

THE ROLE OF LANGUAGE IN CULTURE

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Annotation. This article is due to the fact that the study of ways of reflecting culture in language and human society contributes to the knowledge of other cultures and mentality, serves the development of intercultural communication. The purpose of this work is to identify the origins and trace the development of cultural linguistics as an independent scientific discipline, as well as to analyze its current state.

Key words: Linguoculturology, linguistic consciousness, communication, science, simultaneously, society.

Аннотация. Данная статья обусловлена тем, что изучение способов отражения культуры в языке и человеческом обществе способствует познанию других культур и менталитетов, служит развитию межкультурной коммуникации. Цель данной работы – выявить истоки и проследить развитие лингвокультурологии как самостоятельной научной дисциплины, а также проанализировать её современное состояние.

Ключевые слова: лингвокультурология, языковое сознание, коммуникация, наука, одновременно, общество.

Annotatsiya. Ushbu maqola tilda va insoniyat jamiyatida madaniyatni aks ettirish usullarini o'rganish boshqa madaniyat va mentalitetni bilishga hissa qo'shishi, madaniyatlararo muloqotni rivojlantirishga xizmat qilishi bilan bog'liq. Ushbu ishning maqsadi mustaqil ilmiy fan sifatida madaniy tilshunoslikning kelib chiqishini aniqlash va rivojlanishini kuzatish, shuningdek, hozirgi holatini tahlil qilish.

Kalit so'zlar: lingvokulturologiya, lingvistik ong, aloqa, fan, bir vaqtning o'zida, jamiyat.

Introduction. Linguoculturology is one of the new directions of linguistics, and it is a science that studies culture, customs, and traditions that are formed on the basis of the collision of language and culture which are simultaneously reflected in the language of all nations. By studying linguoculturology we can also learn formation of language (mind) with the help of national values, traditions and cultural forms; to put it in a mold of a certain society; we can also learn how to develop independent thinking skills. It is clear from this that through the language studied in the science of linguoculturology, it is possible to find out not only the features of the existing language, but also the cultural life, customs and values of the people who communicated in this language in the past and now. So, at this point, it should be noted that linguistics (linguoculturology) cooperates with such disciplines as culturology, history, psychology, and ethnography in a more in-depth study of nations.

Linguistic culturology is a modern field that studies the intersection of language and culture, exploring how language reflects and shapes cultural norms, values, and worldviews. It's a multidisciplinary field that bridges linguistics and cultural studies, examining linguistic units like words, phrases, and texts as "lingua-cultures" that contain cultural meaning.

In modern linguistics, it contributes to understanding cultural identity, improving cross-cultural communication, and analyzing how language is used in specific ethnic or social contexts.

Language is an important factor that can describe the real life that a person lives. For this reason, the philosophy of the Western countries has been enriched for several thousand years by using the "linguistic storehouse". A. M. Heidegger, one of the great philosophers of our time describes language as "House of Comforts". That's why linguistics is the science of language, it serves as an important methodological basis, base (repository) in the process of studying any social science. Therefore, the process of studying people's culture or culturology cannot be imagined without the study of linguistics. So in linguoculturology, language studies not only the mentality of modern peoples, but also the worldview of the peoples of ancient times, the environment surrounding them, the existing society, and their attitude towards themselves. Because all of the above-mentioned signs and characteristics were created by the people and preserved in proverbs, adages, idioms, metaphors and sayings passed down from generation to generation over the centuries. It is interesting that a person can become a real human being only if he learns and masters his mother tongue and national values from an early ages. That's why, the most sensitive values and culture of the people appeared through this language.

Linguistic culture also is concerned with the transmission and codification of language and has bearing also on the culture's notions of the value of literacy and the sanctity of texts. And, of course, language itself is part of linguistic culture, since it is learned rather than transmitted genetically.

The concepts of Linguoculturology is one of the new directions of linguistics, and it is a science that studies culture, customs, and traditions that are formed on the basis of the collision of language and culture which are simultaneously reflected in the language of all nations.

There are 4 types of culture. They identified 4 types of culture – clan culture, adhocracy culture, market culture, and hierarchy culture. You can take the Organizational Culture Assessment Instrument (OCAI) to assess your organization's culture in just 15 minutes and make strategic changes to foster an environment that helps your team flourish.

Culture is the set of patterns of human activity within a society or social group. Culture is how we act, think, and behave based on the shared values of our society. It is how we understand symbols, from language to hand gestures. It is everywhere, and we continually develop and define our culture on a daily basis.

Example of a cognitive linguistics:

Cognitive linguists study the embodiment of knowledge by seeking expressions which relate to modal schemas. For example, in the expression "It is quarter to eleven", the preposition to represents a modal schema which is manifested in language as a visual or sensorimotoric 'metaphor'.

Linguo cultural approach:

Linguo-cultural approach considers language as a carrier of culture (V.A. Maslova, Y.S. Stepanov). The study of culture involves the inclusion of background knowledge about the personality of a native speaker, acting as an object of studying cultural specifics into the context of teaching.

The role of language in culture. Language is intrinsic to the expression of culture. As a means of communicating values, beliefs and customs, it has an important social function and fosters feelings of group identity and solidarity. It is the means by which culture and its traditions and shared values may be conveyed and preserved.

The 7 concepts of culture. There are 7 key elements that define a culture: 1) social organization including families and social classes, 2) customs and traditions, 3) language, 4) arts and literature, 5) religion, 6) forms of government, and 7) economic systems.

The two are intertwined. A particular language usually points out to a specific group of people. When you interact with another language, it means that you are also interacting with the culture that speaks the language. You cannot understand one's culture without accessing its language directly.

Conclusions. We have analyzed all the features and as a conclusion, we have come to the following point of views: 1) cognitive processes are common to all people, regardless of their ethnicity or culture; 2) consciousness is closely related to cognitive consciousness; 3) the principle of relativity is a homogeneous picture of a universe composed of the same physical phenomena can only be achieved if the language systems are the same or at least similar; 4) language and consciousness do not exist without culture, they are the result of our social experience, the traditions we have inherited from our ancestors.

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