

LANGUAGE AND CULTURE: AN ANALYSIS FROM THE PERSPECTIVE OF LINGUOCULTUROLOGY TEACHING

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Annotation: This article analyzes the relationship between language and culture from the perspective of linguoculturology. The science of linguoculturology studies the inextricable link between language and culture and aims to study the linguistic expression of national mentality, traditions and values. The article examines issues such as vocabulary, phraseological units, metaphors, translation problems, and changes in language and culture under the influence of globalization. This study highlights the place of linguoculturology in the field of linguistics and education, and provides important theoretical and practical recommendations for language learners and translators.

Izoh: Ushbu maqolada til va madaniyat o'rtasidagi o'zaro bog'liqlik lingvokulturologiya nuqtayi nazaridan tahlil qilinadi. Lingvokulturologiya fani tilning madaniyat bilan uzviy aloqadorligini o'rganib, milliy mentalitet, an'ana va qadriyatlarning lingvistik ifodalanishini o'rganishga qaratilgan. Maqolada so'z boyligi, frazeologik birliklar, metaforalar, tarjima muammolari, globalizatsiya ta'sirida til va madaniyatning o'zgarishi kabi masalalar ko'rib chiqiladi. Ushbu tadqiqot lingvokulturologiyaning tilshunoslik va ta'lim sohasidagi o'rnini yoritib, til o'rganuvchilar hamda tarjimonlar uchun muhim nazariy va amaliy tavsiyalar beradi.

Аннотация: В данной статье взаимосвязь языка и культуры анализируется с точки зрения лингвокультурологии. Наука языкознание и культурология изучает целостную связь языка с культурой и направлена на изучение языкового выражения национального менталитета, традиций и ценностей. В статье рассматриваются такие вопросы, как лексика, фразеологизмы, метафоры, проблемы перевода, изменения языка и культуры под влиянием глобализации. Данное исследование проливает свет на место лингвистики и культуры в сфере лингвистики и образования, а также дает важные теоретические и практические рекомендации для изучающих язык и переводчиков.

Keywords: Language, culture, linguoculturology, national mentality, translation problems, globalization, phraseological units.

Kalit so'zlar Til, madaniyat, lingvokulturologiya, milliy mentalitet, tarjima muammolari, globalizatsiya, frazeologik birliklar.

Ключевые слова: Язык, культура, лингвокультурология, национальный менталитет, проблемы перевода, глобализация, фразеологизмы.

Introduction

Language and culture are an integral part of human life, and they develop inextricably linked with each other. Language is not only a means of communication, but also one of the main factors reflecting the historical memory, values, traditions and mentality of the nation. Each nation has preserved its own cultural manifestations in its language, and these elements are clearly manifested in vocabulary, phraseological units, proverbs, expressions and metaphors. Therefore, the study of the relationship between language and culture has become one of the important directions of linguistics and cultural studies.

The science of linguoculturology was formed in the second half of the 20th century and is aimed at studying the relationship between language and culture. The main goal of this field is to study cultural values through language, to analyze the thinking and worldview of different peoples from a linguistic perspective. This discipline is closely related to linguistics, cultural studies, ethnolinguistics, and sociolinguistics, and uses their research methods. Linguoculturology is considered one of the most dynamically developing areas of modern linguistics, and is also widely used in the fields of translation studies, education, and international communication.

Today, as a result of globalization processes, the interaction between languages and cultures is becoming increasingly important. In such conditions, the importance of linguoculturological research is increasing, and the study and understanding of cultural units in different languages is becoming an urgent issue. This article aims to analyze the interrelationship of language and culture from the point of view of linguoculturology, to understand cultural codes through national mentality and linguistic units, and to highlight the role of cultural factors in the translation process.

National Mentality and Language

Language is an integral part of the national mentality, it serves as a means of expressing the worldview, values, and traditions of each nation. Each nation reflects the historical, social, and cultural characteristics of society in its language. This process is manifested through linguistic units, which are clearly visible in metaphors, phraseological units, proverbs, idioms, and everyday communication styles.

Formation of national mentality through language

National mentality is a general expression of a people's historically formed worldview, way of thinking and attitude to life. This mentality is reflected not only in

customs or cultural norms, but also in linguistic units. For example, each people expresses its own way of thinking through metaphors, expressions and even intonation.

Comparison and analysis

In the Uzbek language, expressions of hospitality and respect are very common. For example, the proverb "A guest is greater than his father" reflects the high respect of the Uzbek people for guests.

In English, expressions emphasizing personal freedom and independence are widespread. For example, the expression "Time is money" indicates the appreciation of time and the development of business culture in English.

In Japanese, expressions of respect play a very important role, for example, "giri" (the concept of social duty in Japanese society) or "keigo" (special grammatical forms used to express respect).

These examples clearly demonstrate how the national mentality is embedded in the language and how it reflects the unique values of each society.

Cultural Identity and the Role of Language

Language is one of the main factors of cultural identity. By speaking in one's own language, a person not only expresses his thoughts, but also participates in the preservation and transmission of his cultural heritage. This process is reflected in various languages and dialects.

