#### FOOD IDIOMS IN ENGLISH: A LINGUACULTURAL APPROACH

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Annotation. This text introduces the Linguocultural Approach to language study, emphasizing the inseparable connection between language and culture. It defines language as both a product and shaper of culture, highlighting how it embodies cultural values, beliefs, and history. The approach focuses on the cultural background reflected in linguistic units and precedent texts. The text stresses the critical importance of this approach for understanding idioms, which are presented as deeply embedded in cultural contexts and history. It defines idioms as figurative expressions whose meaning differs from the literal words. The text then specifically applies the linguocultural approach to English food idioms, detailing how to examine their cultural origin, embedded values, the link between literal and figurative meanings, and cross-cultural comparisons.

**Keywords**. Linguocultural Approach, Language and Culture, Idioms, English Idioms, Food Idioms, Cultural Context, Cultural Origin, Cultural Background, Linguistics, Figurative Language

The linguocultural approach in teaching foreign languages was formed in the 90s. A Linguacultural Approach is a way of studying language that emphasizes the inseparable connection between language and culture. It views language not just as a system of grammar and vocabulary, but as a product of culture and a tool for shaping it. For example imagine trying to understand a joke without knowing anything about the culture it comes from. You might understand all the words, but you'd likely miss the humor because you're missing the cultural context. The linguacultural approach aims to provide that context.

This is a science that studies objects and phenomena of a particular culture, concepts. The subject of the study of cultural linguistics is the cultural background -a world perception which is specific to a particular nation, represented in mythology, legends, proverbs, sayings and in other forms of folklore in precedent texts.[1]

The linguocultural approach views language not just as a system of grammar and vocabulary, but as a reflection and shaper of culture. It studies how language embodies cultural values, beliefs, traditions, history, and daily life. It looks at how linguistic units (like words, phrases, idioms) carry cultural meaning beyond their literal interpretation.

The Linguacultural Approach is essential for understanding and effectively using idioms in English because idioms are deeply embedded in cultural contexts,

historical events, and shared social experiences. Idioms are far more than just strings of words; they are condensed expressions of a culture's worldview.

An idiom is a phrase or expression that largely or exclusively carries a figurative or non-literal meaning, rather than making any literal sense. Categorized as formulaic language, an idiomatic expression's meaning is different from the literal meanings of each word inside it.[2]

The Linguacultural Approach is crucial for understanding food idioms in English because these expressions are deeply embedded in cultural experiences, historical contexts, and shared values. Without a linguacultural perspective, one risks misinterpreting or missing the rich, nuanced meanings woven into these figurative phrases.

Food is a fundamental aspect of human culture worldwide. It's tied to history, geography, social rituals, celebrations, sustenance, and values (e.g., hospitality, hard work, scarcity, indulgence). Because food plays such a central role in life, it's not surprising that it permeates language, often appearing in metaphorical expressions like idioms.

#### Applying the linguocultural approach to food idioms means examining:

- The cultural origin: Why did this particular food item or food-related activity become the basis for a metaphor? (e.g., Why "spill the beans"?)
- The cultural values/ideas embedded: What does the idiom reveal about how English-speaking cultures perceive the concept being described (e.g., how they view ease, secrecy, wealth, relationships)?
- The connection between the literal and figurative: How the original meaning or cultural significance of the food/activity led to the metaphorical meaning.
- Comparison with other cultures: How different cultures use (or don't use) food metaphors for similar concepts, highlighting cultural differences.

**Examples of English Food Idioms** (with a touch of cultural context) Here are some examples, illustrating the connection between food/activity and the figurative meaning:

- A piece of cake: (Meaning: Something very easy). Cultural link: Cake is often associated with treats, celebrations, and enjoyment something pleasant and easy to consume.
- Spill the beans: (Meaning: To reveal a secret, especially unintentionally). Cultural link: One possible origin is related to ancient voting methods using beans in containers, where knocking over the container (spilling the beans) would prematurely reveal the outcome.
- Apple of my eye: (Meaning: Someone or something cherished above all others). Cultural link: Historically, the apple was often seen as a precious and valuable

fruit, and the pupil of the eye was also called the "apple" (related to its round shape), seen as central and vital to vision.

