

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.*

**Introduction.** Nowadays, people speak roughly 7,000 languages worldwide. While languages share similarities, each possesses its distinctiveness, evident in both its structural characteristics and its reflection on the culture of its speakers. Understanding how language works is crucial, and that's where linguistics comes in. It helps us understand the structure of language, including its sounds (phonetics and phonology), words (morphology), sentences (syntax), and meanings (semantics). By studying these elements, we can decipher how languages are constructed and how they convey meaning. Plus, linguistics also teaches the evolution and history of the language, which allows us to uncover connections between different languages and track their development. What's more, learning a language means acquiring communication skills in that language and if we know the linguistic aspects of language properly, it provides us with effective communication skills in diverse social and cultural settings. But language is more than just words and rules. It's also deeply connected to culture and how people interact. This has led to a growing interest in two areas: linguocultural studies, which explore how language and culture are connected, and linguopragmatics, which looks at how language is used in social situations. Understanding the relationship among linguistics, linguocultural studies, and linguopragmatics is vital for comprehending the intricacies of human communication. It reveals how language operates within specific cultural contexts and how it is used to achieve communicative goals.

**Main body.** Linguistics is the scientific study of language and its structure, including the analysis of sounds, words, sentences, and meaning. It covers various branches, each focusing on different aspects of language:

- Phonetics – it examines the physical properties of speech sounds, including their production, transmission, and reception. It deals with articulatory phonetics (how sounds are produced by the vocal tract), acoustic phonetics (the physical properties of sound waves), and auditory phonetics (how sounds are perceived by the ear).

- Phonology – it focuses on the conceptual and cognitive aspects of language sounds, analyzing sound patterns within a language, including the organization of sounds into phonemes (distinct sound units) and the governing principles of sound combinations and arrangements.
- Morphology – it is considered the study of the structure and formation of words. Morphology explores the internal structure of words (morphemes), including prefixes, suffixes, and roots, as well as the rules governing word formation and inflection.
- Syntax – it investigates the structure of sentences and phrases in a language, examining how words are combined to form grammatical phrases and sentences, as well as the rules governing word order, agreement, and sentence structure.
- Semantics - it deals with the interpretation of meaning in words, phrases, and sentences. Semantics investigates how expressions convey significance, encompassing lexical semantics (individual word meaning) and compositional semantics (derivation of meaning from word and phrase combinations).
- Pragmatics – it examines the contextual use of language and the impact of social and situational factors on meaning. Pragmatics analyzes elements such as speech acts (actions carried out through speech), implicature (implied meaning), and strategies of politeness.

Linguists observe and document language use in natural contexts, and collect different data through recordings, transcripts, and fieldwork. Now, that we have enough information what is linguistics in language, so let`s talk about language and cultural relationships. Undoubtedly, language and culture are deeply interconnected, with language serving as a primary means of expressing and transmitting cultural knowledge, beliefs, and practices. The word "culture" was first used in ancient Rome, meaning cultivation, processing, and cultivation of the earth. However, a famous ancient Roman orator Cicero used this term in his

philosophical projects to express "soul cultivation" and this notion gradually became the core meaning, recognizing the notion of "spiritual culture". It is believed that the most significant means of expressing culture is language as it is tightly interlinked with culture, it grows within culture and represents it. The idea of the relationship between language and culture was initially put forth by V. Humboldt W. who proclaimed that: "Language is deeply entwined in the intellectual development of humanity itself, it accompanies the latter upon every step of its localized progression or regression; moreover, the pertinent cultural level in each case is recognizable in it." [1] Later, V. Humboldt's idea was promoted by many well-known linguistics all over the world. In the 21st century, linguists developed the idea that language is not only a tool of communication but also the cultural code of a nation. It was because a new anthropocentric paradigm was developed, which focuses on the "human factor" in the language, and by this, the human is considered the center of the Universe and language. Linguoculturology is one of the newly emerged linguistic disciplines developed within the framework of the anthropocentric paradigm. It focuses on exploring the intricate connections between language and culture, particularly delving into the underlying meanings of linguistic elements and how they relate to both universal and national cultural concepts. It's essentially about understanding how language reflects and shapes cultural identities and values. Here, let's look at some explanations and examples: first of all, politeness strategies, which means that cultures vary in their expressions of politeness and respect. Linguoculturology might explore how different languages use honorifics, pronouns, or verb forms to convey social hierarchy and respect. For instance, Japanese has various levels of politeness in its language, reflected in different verb forms and honorifics used based on the speaker's relationship with the listener. Taboo language is another example of the importance of linguoculturology. In other words, linguistic taboos reveal cultural attitudes towards certain topics. Let's take an example of English speakers, who might use euphemisms or indirect language when discussing sensitive topics like death or bodily functions, while other cultures might have

more direct or euphemism-free approaches. Hence, learning and knowing the importance of culturolinguistics in language usage is very crucial and it encourages people to avoid misunderstandings and conflicts while talking with someone from another country. While linguocultural studies shed light on the complex relationship between language and society, lingua pragmatics focuses on pragmatic aspects of language use, examining how language functions in context to achieve communicative goals. It explains phenomena such as speech acts (e.g., requests, commands, promises), implicature (inferred meaning), politeness strategies, and conversational inference. Linguopragmatics investigates the role of context, social norms, power dynamics, and cultural expectations in shaping communicative behavior. By analyzing the pragmatic dimensions of language, linguopragmatics provides insights into the social and interactive functions of language and contributes to our understanding of how communication is accomplished in real-life situations. There are several examples, that illustrate pragmatics in real-life interactions:

- Using indirect speech acts to convey requests or suggestions politely (e.g., "Could you pass the salt?" instead of "Pass the salt.")
- Interpreting conversational implicatures based on contextual cues and shared knowledge (e.g., inferring sarcasm or irony from tone of voice or facial expressions)
- Adapting speech register and politeness strategies based on social status, familiarity, and cultural norms (e.g., using honorifics or titles to show respect in formal contexts)

If we analyze language use in specific communicative situations, linguopragmatics provides insights into how speakers adapt their linguistic strategies to achieve communicative goals and maintain social relationships.

**Conclusion.** The intricate weave of human communication is best understood through the dynamic interaction of linguistics, linguocultural studies, and linguopragmatics. Linguistics provides the foundation, unraveling the structural

intricacies of language, while linguocultural studies explore the interdependence of language and culture, revealing how language shapes and reflects cultural identities and norms. Additionally, linguopragmatics sheds light on the practical aspects of language use, unveiling how language functions in real-life situations to achieve communicative goals and social harmony. By integrating these disciplines, we gain a holistic understanding of communication that transcends linguistic boundaries, fostering empathy, cross-cultural understanding, and effective communication across diverse contexts. Ultimately, this synthesis empowers individuals to engage in human interaction with sensitivity, insight, and mutual respect.

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## INTERCULTURAL AND INTERLINGUISTIC COMMUNICATION AND PROBLEMS IN TEACHING NATIVE AND FOREIGN LANGUAGES

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***Abstract.** This article gives information about the complexities of intercultural and interlinguistic communication within the context of teaching native and foreign languages. It examines the challenges educators face and proposes strategies to overcome these obstacles, aiming to enhance language acquisition and cultural competence.*