Language and National Identity

Dialects and Dialects - Local dialects reflect the historical roots and geographical identity of the people. For example, the Khorezm dialect of the Uzbek language is distinguished by its own phonetic and lexical features.

Formal and Informal Speech - While formal speech emphasizes the strict norms of culture, informal speech clearly reflects the natural mentality of the people.

Code-switching - People who speak two or more languages can express their national identity through code-switching in their speech. For example, mixed Uzbek-Russian speech is widespread in urban environments in Uzbekistan.

Cultural identification through language is strongly linked to values and social norms passed down from generation to generation, and it plays an important role in preserving the identity of a society.

Expression of etiquette in different languages

Etiquette is unique to each society, and it is also reflected in language units. Expressions of politeness and respect in different languages reveal the cultural characteristics of this society.

Examples and comparisons

In Uzbek, plural forms are used to show respect: the form "you" is used as a formal and respectful expression. In French, there are also "tu" (informal) and "vous" (formal) forms, which are used depending on social relationships. In Korean, there are

special grammatical levels for expressing respect, for example, "합시다체" (hapshidache) is used for formal speech, and "반말" (banmal) is used for informal speech. These aspects of the language show how etiquette is formed in different societies and how important they are.

Globalization and Linguo-Cultural Changes

It is no secret that globalization affects all aspects of human life in today's world. Language and culture are no exception. As a result of technological progress, international economic cooperation, migration and cultural exchange, languages are changing and their scope of use is expanding. This process leads to linguo-cultural changes, which are causing some languages to become more important and others to become endangered. Changes in languages under the influence of globalization. As a result of globalization, the process of interaction and mixing between the world's languages is increasing. This affects the language system in the following ways:

1. Enrichment or change in vocabulary

Due to new technologies, social trends and scientific discoveries, languages are constantly enriched with new words and expressions. For example: Terms such as "marketing", "innovation", "startup", which came to the Uzbek language from English and Russian, began to be widely used. Words such as "email", "online", "chat" have appeared in French and Spanish from English.

2. Intensification of the code-switching phenomenon

In multilingual societies, people tend to mix different languages in one speech. For example, examples of Uzbek-Russian or Uzbek-English mixtures are:

"Today there is a project deadline, so I don't have time."

"I'll talk to you after the meeting."

This is especially common among young people and is a natural consequence of linguistic change.

3. The decline or disappearance of some languages

As a result of the development of global languages, some small languages are losing their scope of use. According to UNESCO, one language in the world disappears completely every two weeks. Because some local languages cannot adapt to the demands of modern technology and the economic environment.

Hybrid culture and new language forms

As a result of globalization, cultural boundaries between different nations are increasingly blurred, and a new hybrid culture is being formed. This also directly affects linguocultural changes.

1. Mixing of cultures

Younger generations, especially those who grew up under the influence of urbanization, are following global trends along with their national culture. For

example, in Uzbekistan, along with national traditions, Western holidays (Halloween, Thanksgiving) and lifestyle elements are becoming popular.

2. Formation of globalized dialects and pidgin languages

In some regions, local languages are being mixed with English, French or other international languages. In this process:

Pidgin languages - simplified languages that arose from the mixing of different languages (for example, African and Caribbean pidgins).

Creole languages - a form of a pidgin language that has become an independent language that is fully used by subsequent generations (for example, Haitian Creole).

Similar trends are sometimes observed in the Uzbek language. For example, some young people mix English words and phrases in their speech, such as "flex" (to boast) and "cancel" (to cancel something). The role of English as a global lingua franca

In today's world, English continues to occupy a leading position as a means of global communication. Its influence in the world is manifested in the following aspects:

1. As a language of international communication

Currently, English has become the main means of communication in international diplomacy, science, technology and business. For example: It is widely used in official documents of the European Union and the UN. The world's most prestigious scientific journals are published in English. Many international companies have adopted English as their official corporate language.

2. Its role in education and scientific research

Many universities require education in English. The dominance of English is especially evident in international grants, scientific research and academic writing.

3. Leadership in media and pop culture

English is reaching a global audience through platforms such as Hollywood films, Netflix series, YouTube and TikTok. Therefore, even those who have not formally studied English are directly exposed to it. What are the consequences of such a widespread use of English? Positive aspects: Facilitates communication, contributes to scientific and technological progress. Negative aspects: May lead to the weakening of local languages and the disappearance of some cultures.

Conclusion

Language and culture are closely interconnected and play an important role in expressing the unique worldview and values of each people. Language is not only a means of communication, but also a factor that transmits national mentality, history and cultural heritage from generation to generation.

The development of the science of linguoculturology, combining linguistics and cultural studies, allows for a deeper study and understanding of language. This approach is of great importance in the effective study of foreign languages, improving translation processes and developing intercultural dialogue.

In the future, linguoculturological research should be directed to a more in-depth study of language change under the influence of globalization, intercultural communication and language policy. This will not only enrich the process of language learning, but also create new opportunities for the preservation and development of cultural diversity.

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