Main Features of Linguocultural Concepts in Linguistics

Khakimova Dilshoda Oybek qizi

Faculty of English philology and teaching, Uzbekistan State World Languages University, Tashkent, Uzbekistan
dilshodaa.khakimova@mail.ru

ANNOTATION

This article examines main principles of linguocultural concepts and discusses them with the help of linguistic rules and some relevant examples are also provided.

KEYWORDS: linguistics, situation, structure, language, syntagmatic, culture.

I. INTRODUCTION

Linguistics is the study of language and its structure, including sounds, words, grammar, and meaning. However, language is not just a system of communication, but a reflection of the culture and society in which it is used. This relationship between language and culture is known in linguistics as linguocultural concepts. Linguistic concepts mean the interdependence of language and culture. This is the idea that language and culture are inseparable, that they influence each other in different ways. Language is not only a means of communication, but it also reflects the values, beliefs and traditions of a particular culture. Similarly, culture is expressed through language and it shapes the way people communicate with each other. One of the most important aspects of linguistic and cultural concepts is the idea of linguistic relativity. This concept suggests that the language we speak affects the way we perceive and think about the world around us. For example, the way we describe colors in English is different from the way colors are described in other languages. In English we have basic color terms such as red, blue and green. However, some languages have more complex color terms that include shades and variations that are not available in English. This difference in color can affect how people perceive and categorize colors. Another example of language relativity is the way different languages express politeness. In some cultures, politeness is expressed through indirect language and avoiding direct confrontation. In other cultures, directness and honesty take precedence over politeness. These differences in the linguistic expressions of politeness can lead to misunderstandings and conflicts between people of different cultures.

Linguistic concepts also include the idea of cultural records. Cultural scripts are patterns of behavior expected in a particular culture. They are learned through socialization and are often unconscious. For example, in some cultures it is customary to greet people with a kiss on the cheek, while in other cultures a handshake is more appropriate. These cultural scripts can be difficult for people from different cultures to navigate because they may be unaware of the expectations and norms of the culture they are interacting with. The concept of

linguistic imperialism is also an important aspect of linguistic and cultural concepts. It often refers to the dominance of one language over others due to political or economic power. For example, English became the dominant language in many parts of the world due to the influence of the British Empire and later the United States. This dominance of English can lead to the marginalization of other languages and cultures as people feel pressured to learn and use English to succeed in their careers or to communicate with people from different countries.

II. METHODS

Linguistic concepts also include the idea of language and identity. Language is an important part of our identity because it reflects our cultural background and personal experiences. For example, a Spanish speaker may feel a strong connection to their language and culture even though they no longer live in a Spanish-speaking country. Likewise, someone who learns a new language can experience a new culture and a sense of identity. However, language and identity can also be a source of conflict and discrimination. People may be judged or excluded based on their language or accent, leading to feelings of inferiority or shame. This can be especially difficult for people who grew up in multilingual or multicultural environments, as they may struggle to reconcile their different cultural identities.

The problem of interaction and interaction of language and culture took a central place in the science that emerged in the middle of the last century in the fusion of sociolinguistics, ethnolinguistics, linguistic country studies, cultural studies - cultural linguistics. The main tasks of modern cultural linguistics are to reflect national consciousness in language, to express cultural objects through language, to convey valuable cultural categories in the lexical meanings of words. In order to describe the problems of the functioning of the language system in a certain historical period and in a certain region, it is necessary to refer to the concepts of the constantly developing language situation, the linguocultural situation, so they can be characterized as stable or dynamic. represents a static time period of a particular linguistic culture that forms subsequent similar periods. When studying the linguistic situation, it is important to take into account linguistic concepts, that is, multi-layered, multi-dimensional structures, including ideas characterized by objectivity and historical conditionality, emotional, historical, etymological components.

