

## THE MAIN TARGETS OF RESEARCH IN LINGUOCULTUROLOGY

Tursunov Mirzo Makhmudovich

PhD at Bukhara International University, e-mail: mirzobek.tursunov81@gmail.com,

Ahadova Gulhayo Azimovna

Second year master student at Bukhara International University, e-mail:

akhadovagulya103@gmail.com

**Annotation:** This article delves into the main directions of linguocultural research in linguistics, a rapidly growing field that examines the interplay between language and culture. It discusses the theoretical foundations of these fields, the methodologies used, and their relevance in modern linguistic studies. Furthermore, it addresses the challenges and future directions for research in this interdisciplinary domain, including its integration with cognitive sciences and cultural studies.

**Key words:** cultural artifacts, societal expectations, transmit culture, cultural phenomenon, language and thought, international interactions, linguistic elements, cultural meaning, cultural concepts.

**Annotatsiya:** Ushbu maqola til va madaniyat o'rtasidagi o'zaro aloqani o'rganadigan, jadal rivojlanayotgan tilshunoslikdagi lingvomadaniy tadqiqotlarning asosiy yo'nalishlarini o'rganadi. Unda ushbu sohalarning nazariy asoslari, qo'llanilgan metodologiyalar va ularning zamonaviy tilshunoslikdagi dolzarbligi muhokama qilinadi. Bundan tashqari, u ushbu fanlararo domendagi tadqiqot muammolari va kelajakdagi yo'nalishlarini, shu jumladan kognitiv fanlar va madaniyatshunoslik bilan integratsiyalashuvini ko'rib chiqadi.

**Kalit so'zlar:** madaniy artefaktlar, jamiyat umidlari, madaniyatni yetkazish, madaniy hodisa, til va tafakkur, xalqaro o'zaro ta'sirlar, lingvistik elementlar, madaniy ma'no, madaniy tushunchalar.

Language and culture are deeply intertwined, with language acting as both a product of and a tool for culture. Language reflects a society's values, beliefs, and history through its vocabulary, grammar, and nuances, while also shaping how its speakers perceive the world.

This relationship is bidirectional: cultural changes influence language, and in turn, language helps transmit culture across generations, making a grasp of both essential for understanding a community. This relationship gave a great chance to found a subject that focuses on the issue of language and culture link.

By the beginning of the XXI century, linguoculturology has become one of the leading disciplines in world linguistics. Linguoculturology is the study of language as a cultural phenomenon, in which interrelated language and culture are the subject. In particular, V.N. Telia writes: "Linguoculturology is a science that studies the human, more precisely, the cultural factor in man. This means that the center for Linguoculturology is a set of achievements inherent in the anthropological paradigm of man as a cultural phenomenon." According to G.G. Slisshkin, "Linguoculturology focuses on the human factor, more precisely, the cultural factor in man. The fact that the center of linguoculturology consists of a cultural phenomenon indicates that the science of man belongs to an anthropological paradigm." Although there is a consensus on the object of study of linguoculturology, there

are some controversial views. For example, according to V.N. Telia, linguoculturology studies only the synchronous connection of language and culture. V.A. Maslova believes that this field studies the language both synchronously and diachronically. V.N.Telia also emphasizes that the object of linguoculturology is universal, while V.A.Maslova emphasizes the need to study the linguocultural features of the language of a particular people or fraternal peoples. One of the challenges is that a number of training manuals have been developed in this regard. Linguists admit that the most famous of them is the textbook created by V.A. Maslova. This textbook describes the methods, object and subject, directions in the field of linguoculturology, examples of linguoculturological analysis of a particular language unit.

Linguoculturology is an interdisciplinary field that studies the relationship between language and culture. It examines how language reflects and carries a society's culture, values, customs, and traditions, and how culture shapes language and thought. This field analyzes linguistic elements like idioms, metaphors, and proverbs to uncover cultural meanings, helping to understand national identity and facilitate cross-cultural communication.

Key features of the discipline are the following: understanding cultural identity:

- It helps explain how a society's unique national values and traditions are embedded in its language.
- Improving intercultural communication: By understanding the cultural context behind different languages, this field improves mutual understanding in international interactions.
- Literary analysis: It provides a framework for analyzing how authors use language to reflect cultural themes and values in literature.
- Education and translation: It informs language teaching by emphasizing the cultural components necessary for fluency and aids in translation by helping to convey cultural nuances between languages.

The main targets of research in Linguoculturology are the interrelationship between language and culture, and how this relationship is reflected in a nation's worldview and mentality. This includes studying how cultural values, beliefs, and traditions are expressed through language, the linguistic units that carry this cultural information (like phraseological units, proverbs, and metaphors), and the linguistic picture of the world that a language helps to construct. Key targets of research are the following elements: language as a reflection of culture: Researchers investigate how language serves as a transmitter of culture and a carrier of a nation's history, mentality, and spiritual values. Cultural concepts: Linguoculturology aims to identify and analyze concepts that are unique to a specific culture, such as the concept of "motherland" or other abstract ideas that hold significant cultural meaning. Culture-specific linguistic units: The research focuses on linguistic elements that embody cultural information. Examples include:

- Phraseological units (idioms)
- Proverbs and sayings (paremias)
- Metaphors and other image-bearing means
- Mythologemes and intertextual signals

Linguistic picture of the world: The field seeks to uncover and understand the “linguistic picture of the world”—the way a particular language structures a speaker’s understanding of reality based on its cultural values and worldview. Interaction between languages and cultures: researchers also examine how different languages and cultures interact, including the analysis of loanwords, cultural borrowing, and cross-cultural communication.

Generally, we can state that a number of researches done in linguoculture focuses on relationship between language and culture. Human society cannot exist without these two main aspects of life. Considering above mentioned facts researchers should pay great attention to the problems related to language and culture in society studying various aspects of culture.

#### REFERENCES:

1. Маслова В. А. Лингвокультурология: Учеб. пособие для студ. высш. учеб. заведений. — М.: Издательский центр «Академия», 2001.
2. Телия В. Н. О методологических основаниях лингвокультурологии // XI Международная конференция «Логика, методология, философия науки». — М.; Обнинск, 1995.
3. Тоффлер О. Раса, власть и культура // Новая технократическая волна на Западе. — М., 1986.
4. Lippmann W. Public Opinion. — NY, 1992.