

ANTHROPOCENTRIC PARADIGM- THE MAIN SYSTEM IN MODERN LINGUISTICS PECULIARTIES OF BRITISH AND AMERICAN WORDS

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Abstract: The article "Anthropocentric paradigm- the main system in modern linguistics peculiarities of british and American words" examines linguaculturology, its use in language, and the linguistic and cultural implications of adjectives. As an example of a linguacultural aspect, the adjective "wet" is used here. In both British and American linguaculture, the adjective "wet" is regarded as the name for the realia. The structural paradigm of the 20th century was made up of a variety of anthropocentric, functional, cognitive, and dynamic paradigms. It is clear from the analysis of language in humans and human beings in language that the researcher's interests have shifted from the subject to the object of cognition in the anthropocentric paradigm. The anthropocentric paradigm is the most recent and current paradigm in science where the issue of human in language and language in human is examined; human and language interaction becomes the primary focus of linguistic research

Key words: paradigm, linguoculture, peculiarity, interaction, research, human, linguists, philosophers, mechanism, science, theory, evolve.

A number of outstanding linguists from around the world developed this paradigm after it first surfaced in the 1930s of the XXth century in the linguistic works of American philosophers and linguists. Pragmatics, sociolinguistics, ethnolinguistics, psycholinguistics, cognitive linguistics, linguistic anthropology, linguistic culturology, and gender linguistics are just a few of the fields that are emerging from the anthropocentric paradigm of modern linguistics. These fields are thought to be the most urgent ones. The study of language as a mechanism for its transformation and codification is known as cognitive linguistics. This linguistics's goal encompasses how people perceive the world from their own perspectives as well as how they classify and categorize it. Numerous experts claim that cognitive linguistics and linguistic culturology (linguaculturology) are developing within the framework of a single general cognitive sciences collection. The term "cognitive science" refers to collective learning, receiving and reworking of information, saving and using, and organizing the structure of knowledge and collection. Additionally, it organizes a group of specific scientific ideas that come together to create the mental activity of these structures. Cognitive science has ties to linguistics, anthropology, mathematics, logic, and philosophy. Language expresses the culture of the people who speak it, the national culture, and is one of the key characteristics of a country. Foreign language study involves learning about the native speaker's national culture because the two national cultures are never completely compatible. The anthropological approach to language developed by W. serves as the foundation for the study of the language and cultural connection problem. Humboldt. An entire nation's originality and spirit are always embodied in its language. His theories have evolved across a range of humanities disciplines, particularly in interdisciplinary studies on linguistic country study and linguoculturology.

A complex branch of science known as linguaculturology emerged from the interaction of linguistics and culturology. In this field, language is studied both as a cultural phenomenon and as a subject of investigation into the relationships between the two. It demonstrates how the minds and cultures of various nations observe the world from a particular point of view through various cultural prisms. A culture is, according to some scientists, an integrated pattern of human behavior that includes thoughts, communications, languages, practices, beliefs, values, customs, courtesies, rituals, manners of interacting and roles, relationships, and expected behaviors of a racial, ethnic, religious, or social group, as well as the capacity to pass the foregoing on to succeeding generations. Language and culture are intertwined according to this interpretation of "deep culture.". According to the definition of linguaculturology, it is "a comprehensive scientific discipline of the synthesized type, studying the relationship and interaction of culture and language in its functioning and reflecting this process as a holistic structure of units in the unity of their linguistic and non-linguistic (cultural) content through systemic methods and with a focus on contemporary priorities and cultural attitudes. As you are aware, high-quality adjectives are the precise names for a variety of an object's features. The names of these qualities and properties that can be felt directly by the senses are most frequently used. The study's focus on an adjective combines a particular body of knowledge that is reflected in each country's view of the world. The lingvocultural approach recreates the most complete picture of how words function in language in relation to the evolution of society. The nationally-cultural specifics of the researched adjective were determined using linguistic analysis of data from country dictionaries and other English lexicographical sources. from V's vantage point. S.Vinogradov, the vocabulary containing background information on national-cultural background, can be divided into everyday realia, which include realia of public administration and public life, administrative units and state institutions, public organizations, parties, clothes, food, and drink, types of work and occupations, cash signs, units of measure, musical instruments, folk dances and songs, performers, folk festivals, games, and animals, plants, and landscape. As a result, the linguocultural analysis of the tangible perception adjective wet has revealed the cultural marking of names in the field of political, industrial, trade, and educational organizations. The internal form of language—the network of conceptual structures that underlie the semantics of lexical and nominative units, set phrases, phraseologies, etc.—is a carrier of cultural information.

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