

## THE INTERCULTURAL FEATURES OF THE NOTION “CULTURE” IN DEFFERENT LANGUAGES

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It is acknowledged that language and culture are closely connected with each other. The word “culture” appeared in Ancient Rome and it meant cultivation, processing, “cultivation” of the earth. However, a well-known ancient Roman orator Cicero used this notion in his philosophical works to denote “spiritual cultivation”. This meaning gradually became the core meaning, and the notion of “spiritual culture” has got recognition in world science.

A well-known anthropologist Edward Tylor was the first to give the definition of the notion “culture”, in his book “Primitive Culture” describes culture as a complex which consists of knowledge, beliefs, morality, law, custom and other features and habits acquired by a person being a part of society” [E. Tylor, 1971, p. 132].

B.S. Barnow says that “culture is a way of life of a group of people, the configuration of all of the more or less stereotyped patterns of learned behavior which are handed down from one generation to the next through means of language and imitation” [B.S. Barnow, 1973, p. 52]. P. Newmark remarks that culture is “the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression” [P. Newmark, 1998, p. 94].

It should be mentioned here that in defining culture some scholars focus on material culture while others on human behaviour. Another scholar W. Goodenough explains culture in terms of participatory responsibilities of members of society. He states that “a society’s culture is made up of whatever it is one has to know or believe in order to operate in a manner acceptable to its members, and to do so in any role that they accept for any one of themselves” [W. Goodenough, 1957, p. 167].

C. Geertz determines culture as a system of symbolic meanings. In other words, “it is a semiotic system in which symbols function to communicate meaning from one mind to another. Cultural symbols encode a connection between a signifying form and a signaled meaning”

[C. Geertz, 1973, p. 249]. According to the author, culture is characterized by the following four basic features:

- 1) culture is a kind of social inheritance in contrast to biological heritage;
- 2) culture is shared by the whole community, not belonging to any particular individual;
- 3) culture is a symbolic meaning system in which language is one of the most important factors;
- 4) culture is a unified system, the integral parts of which are closely related to one another [C. Geertz, 1973, p. 331-332].

Really, culture is a unique complex of features of every country which distinguish people according to their history, traditions and cultural background. Culture plays an important role both in humans' life and society development. The integrative definition of culture contains three significant points. First, the term culture refers to a set of knowledge, people's long life experience and different norms that are preserved in a definite society. Secondly, culture is a system of cultural peculiarities which people share and transmit through everyday speech or interaction among each other in a certain society and pass it from one generation to another. Finally, culture encourages people to adapt to the environment they live in, unites people within one aim.

Culture has different edges: if one edge deals with people's traditions, beliefs and values, another one reflects cultural artifacts such as fashion, trends, pop music. Moreover, culture includes a number of verbal and non-verbal symbols. In order to understand any nation's culture we have to match its underlying set of beliefs and values that come out of people's way of thinking, living, communicating, interacting with each other and behaving in the frame of fixed social norms.

So, various definitions of culture can be given, but only being combined together, they can fully reveal the complicated content of culture. There were observed the following main approaches to the notion of culture:

1. National-cultural approach, which concentrates attention on nationally-specific characteristics of culture: national identity, customs, traditions, holidays, national mentality, behavior, etiquette.
2. Evaluative approach in which culture is treated as a set of spiritual values created by human beings. They see culture as a flow of ideas and other products of spiritual creativity. According N. Alefirenko, culture is the realization of the supreme values by cultivating high human virtues.

3. Social approach originating from the works by Yu. Manukhina (2006), N.B. Mechkovskaya (2000), E.S. Nechaeva and others regards culture as a special kind of social activity.

4. Normative approach describes culture as a set of rules, i.e. rules governing the lives of people, their lifestyle. The idea is also supported by J. Fishman (1999) and T.A. Chebotnikova (2011) who understand culture as an inherited collective memory, which is expressed in certain systems of prohibitions and regulations.

5. Functional approach which characterizes culture in terms of functions it performs in the society: informative, adaptive, communicative, regulative, normative, evaluative, integrative, social and others.

6. Textual approach which regards culture as a variety of texts, as a set of texts, as a mechanism of creating texts, to be exact. In other words, texts are considered the “flesh and blood” of culture.

7. Dialogic approach which presents culture as "dialogue of cultures". For instance, the dialogue between different Eastern and Western cultures, the dialogue between subcultures (youth and adults subcultures).

8. Cognitive approach regarding the culture system as a means of presenting, storing, and transferring sociocultural information in the process of human cognition. The representatives of this approach see culture as a system of knowledge shared by a cultural community which people entering a new culture, need to learn this knowledge to cope with their new environment.

9. Symbolic approach includes usage of symbols in describing culture. Culture is a “symbolic universe” some elements of which acquires a special ethnic sense and become symbols of nations.

10. Comparative and typological approaches presuppose cross-cultural analyses aimed to reveal nationally specific features of different nations, their national identity, lifestyle and behaviour.

Communication takes place in the frame of cultural norms which belong to a definite national culture. Cultural norms refer to a set of behavior that may appear in different situations. Cultural norms teach people to follow some particular beliefs. These beliefs may relate to behaviors, manners or expressions. E.g. how to accept guests, how to introduce you to another person or how to behave in a new society. These behavioral aspects differ in various cultures. The reason of such

difference is explained by historical, cultural, religious, moral, social background of a definite nation or language speaking society.

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