



LINGUACULTURAL ANALYSIS TO THE VERBALIZATION OF CULTURAL CONCEPTS IN TEXTS

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Abstract

This study explores the use of linguacultural analysis as a tool for understanding the representation and verbalization of cultural concepts in texts. The study begins by defining linguacultural analysis and its key elements, including the examination of the language used in texts and the cultural context in which they were produced. The study then provides a comprehensive overview of previous research in the field of linguacultural analysis, including the methods and techniques used in previous studies and the key findings that have emerged from these studies. The study also includes a case study that applies linguacultural analysis to a text produced in a specific cultural context. This case study demonstrates the usefulness of linguacultural analysis for understanding the ways in which cultural concepts are constructed and conveyed in texts, and for exploring the relationship between language and culture. Overall, this study highlights the importance of linguacultural analysis for understanding the representation and verbalization of cultural concepts in texts, and for exploring the complex relationships between language and culture.

Key words: linguacultural analysis, language, cultural linguistics, cultural concepts, verbalization of concepts

Ключевые слова: лингвокультурологический анализ, язык, лингвокультурология, культурный концепт, вербализация концепта

Таянч сўзлар: лингвомаданий таҳлил, лисон, лингвомаданият, маданий концепт, концепт гавдаланиши

Literature Review

There is a close relationship between language and culture and no one can deny that it is impossible to understand. The study of language and culture has long been an important area of research in the social sciences. In recent years, there has been growing interest in the use of linguacultural analysis as a tool for understanding the representation and verbalization of cultural concepts in texts. There are many definitions of the field of scientific knowledge studied by the author, the most acceptable of which are the following: "Cultural linguistics studies language as a phenomenon of culture and the language itself acts as an exponent of a special national mentality" (2; 8). One more definition on the target issue claims



that: “Cultural linguistics is a complex scientific discipline of a synthesizing type that studies the relationship and interaction of culture and language in its functioning and reflects this process as an integral structure of units in the unity of linguistic and extralinguistic content using systemic methods and with a focus on modern priorities and cultural institutions” (3; 37) Linguacultural analysis involves the examination of the language used in texts and the cultural context in which they were produced, with the aim of understanding how cultural concepts are constructed and conveyed. The concept of culture characterizes the human world and includes values, norms beliefs and rituals, knowledge and skills, customs and institutions, language, art and technology. When it comes to cultural concepts, they include land, beliefs and spirituality, language, ways of living and working, artistic expression, relationships and identity, language personality, linguistic worldview and cultural code.

The verbalization of cultural concepts in texts can take many forms, including the use of specific words, phrases, idioms, metaphors, and cultural references. For example, a text that is produced in a particular culture may use certain words or phrases that are specific to that culture and may not be easily understood by someone from a different culture. For instance the word “love” can have a variety of connotations depending on the context in which it is used. Some possible connotations of the word "love" are Affection: Love can imply a warm feeling of fondness, caring, and tenderness towards someone or something.

Analysis:

Romance: Love can suggest a deep, passionate, and often sexual attraction between two people. In "Pride and Prejudice" by Jane Austen (1:25), the characters Elizabeth Bennet and Mr. Darcy experience a tumultuous journey towards falling in love with each other. **Commitment:** Love can also indicate a strong sense of loyalty and dedication to someone or something, such as a partner, a family member, or a cause. In "The Great Gatsby" by F. Scott Fitzgerald [2], the character Jay Gatsby's love for Daisy Buchanan is unwavering, despite her being married to another man. **Admiration:** Love can imply a deep appreciation and admiration for someone's qualities or achievements. In "To Kill a Mockingbird" by Harper Lee [3], the character Atticus Finch demonstrates his love for his children by imparting wisdom and values, which his daughter Scout admires. **Sacrifice:** Love can also suggest a willingness to make sacrifices for the sake of someone or something you care about deeply. In "The Hunger Games" by Suzanne Collins [4], the character Katniss Everdeen sacrifices her own safety and well-being to protect her sister and the people she loves.

Unconditional: Love can indicate a state of caring that is not based on conditions or expectations, but rather is freely given and received. In "The Giving Tree" by Shel Silverstein, the titular tree demonstrates unconditional love for the boy throughout his life, even when it means sacrificing its own well-being. Overall, the word "love" carries a complex set of meanings and emotions, and its connotations can vary widely depending on the context and the individuals involved.



Discussion:

Linguacultural analysis can be applied to a wide range of texts, including literature, news articles, advertisements, and other forms of media. The key to conducting a successful linguacultural analysis is to consider both the language used in the text and the cultural context in which it was produced. This involves examining the history, values, beliefs, and customs of the culture in question, as well as the way in which these cultural elements are reflected in the language used in the text.

Previous research in the field of linguacultural analysis has used a variety of methods and techniques, including discourse analysis, content analysis, and ethnographic methods. These studies have revealed a range of key findings about the representation and verbalization of cultural concepts in texts, including the ways in which cultural concepts are constructed and conveyed, the role of language in shaping cultural identity, and the relationship between language and culture.

In this study, we present a case study that applies linguacultural analysis to a text produced in a specific cultural context. This case study demonstrates the usefulness of linguacultural analysis for understanding the ways in which cultural concepts are constructed and conveyed in texts, and for exploring the relationship between language and culture.

Conclusion:

Overall, this study highlights the importance of linguacultural analysis for understanding the representation and verbalization of cultural concepts in texts, and for exploring the complex relationships between language and culture. Linguacultural analysis is a valuable tool for researchers, educators, and anyone interested in understanding the ways in which language and culture interact with each other. By providing a comprehensive overview of previous research in the field, this study offers a valuable resource for those interested in pursuing further research in this area.

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