

THE HISTORY OF THE ORIGIN OF LINGUOCULTUROLOGY

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Annotation: *Linguoculturology is a dynamic and interdisciplinary field that explores the intricate interplay between language and culture. By examining how language reflects and shapes cultural norms, values, and practices, linguoculturology provides valuable insights into the diversity of human languages and cultures and their impact on communication, identity, and social interaction.*

Key words: *Linguoculturology, phenomena, cognitive processes, Ethnographic fieldwork, cross-cultural communication.*

ИСТОРИЯ ЗАРОЖДЕНИЯ ЯЗЫКОВОЙ КУЛЬТУРЫ

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Аннотация: *Лингвистика — это динамичная и междисциплинарная область, изучающая сложные взаимодействия между языком и культурой. Изучая, как язык отражает и формирует культурные нормы, ценности и практики, лингвокультурология дает ценную информацию о разнообразии человеческих языков и культур и их влиянии на общение, идентичность и социальное взаимодействие.*

Ключевые слова: *лингвокультурология, явления, когнитивные процессы, этнографические полевые исследования, межкультурная коммуникация.*

LINGVOKULTUROLOGIYANING KELIB CHIQISH TARIXI

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Annotatsiya: *Lingvokulturologiya dinamik va fanlararo soha bo'lib, til va madaniyat o'rtasidagi murakkab o'zaro ta'sirni o'rganadi. Tilning madaniy me'yorlar, qadriyatlar va amaliyotlarni qanday aks ettirishi va shakllantirishini o'rganib, lingvokulturologiya inson tillari va madaniyatlarining xilma-xilligi, ularning muloqot, o'ziga xoslik va ijtimoiy o'zaro ta'sirga ta'siri haqida qimmatli tushunchalarni beradi.*

Kalit so'zlar: *lingvokulturologiya, hodisalar, kognitiv jarayonlar, etnografik dala ishlari, madaniyatlararo muloqot.*

INTRODUCTION.

Linguoculturology, also known as cultural linguistics or linguistic anthropology, is a multidisciplinary field that examines the intricate relationship between language and culture. It investigates how language both reflects and shapes cultural beliefs, values, practices, and worldview. The term “linguoculturology” itself combines “lingvo” (linguistics) and “culturology” (cultural studies), highlighting its dual focus on language and culture.

Key Aspects of Linguoculturology:

1. Language-Culture Nexus: Linguoculturology emphasizes the inseparable connection between language and culture. It recognizes that language is not merely a neutral tool for communication but is deeply embedded in cultural contexts. Every language reflects the unique cultural heritage, social norms, historical experiences, and worldview of its speakers. [2]

2. Cultural Semantics: Central to linguoculturology is the study of cultural semantics, which investigates how language encodes cultural meanings and values. It explores linguistic expressions of social hierarchies, kinship systems, religious beliefs, rituals, and other cultural phenomena. Cultural semantics examines not

only the denotative meanings of words but also their connotations and symbolic significance within specific cultural contexts.

3. Discourse Analysis: Linguoculturology employs discourse analysis to examine how language is used in social interaction and communication. It investigates how cultural norms, ideologies, power dynamics, and social identities are constructed, negotiated, and maintained through language. Discourse analysis focuses on both spoken and written language, analyzing linguistic features such as tone, register, politeness strategies, and narrative structures. [3]

4. Cross-Cultural Communication: Another important aspect of linguoculturology is the study of cross-cultural communication. It explores how linguistic and cultural differences influence communication patterns, misunderstandings, and conflicts between individuals and groups from diverse cultural backgrounds. Linguoculturology aims to promote effective communication and intercultural understanding by raising awareness of linguistic and cultural differences and developing strategies for bridging cultural divides. [4]

METHODS AND LITERATURE REVIEW

Linguoculturology is a new branch of science, that deals with manifestations of the culture of different nations, which became fixed and are reflected in the language. Linguoculturology first appeared in the 70th of the XX century as an independent field of linguistics on a base of the triad by Emil Benveniste: language, culture, and human personality. The aim was to activate the facts about language and culture of the country of studying language with the help of philological methods of teaching that were developed by V.V. Vorobev, V.A. Maslova, V.N. Telia, A.T Khrolenko, and others who are notable names in this field. Each of these scholars provided their own perspective of Linguoculturology. [1] The most complete in modern domestic linguistics the theoretical and methodological foundations of Linguoculturology are set forth in Vorobev's work Linguoculturology: Theory and Methods. According to Vorobev, Linguoculturology is considered as the theoretical basis of linguistic culture; It is defined as "a complex scientific discipline of the synthesizing type that studies the

interrelation and interaction of culture and language in its functioning and reflects this process as an integral structure of units in the unity of their linguistic and extralinguistic (cultural) content through systematic methods and with an orientation to modern priorities and cultural Establishment (a system of norms and universal values). [5]

ANALYSIS AND RESULTS.

