LINGUISTIC CULTURE

Ahmedova M.
Scientific supervisor, Andijan state
institute of foreign languages
Abduganieva Zulfiya
Student, Department of Theory and
Practice of the Russian Language,
Andijan state institute of foreign languages
E-mail: z4658809@gmail.com

Abstract: This article explores the concept of *linguistic culture* as a multidimensional phenomenon situated at the intersection of language, society, and cultural identity. It examines the theoretical origins of linguistic culture, its functions in different societies, and its relevance in the context of globalization and digital communication. Particular attention is paid to how linguistic culture shapes and reflects national identity, norms of communication, language policy, and educational practices. The article concludes by highlighting the importance of preserving linguistic diversity as a vital component of cultural heritage and social cohesion.

Keywords: linguistic culture, language policy, communication norms, globalization, identity, multilingualism, education

Language is not only a means of communication, but also a repository of cultural values, social norms, and collective memory. The term *linguistic culture* refers to the complex interplay between language and culture within a specific speech community. It encompasses beliefs, attitudes, and practices related to language use, language learning, and language preservation.

In recent decades, linguistic culture has gained increasing attention in sociolinguistics, cultural studies, and language education. This is largely due to the intensifying processes of globalization, migration, and digitalization, which have transformed the linguistic landscapes of many countries.

The concept of linguistic culture originated in the 20th century and was further developed in the works of scholars such as Michael Agar, Harold Schiffman, and Pierre Bourdieu. Agar (1994) introduced the term *languaculture* to emphasize the inseparability of language and culture. Schiffman (1996), in turn, analyzed linguistic culture in relation to language policy, arguing that decisions about language use are deeply embedded in cultural values and historical contexts.

Linguistic culture includes elements such as:

- Attitudes toward different languages or dialects;

- Social rules governing speech behavior (e.g., politeness, formality);
- Norms of language acquisition and literacy;
- Institutional practices and policies concerning language education.

Understanding linguistic culture helps explain why language policies succeed or fail, and why certain varieties of language gain prestige while others are marginalized.

In multilingual societies, linguistic culture plays a crucial role in shaping national identity and social integration. Language often becomes a symbol of national pride or resistance. For example, in post-colonial contexts, promoting indigenous languages is seen as an act of cultural revival and decolonization.

At the same time, the dominance of global languages—especially English—poses challenges for local linguistic cultures. The spread of English in education, business, and media often leads to linguistic homogenization, threatening smaller and minority languages.

Nevertheless, many countries adopt multilingual policies that reflect the diverse linguistic cultures of their populations. These efforts help maintain social cohesion and ensure equal access to education and public services.

The digital revolution has significantly altered linguistic culture. Online communication platforms have introduced new linguistic norms and registers, such as emojis, memes, and abbreviations. While these forms of expression enrich the language, they also raise concerns about declining literacy and the erosion of formal language skills.

At the same time, the internet provides unprecedented opportunities for the revitalization of endangered languages. Digital archives, online courses, and language apps have become valuable tools for preserving and transmitting linguistic heritage.

Moreover, the online sphere fosters new forms of linguistic creativity and identity expression, especially among young people. This highlights the dynamic and evolving nature of linguistic culture in the 21st century.

Linguistic culture is a key factor in understanding how language operates within social and cultural frameworks. It shapes not only how people speak, but also how they perceive themselves and others. In a globalized and digital world, linguistic culture faces both opportunities and threats.

Promoting linguistic diversity, supporting language education, and respecting cultural differences are essential for fostering inclusive and sustainable societies. Future research should continue to explore how linguistic culture adapts to changing social realities and technological developments.

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