

LINGUACULTUROLOGY AS AN INTERDISCIPLINARY FIELD THAT CONNECTS LANGUAGE AND CULTURE

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Annotatsiya. Linguakulturologiya – bu til va madaniyatning o'zaro bog'liqligini o'rganuvchi fan sohasi. U madaniy e'tiqodlar, qadriyatlar va ijtimoiy qoidalar so'zlardan foydalanishga qanday ta'sir qilishini ko'rsatadi. Ushbu maqolada linguakulturologiyaning asosiy tushunchalari, uning vaqt o'tishi bilan rivojlanishi va madaniyatlararo muloqotni tushunishda tutgan o'zni muhokama qilinadi. Tadqiqot tilda va madaniyatda bir-biriga bog'liq jihatlarni sinchkovlik bilan o'rganish yondashuvini qo'llaydi. Unda turli tillar misollar keltirilib, madaniyatning ma'no va muloqot uslublariga qanday ta'sir qilishini ko'rsatib beriladi. Tadqiqot natijalari shuni ko'rsatadiki, til – bu nafaqat muloqot vositasi, balki madaniy o'zlik timsoli bo'lib, u madaniy tajribalar orqali shakllanadi va o'z navbatida ularga ta'sir ko'rsatadi.

Kalit so'zlar: Lingvamadaniyatshunoslik, til, madaniyat, xalqaro madaniy aloqa, madaniyatlararo tadqiqotlar.

Аннотация. Лингвокультурология — это наука, изучающая тесную взаимосвязь между языком и культурой. Она показывает, как культурные убеждения, ценности и социальные нормы влияют на использование слов. В данной статье рассматриваются ключевые концепции лингвокультурологии, её развитие со временем и её значимость для понимания межкультурной коммуникации. Исследование проводится с акцентом на внимательное изучение взаимозависимости языка и культуры. В нем приводятся примеры различных языков, чтобы продемонстрировать, как культура влияет на значение слов и способы общения.

Результаты исследования показывают, что язык является не только средством коммуникации, но и символом культурной идентичности, который формируется под влиянием культурного опыта и, в свою очередь, влияет на него.

Ключевые слова: Лингвокультурология, язык, культура, межкультурная коммуникация, межкультурные исследования.

Annotation. Linguaculturology is a study that examines the close relationship between language and culture. It illustrates how cultural beliefs, values, and social rules influence the use of words. The paper will discuss the key concepts of linguaculturology, its evolution over time, and the relevance of linguaculturology in understanding communication among cultures. The research takes an approach of intently examining how language and culture rely on one another. It presents examples of various languages in order to demonstrate how culture influences meaning and communication approaches. The outcome indicates language is a means of communication, as well as a symbol of cultural identity, which influences and is influenced by cultural experiences.

Keywords: linguaculturology, language, culture, cross-cultural communication, intercultural studies.

Linguaculturology is a study of language and culture and how each of these is dependent on the other. It is a study of culture, tradition, and belief expressed in language and of language in its

role of communicating culture. Linguaculturology draws on concepts in linguistics, cultural studies, anthropology, and cognitive science in an attempt to find more about language and culture. Linguaculturology started on a premise that language is not just signs and regulations, it is related to thinking and identity in a broader culture. Initially, linguists concentrated on signs and regulations, and anthropologists concentrated on practices in culture. Scientists, however, discovered that these fields interrelated and started collaborating.

Linguaculturology emerged in the middle of the 20th century when scientists noticed how culture influences thinking and thinking influences words [4;37]. The theories of linguistic relativity and contributions of linguists such as Edward Sapir and Benjamin Lee Whorf influenced linguaculturology. They illustrated how culture influences thinking and perception. This led scientists to continue researching interrelations between culture and language. Presently, linguaculturology is a large field of study consisting of a variety of themes, such as discourse, intercultural communication, and translation. Much of it considers how a language reflects a culture's regulations and how people in a culture comprehend the universe. For instance, being polite differs in each society, and being polite is accompanied by hard regulations in every culture. Being polite in relation to power and being indirect in English is different in Uzbek, which is about respect and mutual support [2;198-200].

A key component of linguaculturology is its contribution to teaching and learning a language [3;23]. In a multicultural world nowadays, learning a language is not about knowing its culture, though, but about knowing it well. In the past, language teaching concentrated on grammar and vocabulary, but now it is followed by culture as well. Now, people think it is not necessary just to learn a language's rules, but its phrases and vocabulary in its culture. For instance, polite phrases may be muddled when directly translated since being polite is thought about in a totally different way in Uzbek compared to in English. This indicates we have to incorporate culture in learning a language so we can relate well with other cultures.

Globalization has made linguoculturology more vital. If we communicate with other cultures, we have to learn about how languages represent culture in order to have a good relationship. This is critical for foreign affairs, business in other cultures, and translation since language differences may lead to trouble. Exams have proven there exist great differences in perception of politeness in different societies, such as when asking for a gift, thanking, and when giving compliments [5;56]. In Western societies, being polite is using indirect and careful language. In societies of Uzbeks, being polite is using respect language and taking a person's status into account. Linguaculturology continues to change since scientists learn about new aspects of language and culture. In the future, we can study, for example, how technology and smart machines alter ways of communication, how languages exist, and how immigration influences language.

Linguaculturology demonstrates the vital relationship between culture and language. It provides valuable concepts on how phrases and words symbolize and create cultures. It also studies language and culture in relation. It is interested in learning about and understanding culture using language. The study of linguaculturology emerged due to some of the flaws in past language studies. It draws concepts from culture studies, anthropology, and cognitive sciences. Linguaculturists educate us about language impacting and expressing culture, as well as about culture concepts. While examining languages in depth, scientists discovered language is influenced by culture, and culture is influenced by language. The concept of communicative

competence, which deals with using language in social and culture contexts, was developed by Dell Hymes [1;269]. While researching communication in various societies, he illustrated how communication, politeness, and conversation rules have connections related to culture. This made others realize there is a relationship between language and culture, and linguaculturology is a distinct study.

Linguaculturology examines how language relates to culture. A language is more than merely words; it reflects the traditions, values, and beliefs of a society. Politeness, respect, and sensitivity towards status are concepts in every society, and these influence the manner in which people speak with each other. Linguaculturology is necessary for language learning. It reveals the fact that in order to learn a language, you must learn its culture too. Globalization makes linguaculturology more significant since misunderstandings can occur in business, diplomacy, and in our ordinary lives. The increase in the use of social media and online communication hastened the transfer of language and culture, which influenced how languages evolve and how individuals create their identity. As cultures diversify, the field of linguaculturology is gaining significance. Artificial intelligence, immigration, and multilingualism and their impact on language and culture will be the focus of future studies. Such knowledge aids individuals in communicating with others from different cultures, promotes tolerance, and unites cultures. Linguaculturology demonstrates the ways in which language mirrors and shapes culture. Linguaculturology teaches us languages, enhances communication between cultures, and prepares us for a more interconnected world. Because cultures are constantly changing, linguaculturology will remain significant in the understanding and adaptation to various languages and cultures.

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