



## THE PLACE AND IMPORTANCE OF LINGUOCULTUROLOGY IN LINGUISTICS

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### INTRODUCTION

In modern linguistics, the study of language not only as a means of communication, but also as a form of reflection of culture, thought, and national consciousness is becoming increasingly important.

In this regard, linguoculturology has emerged as an independent field of study that studies the inextricable link between language and culture. This direction is aimed at studying the national mentality, values, and historical experience embodied in language units.

Linguoculturology developed in the late 20th century within the framework of Russian and Western linguistics, and today it is studied in close connection with such areas as translation theory, foreign language teaching, and intercultural communication. A deep understanding of the interaction of language and culture increases the effectiveness of the communicative process. Therefore, this thesis will highlight the subject, main concepts, and practical significance of linguoculturology.

The formation of the science of linguoculturology is directly related to the anthropocentric approach. The anthropocentric paradigm involves the study of language in its inextricable link with man, his thinking and cultural experience.

Based on this approach, not only the grammatical or lexical meaning of language units is analyzed, but also their cultural content. The main object of research of linguoculturology is language units with cultural semantics.

These include phraseologisms, proverbs and sayings, symbolic words, metaphors, national realities and concepts. The language of each people is closely related to its historical development, social life and worldview, and these aspects are revealed through linguoculturological analysis.

This science develops in close connection with linguistics, cultural studies, ethnolinguistics and psycholinguistics. Linguoculturology allows us to understand culture through language, and language through culture.

One of the important part in linguoculturology is a concept. A concept is formed in the human mind, having a certain cultural content, which is expressed through language units.

For example, concepts such as “homeland”, “family”, “hospitality” have their own content in the thinking of each people. Cultural semantics expresses the national-cultural meaning of language units.



The same word can have different cultural connotations in different languages. This situation requires special attention in the translation process. Because it is not enough to give the dictionary meaning of the word, it is also necessary to take into account its cultural context. The national landscape of the language reflects the way the people perceive the world. Each language describes the world in its own way, and this image is formed on the basis of cultural experience.

In today's globalization environment, intercultural dialogue is widely developing. Effective communication between representatives of different cultures depends not only on language knowledge, but also on cultural competence. From this point of view, linguoculturology serves as an important methodological basis for teaching foreign languages. Explaining the cultural content of language units in learning a foreign language increases the communicative competence of students. The linguoculturological approach is also important in translation theory. The translator must adapt the text not only linguistically, but also culturally. In addition, linguoculturology plays an important role in understanding national identity, preserving and developing cultural heritage. National values are transmitted from generation to generation through language.

In conclusion, linguoculturology is one of the important and relevant areas of modern linguistics. This science allows us to understand human thinking and national consciousness more deeply by studying the complex relationship between language and culture.

Linguoculturological research serves to reveal the cultural content of language units and increase the effectiveness of intercultural communication. Therefore, the development of linguoculturology not only theoretically, but also practically, and its widespread introduction into the education system are urgent issues.

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