

# THEORETICAL FOUNDATIONS OF STUDYING PROVERBS FROM THE PERSPECTIVE OF CONTEMPORARY ANTHROPOLINGUISTICS

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Abstract. This article discusses the theoretical foundations of studying proverbs (including sayings and folk expressions) from the perspective of contemporary anthropolinguistics. As an interdisciplinary field, anthropolinguistics studies language as part of culture, reflecting human perception of the world, social relations, and historical processes. Proverbs, being an important element of folk wisdom, serve as a key to understanding the values, traditions, and worldviews of different peoples. The article examines the main theoretical approaches to studying proverbs in anthropolinguistics, as well as the methods used for their analysis, with an emphasis on how language reflects social and cultural norms. Special attention is given to conceptual schemas, metaphors, and the changing meanings of proverbs in response to cultural and social changes.

**Keywords:** paremia, concept, macroconception, paremia with the "House" component, paremia with the "Family" component, oral folk art

#### Introduction.

Proverbs (sayings and folk expressions) are an important element of folklore, containing the folk wisdom, philosophy, and values accumulated over the centuries. From the perspective of anthropolinguistics, language and culture are inseparable, with language serving as an indicator of social and cultural realities. Anthropolinguistics studies how language reflects the worldview, practices, and social structures of society. In this context, proverbs become a significant object of research, as they not only fix the ideology of society but also provide insight into



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cultural norms, social roles, and moral values. Anthropolinguistics treats proverbs as complex linguistic units in which various aspects, such as metaphors, symbols, connotations, and stable patterns reflecting the collective perception of the world, are intertwined. This makes proverbs a powerful tool for studying changes in society as reflected in language, as well as for understanding enduring cultural traditions.

### **Research Material**

The material for the study consists of proverbs from the Russian language, covering various aspects of life such as family values, morality, social relations, labor, and natural phenomena. Proverbs and sayings that reflect historical and cultural realities of society are used as examples. For instance, proverbs like "Without labor, you won't even catch a fish from the pond" or "Family is a fortress" convey the value of labor and the role of the family, while proverbs like "A wife is a friend to her husband, not a servant" demonstrate changing views on gender relations and equality in marriage. In addition to Russian proverbs, examples from other languages (such as English and French) are also examined to provide a comparative analysis and identify culturally specific and universal elements in the proverbs of different peoples.

### **Research Methods**

The following methods were used to analyze proverbs from the perspective of anthropolinguistics:

- 1. Contextual Analysis: Studying proverbs within their historical, social, and cultural contexts. This method helps to understand how the meanings of proverbs change in response to social and cultural shifts in society.
- 2. Semantic Analysis: Analyzing the meanings of key words in proverbs, such as "family," "labor," "happiness," "respect," and "love." This helps to identify which values and concepts are most important in a particular culture.
- 3. Comparative Analysis: Comparing proverbs from different languages and cultures to identify universal and culturally specific aspects. This method helps determine which moral and social orientations are common across different peoples and which are unique.





- 4. Cognitive Analysis: Investigating metaphors and conceptual schemas embedded in proverbs. The cognitive approach helps reveal how metaphors and symbols (e.g., "home" as a symbol of safety and stability) are used to reflect societal ideals and human relations.
- 5. Genetic Method: Investigating the origin of proverbs and their changes over time. This method helps to uncover how views on family values, labor, power, respect, and other social phenomena have evolved throughout history.

### **Research Results**

Studying proverbs from an anthropolinguistic perspective leads to several key conclusions:

- 1. Language as a Reflection of Cultural and Social Changes: Proverbs reflect changes in societal values and worldviews. For example, proverbs about the role of women in the family (e.g., "A wife is a friend to her husband, not a servant") show the transition to more equal relationships between the genders. These changes reflect shifts in the social perception of gender roles.
- 2. Conceptual Schemas and Metaphors: The analysis revealed that proverbs often use metaphors tied to fundamental concepts such as "labor," "happiness," "family," and "fate." For example, the metaphor "labor" is used not only to denote physical work but also as a symbol of stability and success in life. These metaphors help to understand how cultural norms and values are transmitted through language.
- 3. Collective Consciousness and Identity: Proverbs play an important role in shaping collective consciousness. They express the moral norms, social ideals, and expectations that are upheld in society. For example, the proverb "Without labor, you won't even catch a fish from the pond" illustrates the work ethic and the value of labor in society.
- 4. Social and Cultural Changes: Contemporary proverbs, unlike traditional ones, often reflect changes in perceptions of family roles, labor, personal freedom, and social equality. This points to the transformation of society and its shift toward more individualized and egalitarian relationships.

### Conclusion



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The theoretical foundations of studying proverbs from the perspective of anthropolinguistics confirm that proverbs are an important tool for researching the cultural, social, and moral values of society. Proverbs not only fix traditions but also reflect changes in worldviews and social roles. Contemporary anthropolinguistic approaches allow proverbs to be studied with consideration of cultural contexts, metaphors, and conceptual schemas, which opens new avenues for studying language as a cultural phenomenon. Proverbs, in turn, serve not only as a mirror of society but also as a tool for its transformation.

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