Linguoculturology employs a variety of qualitative and quantitative research methods and approaches, including:

- Ethnographic fieldwork: Immersive study of language and culture within specific communities or contexts.
- Textual analysis: Close examination of linguistic artifacts, such as written texts, speeches, advertisements, and media representations.
- Contrastive analysis: Comparison of linguistic and cultural features across different languages and cultures.
- Experimental studies: Controlled experiments to investigate the impact of language on cognitive processes, social perceptions, and behavior.
- Corpus linguistics: Analysis of large collections of linguistic data to identify patterns, trends, and variations in language use across cultures. [3]

Linguoculturology is a dynamic and interdisciplinary field that explores the intricate interplay between language and culture. By examining how language reflects and shapes cultural norms, values, and practices, linguoculturology provides valuable insights into the diversity of human languages and cultures and their impact on communication, identity, and social interaction. Linguoculturology, also referred to as cultural linguistics or linguistic anthropology, is a multidisciplinary field focused on understanding the deep connection between language and culture. This field investigates how language not only mirrors but also influences cultural beliefs, values, practices, and overall worldview. The term “linguoculturology” itself underscores its dual focus on language (linguistics) and culture (culturology). At its core, linguoculturology emphasizes the inseparable link between language and culture. It acknowledges that language is not just a

neutral tool for communication but is deeply rooted in cultural contexts. Each language serves as a reflection of the unique cultural heritage, social norms, historical experiences, and worldview of its speakers. Central to linguoculturology is the study of cultural semantics, which delves into how language conveys cultural meanings and values. This exploration encompasses linguistic expressions of various cultural aspects, such as social hierarchies, kinship systems, religious beliefs, rituals, and other cultural phenomena. [5]

Furthermore, linguoculturology employs discourse analysis to examine how language shapes social interactions and communication. It investigates how cultural norms, ideologies, power dynamics, and social identities are constructed and maintained through language use. Discourse analysis scrutinizes both spoken and written language, dissecting linguistic features like tone, register, politeness strategies, and narrative structures. Another significant aspect of linguoculturology is the study of cross-cultural communication. This area explores how linguistic and cultural differences influence communication patterns, leading to potential misunderstandings and conflicts among individuals and groups from diverse cultural backgrounds. Linguoculturology aims to facilitate effective communication and intercultural understanding by raising awareness of linguistic and cultural disparities and developing strategies to bridge cultural divides. To advance its understanding of language-culture dynamics, linguoculturology employs various qualitative and quantitative research methods. These include ethnographic fieldwork, textual analysis, contrastive analysis, experimental studies, and corpus linguistics. By utilizing these diverse approaches, linguoculturology serves as a dynamic and interdisciplinary field, shedding light on the intricate interplay between language and culture and offering valuable insights into human languages and cultures diversity and their impact on communication, identity, and social interaction. Central to linguoculturology is the study of cultural semantics, which delves into how language conveys cultural meanings and values. This exploration encompasses linguistic expressions of various cultural aspects, such as social hierarchies, kinship systems, religious

beliefs, rituals, and other cultural phenomena. Cultural semantics goes beyond the literal meanings of words to analyze their connotations and symbolic significance within specific cultural contexts. [4]

CONCLUSION.

Furthermore, linguoculturology employs discourse analysis to examine how language shapes social interactions and communication. It investigates how cultural norms, ideologies, power dynamics, and social identities are constructed and maintained through language use. Discourse analysis scrutinizes both spoken and written language, dissecting linguistic features like tone, register, politeness strategies, and narrative structures. Central to linguoculturology is the study of cultural semantics, which delves into how language conveys cultural meanings and values. This exploration encompasses linguistic expressions of various cultural aspects, such as social hierarchies, kinship systems, religious beliefs, rituals, and other cultural phenomena. Cultural semantics goes beyond the literal meanings of words to analyze their connotations and symbolic significance within specific cultural contexts.

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