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CULTURAL LINGUISTICS AS THE MAIN BRANCH OF MODERN LINGUISTICS

Annotation

Resume: In this article, one of the urgent problems of modern linguistics is the interdependence of language and culture, and special attention is paid to its systematic study. At the same time, the penetration of linguoculturology into modern linguistics is being studied.

Key words: Language, culture, linguoculturology, modern linguistics.

КУЛЬТУРНАЯ ЛИНГВИСТИКА КАК ОСНОВНАЯ ОТРАСЛЬ СОВРЕМЕННОГО ЛИНГВИСТИКА

Аннотация

В данной статье одной из актуальных проблем современного языкознания является взаимозависимость языка и культуры, и особое внимание уделяется ее системному изучению. В то же время изучается проникновение лингвокультурологии в современное языкознание.

Ключевые слова: Язык, культура, лингвокультурология, современное языкознание.

MADANIY TILSHUNOSLIK-ZAMONAVIY TILSHUNOSLIKNING ASOSIY SOHALARIDAN BIRI

Annotatsiya

Ushbu maqolada zamonaviy tilshunoslikning hozirgi kunda dolzarb muammolaridan biri- til va madaniyatning o'zaro bir biriga bog'liqliklari va uni tizimli o'rganishga alohida e'tibor qaratilgan. Shu bilan birga, lingvokulturologiyaning zamonaviy tilshunoslikka kirib kelishi tadqiq etilgan.

Kalit so'zlar: Til, madaniyat, lingvokulturologiya, zamonaviy tilshunoslik.

Introduction. Language may be implies of shaping and putting away thoughts as reflections of reality and trading them within the prepare of human intercut. Language is social by nature; it is indistinguishably associated with the people who are their maker and user it develops and creates along side the improvement of society. President of Uzbekistan Shavkat Mirziyoyev signed a resolution "On measures on further developing system of higher education" on 20 April 2017. The resolution was adopted in order to improve system of higher education and review system of cadres. The decision said that the working group examined the framework of higher instruction and uncovered a few issues. It said that a few higher instruction educate don't meet advanced prerequisites on scientific-pedagogic potential, educational-methodical and data back of instruction framework, etc. The universities were entrusted to attract foreign teachers and scholars, as well as introduce modern ICT. Uzbek President approved a program on complex on developing the system of higher education for 2017-2021. Concurring to as of late built up instructing plans, learners are likely to promptly choose up any remote dialects giving that they themselves ought to look information concerning diverse themes they require. Due to this reason, expansive extent of understudies, particularly, those who are considering at the college given to dialect learning having been given with errands such as making extend and coursework, library investigate, recognition works. Other than that, these assignments can educate understudies to be an autonomous learner and to memorize everything independently.

Literature review. Language is a system of "speech, manual, or written symbols" that humans use to communicate. It enables us to communicate, interpret, and play. Language

helps us to share with others and identify ourselves. The roots of human language remain a mystery. A group of people's characteristics and patterns of behavior define their culture. Language, arts, and customs are the basic categories we use to characterize culture. Culture, on either side, is much more than that. Culture teaches us how to think, communicate with others, and perceive our surroundings. This is your cultural perspective.

Research Methodology. The language also allows for the development and evolution of cultural values. Ken Hale, a well-known linguist, discusses the relationship between culture and language. He claims that when a language loses [1]. A piece of culture is also lost as culture has a strong influence on the language. Our fundamental traditions, ideals, and interpersonal interactions are all influenced by culture. Language, on the other hand, makes these exchanges quick. Language promotes social connections. At the same time, culture aids our learning of how to connect with others.

Analysis and results. The state, language is culture and culture is language is frequently said when dialect and culture are talked about. It's since the two have a homologous in spite of the fact that complex relationship. Dialect and culture created together and affected each other as they advanced. Utilizing this setting, Alfred L. Krober, a social anthropologist from the Joined together States said that culture begun when discourse was accessible, and from that starting, the enhancement of either one driven the other to create further. If culture is a consequence of the interactions of humans, the acts of communication are their cultural manifestations within a specific community.

Ferruccio Rossi-Landi, a philosopher from Italy whose work focused on philosophy, semiotics and linguistics said that a speech community is made up of all the messages that were exchanged with one another using a given language, which is understood by the entire society. Rossi-Landi further added that young children learn their language and culture from the society they were born in. In the process of learning, they develop their cognitive abilities as well [2]. Day by day, everything is increasing sciences as well. Nowadays linguistics has a lot of branches as we told above. According to the scientist theories, that language preserves the heritage, cultural attitude, and history of the nation. That is, the concept of the environment is different in each language and describes the worldview differently. Studies of anthropological linguistics mainly take into consideration the human factor. Thus Bragina et al agree that one of the subjects the linguists investigate is the interconnection between internal and external and between the meaning (the concept) and sound.

Tagirova studied the overlap between culture and pragmatics and its impact on translating texts, especially culture-specific items. Vlasova recognized the existence of a collective picture of the world among representatives of the same culture. Thus, different groups express their activities in different ways due to historical, geographical, and cultural factors.

Modern linguistics discusses issues of language and culture, language and ethnics, language and politics, and language and cognition. Maslova supported the position that the conceptual image of the world is formed in the language, and the person in this context is the bearer of the mentality and demonstrates this mentality through the language [3]. Ter-Minasova studied the problems of language and cultural barriers.

The scientist also took into account such a feature of language and culture as an ability to divide people and, at the same time, protect their identity. Ademilokun analyzed discursive strategies used in political campaigns where cultural, linguistic, and social factors turned out to play an important role [4].