- Bring home the bacon: (Meaning: To earn a living, provide financial support for one's family). Cultural link: Bacon (preserved pork) was historically a staple food and a symbol of basic necessities and hard work, especially in rural life.
- Eat your words: (Meaning: To admit that something you said was wrong, often in a humiliating way). Cultural link: Associated with the unpleasantness of having to retract a statement, metaphorically likening it to consuming something distasteful.
- In a nutshell: (Meaning: In summary, briefly). Cultural link: Likens the concise summary to something contained within a small, hard shell, easy to grasp.
- Butter someone up: (Meaning: To flatter someone excessively, usually to gain something). Cultural link: Butter is smooth and rich, used metaphorically to describe language that is similarly smooth and intended to please or soften someone up.
- Hot potato: (Meaning: A controversial or difficult issue that everyone wants to avoid dealing with). Cultural link: Relates to the physical act of trying to hold or pass something hot painful and difficult to manage.
- Sell like hotcakes: (Meaning: To sell very quickly and in large quantities). Cultural link: Hotcakes (pancakes) were historically a popular, quickly made, and desirable food item, especially at fairs or markets.

**Problems and Challenges.** Applying the linguocultural approach to food idioms presents several challenges:

- Opacity for Non-Native Speakers: The metaphorical meaning is often opaque. Simply knowing the words ("spill," "beans") doesn't lead to understanding the idiom ("reveal a secret"). Learners need explicit cultural and contextual information.
- Cultural Specificity: The underlying cultural concept or historical origin might be completely alien to a learner from a different background. An idiom based on a specific English food tradition might not have a direct equivalent or even conceptual parallel elsewhere.
- Historical Distance: The cultural context that gave rise to an idiom might be historical and no longer immediately obvious or relevant in modern life (e.g., the voting beans origin of "spill the beans").
- Polysemy and Nuance: Idioms can have subtle variations in meaning or usage depending on context, adding complexity. Their appropriateness might depend on social context, formality, etc.
- Translation Difficulties: Literal translation is impossible. Finding a functionally equivalent idiom in another language that carries the same nuance and uses a similar food metaphor is rare. Often requires explanation or non-idiomatic translation.

- Over-Generalization: Learners (or researchers) might assume a direct cultural equivalent exists in their own language or culture when it doesn't, leading to misinterpretations.
- Lack of Awareness in Native Speakers: Native speakers use idioms intuitively and are often unaware of their origins or the cultural baggage they carry, making it difficult for them to explain these aspects to learners.

**Solutions**. To address these problems, the linguocultural approach suggests various solutions:

- Contextualized Learning/Teaching:
- 1) Always present idioms within meaningful sentences or dialogues.
- 2) Use authentic materials (movies, books, articles) where idioms appear naturally.
  - Explicit Cultural Explanation:
- 1) Go beyond just providing the definition. Explain why the idiom uses those particular words, discussing the cultural or historical background.
- 2) Use stories, images, or short videos to illustrate the origin or the metaphorical connection (e.g., a picture of voting beans, a historical image related to bringing home bacon).
  - Cross-Cultural Comparison:
- 1) Compare the English idiom with how similar concepts are expressed in the learner's native language. Discuss similarities and differences in the metaphors used (e.g., do other languages use food to mean "easy"?).
- 2) This highlights the specific cultural lens through which the English idiom was formed.
  - Focus on Usage and Appropriacy:
- 1) Teach not just the meaning but also when and how to use the idiom (formal/informal, positive/negative connotation, frequency of use).
  - 2) Provide plenty of opportunities for practice in various contexts.
  - Use Dedicated Resources:
- 1) Utilize dictionaries and learning materials that specifically address the cultural aspects and origins of idioms.
  - 2) Create flashcards or apps that link idioms to their cultural context.
  - Encourage Observation and Exploration:
  - 1) Train learners to notice idioms in real-life language use.
- 2) Encourage them to research the potential origins or cultural links of new idioms they encounter.
  - Employ Varied Translation Strategies (for translators):
  - 1) Recognize that literal translation doesn't work.

2) Consider options like finding an equivalent idiom (if one exists and fits), using a non-idiomatic phrase, or adding explanatory notes.

In conclusion, the linguocultural approach is vital for a deep understanding of English food idioms. It moves beyond simple memorization of definitions to explore the rich cultural tapestry embedded in these expressions. While challenges exist due to cultural specificity and historical context, employing explicit cultural explanations, contextualized learning, and cross-cultural comparison can significantly enhance comprehension and appropriate use of these colorful linguistic units.

#### **Relevant Literature:**

- 1) Maslova V.A. Linguoculturology: study guide / V.A.Maslova. 2 nd. ed., Stereotype. M.: Publishing Center "Academy", 2004. P. 208.
- 2) The Oxford companion to the English language (1992:495f.)https://en.m.wikipedia.org/wiki/Idiom