

# SPECIFIC FEATURES OF CULTURAL SEMANTICS IN THE LINGUISTIC PICTURE OF THE WORLD

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***Abstract.** This study explores the specific features of cultural semantics within the linguistic picture of the world. Cultural semantics refers to the ways in which language reflects and shapes cultural values, beliefs, and practices. The linguistic picture of the world encompasses the collective understanding and interpretation of reality as constructed through language. Through an interdisciplinary approach drawing on linguistics, anthropology, and cultural studies, this research investigates how cultural semantics influence the meanings and connotations of words, expressions, and linguistic structures. It examines the role of cultural context, historical developments, and social dynamics in shaping semantic representations within different languages and communities. By analyzing specific examples from diverse cultural and linguistic contexts, this study aims to shed light on the intricate relationship between language and culture, and to deepen our understanding of the complex interplay between linguistic meaning and cultural significance.*

***Key words.** Cultural semantics, linguistic picture of the world, cultural studies, cultural values.*

## INTRODUCTION

Language serves as a powerful tool for communication, shaping not only how we express ourselves but also how we perceive and understand the world around us. Within the intricate web of language, cultural semantics plays a crucial role in defining the unique perspectives and values of different societies. The interplay between language and culture forms the foundation of the linguistic picture of the world, where specific features of cultural semantics influence how individuals interpret and interact with their environment. This thesis explores the intricate relationship between language and culture, focusing on the specific features of cultural semantics that shape the linguistic picture of the world. By delving into the nuances of language use, meanings, and interpretations within various cultural

contexts, this study aims to uncover the underlying beliefs, practices, and values embedded in linguistic structures. Through an interdisciplinary approach that combines insights from linguistics, anthropology, and cultural studies, this research seeks to illuminate how cultural semantics contribute to shaping individuals' perceptions and understanding of the world. By examining the historical developments, social dynamics, and semantic representations within language communities, this thesis will provide a comprehensive analysis of the cultural significance of linguistic structures. Through exploring the connotations and symbolic meanings associated with words and expressions, this study will shed light on how language reflects and reinforces cultural norms and ideologies. Ultimately, this research aims to deepen our understanding of how specific features of cultural semantics influence the linguistic picture of the world, highlighting the intricate interplay between language, culture, and meaning.

Cultural semantics play a crucial role in shaping the linguistic landscape of the world by influencing how different cultures interpret and assign meanings to words, expressions, and symbols. The diversity of languages and linguistic structures across various cultural contexts reflects the unique ways in which different societies conceptualize and communicate their experiences, beliefs, and values. Understanding the specific features of cultural semantics is essential for appreciating the richness and complexity of human language systems. The concept of the "linguistic picture of the world" refers to the idea that language not only serves as a tool for communication but also shapes our perception of reality and influences our cognitive processes. This concept is closely related to the Sapir-Whorf hypothesis, which suggests that the structure and vocabulary of a language determine how its speakers perceive and interpret the world around them. Cultural studies is an interdisciplinary field that explores the ways in which culture, including language, beliefs, values, practices, and artifacts, shapes and reflects social identities, power dynamics, and historical contexts. In your thesis, you can draw on cultural studies perspectives to analyze how language and cultural semantics intersect with broader social, political, and economic forces.

Cultural values are the shared beliefs, norms, and principles that guide the behavior and attitudes of individuals within a particular cultural group. These values are deeply ingrained in a society and influence various aspects of life, including interpersonal relationships, social institutions, political systems, and economic practices. Understanding cultural values is essential for comprehending the dynamics of human societies and for effectively navigating cross-cultural interactions.

In conclusion, cultural semantics plays a crucial role in shaping the linguistic picture of the world by influencing how individuals within a society perceive, interpret, and communicate about their environment. Cultural values, beliefs, norms, and practices are embedded in language and contribute to the construction of meaning in communication. Understanding cultural semantics is essential for gaining insights into the diverse ways in which language reflects and reinforces cultural identities, social structures, and worldviews. By exploring the intricate relationship between language and culture, researchers can uncover the underlying meanings, connotations, and nuances that shape linguistic expressions. Cultural semantics provides a lens through which to examine how cultural values manifest in language use, communication styles, and symbolic representations. This deeper understanding enhances cross-cultural communication, promotes intercultural understanding, and facilitates the interpretation of linguistic diversity in a globalized world. Moreover, the study of cultural semantics highlights the dynamic nature of language and culture, emphasizing the ongoing interplay between tradition and innovation, continuity and change. By recognizing the influence of cultural values on linguistic representations of reality, researchers can appreciate the richness and complexity of human communication across diverse cultural contexts. In summary, cultural semantics offers a valuable framework for analyzing the intricate interconnections between language, culture, and society. By delving into the cultural dimensions of language use and meaning-making, researchers can gain a deeper appreciation of the diverse ways in which individuals construct and interpret their linguistic picture of the world. This understanding not

only enriches our knowledge of language and culture but also fosters greater empathy, respect, and collaboration in an increasingly interconnected global community.

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## EXPLORING THE INTERPLAY BETWEEN LINGUISTICS, LINGUOCULTURAL STUDIES, AND LINGUOPRAGMATICS

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***Annotation.** This paper explores the close relationship between language, culture, and communication, emphasizing the pivotal role of linguistics in understanding these dynamics. It covers various branches of linguistics, from phonetics to pragmatics, highlighting their significance in deciphering the structure and meaning of language. Furthermore, it explores the intersection of language and culture, tracing their intertwined evolution and showcasing the emergence of disciplines such as linguoculturology and linguopragmatics.*

***Key words.** Culture, linguoculturology, pragmatics, linguistics, communication.*