

CULTURAL LINGUISTICS PERSPECTIVE: UNDERSTANDING LANGUAGE THROUGH CULTURE

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Annotation:

Language and culture are discussed in this article. Some examples are given in English and Uzbek as well as. The importance of culture in linguistics mentioned. Difficulties which translator face up during the conversations are given.

Keywords: Culture, cultural linguistics, conceptions, categories, metaphorical expression, proverbs, idioms, translator.

INTRODUCTION

Culture and language are essential components of being human. They intricately shape and influence one another, weaving a complex web of identities, values, and meanings. An interdisciplinary field called "cultural linguistics" studies the complex interrelationships between language and culture. It looks at how cultural patterns, beliefs, and practices are reflected in and shaped by language, providing insightful information about the complexity and diversity of human communication. In exploring the cultural linguistics viewpoint, this article emphasizes how important it is to comprehend language as a phenomenon of culture. According to cultural linguistics, language is a symbolic system that is intricately entwined with a particular cultural setting. It highlights that language is a result of historical, social, and cultural factors rather than an objective instrument for communication. Every language has a distinct set of cultural connotations that are represented in its syntax, vocabulary, and usage patterns. For instance, the fact that the Inuit language(s) has multiple words for snow reflects the importance of snow to their culture and way of life. The study of cultural linguistics looks at how language both creates and reflects cultural conceptions and categories. It is possible for various cultures to categorize the world according to their own needs and experiences. In cultural linguistics, metaphor is essential because it shows the conceptual mappings that underlie the relationships between different domains. Cultural experiences and beliefs are frequently referenced in metaphorical expressions. For example, the English expression "time is money" represents the cultural importance of productivity and efficiency. Through examining how metaphors differ between cultures, cultural linguistics sheds light on various worldviews and perspectives. Furthermore, language variety and cultural identity are closely related, according to cultural linguistics. Certain cultural and social contexts give rise to distinct dialects, registers, and speech varieties. These linguistic variances are a reflection of ethnic affiliations, regional identities, and social hierarchies. Aside from that, translation and cross-cultural communication are greatly

impacted by the cultural linguistics viewpoint. Translation is more than just replacing words with other words; it also entails comprehending the cultural nuances and meanings that are ingrained in the source text. The field of cultural linguistics emphasizes the significance of cultural sensitivity and awareness in promoting successful cross-cultural communication. Cultural linguistics takes into account that languages have particular cultural nuances and meanings and are intricately entwined with their respective cultures. Understanding these cultural quirks is crucial for accurate translation of the intended meaning. For instance, in a performance setting, the English expression "break a leg" is frequently used to wish someone luck. If this phrase were translated literally without taking into account the cultural context, it might cause misunderstandings or confusion in other languages. Proverbs and idioms are examples of culturally specific language that are difficult to translate exactly. Translators can find similar idioms or proverbs in the target language that have a similar meaning by using cultural linguistics. For instance, the English idiom "coach potato" which literally means "doing nothing" is equivalent to the Uzbek idiom "olma pish, og'zimga tush" or "ko'kdan chalpak kutish". Cultural linguistics recognizes that different cultures may view some topics as delicate or taboo. These cultural nuances must be recognized by translators, and they must modify their translations appropriately. Translating a joke or humorous comment that touches on a delicate subject, such as politics or religion, for instance, calls for cultural sensitivity and knowledge of what is appropriate in the target culture. Since metaphors are frequently culturally specific, translating them can be difficult. Translators can find other ways to express the underlying meaning or find analogous metaphors with the aid of cultural linguistics. For instance, the English metaphor "a piece of cake," meaning something that is easy, may not make sense when directly translated into another language. Translators must locate analogies or phrases that express the same meaning in a culturally acceptable manner. Understanding the cultural context deeply is necessary when translating socio-cultural references, such as names of holidays, customs, or historical events. By offering insights into the cultural significance of these references, cultural linguistics helps translators accurately convey these references. Translating the Chinese festival "Lantern Festival" into another language, for instance, would necessitate providing the cultural and historical background of the event in order to guarantee that the intended audience would fully comprehend it. Translators can guarantee that the translated text is both linguistically accurate and culturally appropriate by taking these cultural factors into account. This will enable the target audience to fully understand the intended meaning and cultural subtleties of the original text. In-depth study of the target culture's history, customs, values, and linguistic quirks should also be done by translators. Through this research, they are better able to comprehend the cultural context and choose expressions or metaphors that will effectively connect with the intended audience. Talking with people who are fluent in the target language can give you important insights into the nuances and preferred expressions of the culture. Native speakers are able to recommend analogous metaphors or expressions that convey the same meaning in a way that is suitable for the target culture. Translators may consult cultural reference resources tailored to the target language or culture, such as

glossaries, dictionaries, or cultural guides. These resources frequently explain cultural metaphors, idioms, and expressions, which aids translators in making defensible decisions. People with a thorough understanding of the source and target cultures can be of great assistance to translators. Experts in biculturalism or multiculturalism can offer insightful advice on how to identify metaphors or expressions that accurately convey the intended meaning while remaining culturally appropriate. To better fit the target culture, translators can localize and modify the text rather than merely using direct metaphoric translation. This entails locating expressions or metaphors that have a comparable meaning in the target culture and are culturally appropriate. To get the desired result, some inventiveness and linguistic adaptability might be needed. Translators ought to take into account the traits, inclinations, and anticipations of the intended audience. The choice of metaphors or expressions may vary depending on the target culture's regional variations, age groups, and social backgrounds. The translation can be made more culturally appropriate by tailoring it to the target audience. It is critical to preserve the spirit and intended meaning of the original text, even in the face of the need to find metaphors or expressions that are culturally relevant. Translators ought to endeavor to achieve a harmonious equilibrium between cultural adjustment and authenticity of the original text, guaranteeing that the translated material proficiently conveys the intended meaning. By using these techniques, translators can find metaphors or expressions the fact that connect with the intended audience's the culture and negotiate the complexities of cultural differences, improving the translation's overall quality and efficacy.

A useful framework for comprehending the complex interrelationship between language and culture is provided by cultural linguistics. Through an investigation of the cultural connotations ingrained in language, this viewpoint expands our comprehension of human communication and the multiplicity of cultural practices across the globe. It draws attention to how language functions as a cultural tool, influencing our identities, perceptions, and interpersonal relationships. In our increasingly globalized world, cultural linguistics not only deepens our understanding of language but also fosters appreciation and understanding across cultural boundaries.

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