Therefore, in order to get an objective view of the linguocultural situation, it is necessary to involve the texts of different writers as much as possible. Therefore, linguocultural analysis is complex, it includes a general philological analysis, which includes the technique of analyzing language tools into genre and the ideological content of the text, and conceptual analysis aimed at restoring a specific part of the linguistic worldview. Therefore, in the linguistic and cultural analysis of the text, three aspects are considered - cultural-ideological content, composition and language. In this regard, in order to adequately describe the linguistic and cultural situation, it is necessary to analyze the compositional, plot, ideological and thematic levels of the text. But the main thing is to "consider the discourse 'texture' of the text in terms of the details that form the lexical basis of the linguistic and cultural universals relevant to the period in which the text was written"[1]. Such lexical elements, as a rule, are intensively used in the text and determine its semantic richness. They occur in micro and macro contexts (from the phrase to the literary language of the period as a whole). In addition to linguistic-cultural universals, individual linguistic-cultural details can be distinguished in linguistic-cultural texts. These are the tasks performed by linguistic and cultural details in the text: - creating a visual image of the times; - clarification of the situation of the text; - actualizing the anthropocentricity of the text; - serves as a leitmotif. The importance of each linguistic and cultural detail is determined by the number of time or historical period markers in it, but it does not depend on the size of the speech segment represented (word,

phrase, sentence or larger speech segment). These linguistic and cultural details shape the image of the period in different ways. A stable visual image is created through purely meaningful linguistic-cultural details, while figurative linguistic-cultural details do not always create this image, but often realize an abstract quality associated with the visual image.

III. RESULTS

Analyzing linguistic and cultural details and universals is important in describing the linguistic and cultural situation. The analysis of the linguistic units that verbalize these formations is the essence of the linguistic and cultural analysis of the artistic text. One of the methods of describing the linguistic and cultural situation is the modeling of culturally themed text fields. The cultural and thematic fields method proposed by Shaklein flows organically from the field method in linguistics[1]. This field has some features similar to those of other fields: the words in the fields are linked by syntagmatic, paradigmatic, and associative relations. More specific cultural meanings are actualized in the cultural thematic microfields of the text. At present, research in the field of cultural linguistics remains relevant: "In the research conducted on the basis of theoretical analysis of scientific methodical literature, the content of the concept of linguoculturalology as a science is clear at the current stage of the development of linguistics."[2]. The concept of linguistic situation was originally related to the language or languages serving specific sectors of society in a given area. He further defines a linguistic situation as "a system of socially and functionally distributed and hierarchical linguistic systems and subsystems that co-exist and interact within a particular ethnic community or a particular administrative-territorial unit". offered to describe. linguistic and oral communities follow certain social relations"[3].

IV. DISCUSSION

In modern linguistics, the term "linguistic situation" usually refers to large linguistic communities such as countries and regions. Linguistic situation unites all language forms (languages and language variants) that ensure communication in a certain ethnic group or polyethnic community within the borders of a certain region, political-territorial union or state. Aspects of cultural linguistics, in particular, the linguistic situation as an actual problem of linguistics, were constantly considered in the materials of the English language in the United States, and the Russian language in Russia, several languages in West Africa Romance languages. From the perspective of other linguistic and cultural traditions, we can also note linguistic and cultural studies on the material of the Russian language: Vietnam, the Republic of Kazakhstan. To describe language phenomena in their interaction with cultural phenomena, we proposed the term linguological situation, which is understood as "all manifestations of human spiritual activity, as well as socio-ideological and ideological processes reflected in language". Anglophone cultural researcher Professor Yamuna Kachru focuses on arguments such as "the relationship between language and culture"; cultural characteristics of text types". In a certain historical period, the culture of society distinguishing pure language phenomena in organic connection with gave birth to the term linguocultural situation. This term and the methodology of studying the linguocultural situation were proposed by Shaklein in his monograph "Linguocultural situation and the study of the text". The text for studying the linguological situation recognized as material, and the level of objectivity of the analysis depends on the number of texts studied by the researcher.

Two factors are important in the description of the linguistic and cultural situation:

1) temporary: the linguistic and cultural situation is a continuous study prepared by previous periods and preparing the basis for the following periods a changing process is understood;

2) structural: the linguistic and cultural situation includes a certain number of social formations, languages and cultures. All of the above-mentioned features make it possible to formulate the following definition of the linguistic and cultural situation: "The linguistic and cultural situation is a dynamic and fluctuating process of interaction between languages and cultures in the historically formed cultural regions and social environment"[1]. The linguistic-cultural situation is complex; it includes the linguistic, cultural, social and ethnic situation.

V. CONCLUSION

In conclusion, linguocultural concepts are an essential aspect of linguistics. They help us understand the relationship between language and culture and how they influence each other. By recognizing the importance of linguocultural concepts, we can better appreciate the diversity of languages and cultures around the world and learn to communicate more effectively with people from different backgrounds.

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