of cultural values in the language. They are vital, social, political, religious, moral and aesthetic. (Ashurova and Galieva, 2019)

Cultural values, or the basic moral principles of a nation, acquire their reflection in various dimensions of the interethnic and intercultural sphere of a society. The study of cultural values reflects the realization of comparative linguistics, comparative literature, ethnolinguistics, and other fields of knowledge. The objective of cultural values is to study their linguistic verbalization in the comparison of languages and cultures. It suggests a differentiation of culturally correlated concepts and expressions verbalizing them. All the linguistic verbalizations of cultural values form the linguacultural sphere of different languages and language communities.

From the positions of cultural linguistics, if we analysis all types of cultural values like vital, social, political, religious, moral and aesthetic are presented in English fairy tales, English fairy tales serve as a repository of cultural values encoded through specific linguistic patterns, narrative structures, and evaluative frameworks. These tales verbalize and evaluate different types of cultural values through distinctive linguistic features that reveal the underlying belief systems of the society that produced them. Vital values relate to survival, health, strength, and life forces in general, while social values encompass relationships, class structures, social harmony, and community bonds. Political values relate to power, authority, governance, and justice, while religious values encompass spiritual beliefs, divine order, and metaphysical understandings. Moral values concern ethical conduct, virtue, vice, and proper behavior, with linguistic markers of deception and



consequences-linking conjunctions. Aesthetic values relate to beauty, artistic merit, harmony, and sensory pleasure, with linguistic patterns reflecting sensory-rich descriptive language, beauty-marking superlatives, and artistic evaluation formulae. English fairy tales employ distinctive linguistic mechanisms to evaluate these cultural values, such as evaluating framing, direct narratorial judgment, symbolic naming practices, patterned discourse, reward or punishment lexicon, and metaphorical mapping. These linguistic patterns reveal how English fairy tales not only reflect cultural values but actively construct and transmit them through specific verbal strategies, typically prioritizing moral and social values above others in the overall evaluative framework.

Values are increasingly treated as linguistic phenomena which are a subject of description and explanation (Kwapisz-Osadnik, 2011). Although the axiological factor has been studied by various sciences representing cognitive and anthropological perspective, this area is still waiting for broader linguistic analyses, including formalised descriptions or proposals of theoretical frameworks. Values have recently been investigated on different levels of language use and structure, employing different perspectives and methods. This perspective should not be confused with approaches focusing on ethical, moral or social issues. As examined here, values refer to a species-specific system of evaluation inherent in all human beings which manifests itself in various domains. Cultural values are significant for the analysis of verbal material in a language-congruent perspective since they reflect one of the social practices in which the values are generated, maintained, and conveyed.

Values are cognitive categories which provide the basis for evaluation. They determine what is deemed important, are a basis for the selection or rejection of behaviour and serve as normative standards for individuals to choose and evaluate their own behaviour and that of others. Values thus reflect real differences in what humans consider important for their individual and social existence; as such, they



play a powerful role in guiding human action. Values reflect real differences in what is deemed important for individual and social existence. Implementing these conceptualizations, cultural values have been defined as values which are shared by a cultural group (Becker et al., 2017).

All the above aspects of cultural values determining the world view of a person and, consequently, the culture of its language can be considered only in close connection with the processes of their realization. As it is belief or a system of a personal or collective beliefs, it is usually verbalized. Cultural values become language or verbalized mainly through anthropocentric conceptualization. Through concepts cultural values acquire linguistic shape. It is people who have beliefs resulting in values, and conceptualized and verbalized these values through language. Probably, this is the reason for insufficient linguistic attention to culture as a phenomenon and to the linguistic verbalization of cultural values, specific for each culture. Verbalization is regarded as an act of speech communication (Пикулева, 2019), a language process in which linguistic units are used as ornaments of communicative intent or as a means of its realization. Cultural values are usually transmitted in various ways through specific verbalization. It is widely known that in different cultures there are values of different status. Therefore, there exist concepts and their linguistic verbalizations that are of different frequency of occurrence in speech and with different semantic or communicative behavior and that differ in their distinctness, conventionality or motivation.

Conclusion

The exploration of cultural values and their linguistic verbalization reveals the profound interconnectedness between language and culture. Language is not merely a tool for communication; it is a reflection of the values and beliefs that define a community. By understanding how cultural values are expressed through language, we gain insight into the societal norms that govern human behavior and the processes of socialization that shape individual identities. As cultures evolve



and interact in an increasingly globalized world, the study of cultural values and their linguistic expressions remains a crucial area of inquiry. This understanding not only enriches our appreciation of diversity but also fosters a deeper connection between individuals and the cultural frameworks that influence their lives. Recognizing the significance of cultural values in language paves the way for more nuanced cross-cultural communication and understanding, ultimately contributing to a more harmonious global society.

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