Language is the reason why humans have histories that animals do not have. In the study of animal behavior through the course of history, alterations to their behavior were the result of the intervention of humans through domestication and other types of interference. The culture of humans on the other hand is as different as the world's languages. They are likely to change over time. In industrialized countries, the changes in the language are more rapid. Modern techniques for fast communication transmission across the globe through broadcasting and the presence of translation services around the world help make usable knowledge to be accessible to people anywhere in the world.

Thus, the world benefits from the fast transference, availability and exchange of social, political, technological and scientific knowledge. Culture unifies a community although there is diversity within that unity. For example, the older generation's speech might differ from the speech younger people use. Also, different groups speak different languages. This is evident in the differences present in a professor's speech compare to a young admin staff member at the university. People could use a different form of the same language in online forums, which would vastly differ from the language used by media and classically trained individuals [5].

We use language in different ways. Linguistic varieties fall into geographical, social, and functional subclasses. These factors lead to the formation of dialects that add diversity to the language. Cultural Linguistics is a related branch of linguistics that explores the relationship between language and cultural

conceptualizations. Cultural Linguistics draws on and expands the theoretical and analytical advancements in cognitive science (including complexity science and distributed cognition) and anthropology. Cultural linguistics examines how various features of human languages encode cultural conceptualizations, including cultural schemas, cultural categories, and cultural metaphors. In Cultural Linguistics, language is viewed as deeply entrenched in the group-level, cultural cognition of communities of speakers [6]. Thus far, the approach of Cultural Linguistics has been adopted in several areas of applied linguistic research, including intercultural communication, second language learning, Teaching English as an International Language, and World Englishes.

It has been seen that language is much more than the outside expression and communication of inner contemplations defined autonomously of their verbalization. In illustrating the insufficiency and unseemliness of such a view of language, consideration has as of now been drawn to the ways in which one's local dialect is personally and in all sorts of points of interest related to the rest of one's life in a community and to little bunches inside that community.

Language is transmitted culturally, that is, it is learned. To a lesser extent it is taught, when parents, for example, deliberately encourage their children to talk and to respond to talk, correct their mistakes, and enlarge their vocabulary. But it must be emphasized that children very largely acquire their first language by "grammar construction" from exposure to a random collection of utterances that they encounter. What is classed as language teaching in school either relates to second-language acquisition or, insofar as it concerns the pupils' first language, is in the main directed at reading and writing, the study of literature, formal grammar, and alleged standards of correctness, which may not be those of all the pupils' regional or social dialects. All of what goes under the title of language teaching at school presupposes and relies on the prior knowledge of a first language in its basic vocabulary and essential structure, acquired before school age.

If language is transmitted as part of culture, it is no less true that culture as a whole is transmitted very largely through language, insofar as it is explicitly taught. The fact that humankind has a history in the sense that animals do not is entirely the result of language. So far as researchers can tell, animals learn through spontaneous imitation or through imitation taught by other animals. This does not exclude the performance of quite complex and substantial pieces of cooperative physical work, such as a beaver's dam or an ant's nest, nor does it preclude the intricate social organization of some species, such as bees.

The processes of linguistic change and its consequences will be treated below. Here, cultural change in general and its relation to language will be considered. By far the greatest part of learned behavior, which is what culture involves, is transmitted by vocal instruction, not by imitation. Some imitation is clearly involved, especially in infancy, in the learning process, but proportionately this is hardly significant. Through the use of language, any skills, techniques, products, modes of social control, and so on can be explained, and the end results of anyone's inventiveness can be made available to anyone else with the intellectual ability to grasp what is being said.

Modern techniques for broadcast or almost instantaneous transmission of communication all over the globe, together with the tools for rapidly translating between the languages of the world, have made it possible for usable knowledge of all sorts to be made accessible to people almost anywhere in the world. This accounts for the great rapidity of scientific, technological, political, and social change in the

contemporary world. All of this, whether ultimately for the good or ill of humankind, must be attributed to the dominant role of language in the transmission of culture. Language is a part of culture, but culture is a complex totality containing many different features, and the boundaries between cultural features are not clear-cut, nor do they all coincide. Physical barriers such as oceans, high mountains, and wide rivers constitute impediments to human intercourse and to culture contacts, though modern technology in the fields of travel and communications makes such geographical factors of less and less account.

More potent for much of the 20th century were political restrictions on the movement of people and of ideas, such as divided western Europe from formerly communist eastern Europe, the frontiers between these two political blocs represented much more of a cultural dividing line than any other European frontiers. Indeed, language and culture are closely intertwined, as in some cases, they mean the same. There is a complex relationship between them because they are tied to each other. A child learns culture simultaneously with language, so for them, it is the same. They are indivisible parts because even when members of a certain culture go abroad, they are easy to recognize if they speak the local language and vice versa. Another point is, when people learn a new language,

it also means learning a new culture. For example, there may be words for phenomena that don't exist in the country of the learner.

They read about the country, its customs, and beliefs. Such learners usually achieve high results because they have an all-round approach to culture and language which always go hand in hand. The same goes for translation because a good specialist will always know the culture of the target country, for example, French document translation will demand a different approach than the Arabic one. Usually, translators are strict with cultures because the smallest word or "innocent" joke can offend people of the target language [7].

In conclusion. The origin and development of linguistics covers the period from the emergence of mankind to the present day. human language is studied from birth to death. new words and terms are still entering modern linguistics. at the same time, new fields of modern linguistics are emerging. for example, linguaculturology is a new branch of linguistics in which the interrelationships and differences of languages and cultures are studied. in conclusion, it can be said that linguistics is one of the fields that has been developing since ancient times to the present day. Culture impacts our core traditions, values, and the way we interact with others in society.

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