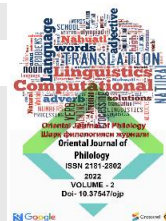


Oriental Journal of Philology**ORIENTAL JOURNAL OF PHILOLOGY**

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<http://www.supportscience.uz/index.php/ojp/about>**THE RELATIONSHIP BETWEEN LANGUAGE AND CULTURE****Mehrux Burkhonov***Sharof Rashidov Samarkand State University**Urgut Branch, Faculty of Pedagogy and Language Teaching**Lecturer at the Department of Pedagogy and Methods of Language Teaching**E-mail: burxonovmehrux819@mail.com**Urgut, Uzbekistan***Lola Shakhbozovna Aslamqulova***Sharof Rashidov Samarkand State University, Urgut Branch, Faculty of Pedagogy and Language Teaching, 1st-year student of the XTVA program**E-mail: lolaaslamqulova2205@mail.com**Urgut, Uzbekistan***ABOUT ARTICLE**

Key words: language, culture, intercultural communication, discourse, sociolinguistics, globalization, communication, linguistic identity, digital

Abstract: This article examines the interconnection between language and culture from linguistic, sociocultural, and communicative perspectives. The study analyzes the role of language as a carrier of cultural values and national identity, as well as the influence of culture on vocabulary, communication styles, and discourse.

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The article also explores the importance of intercultural communication in the era of globalization and digital technologies. Scientific approaches proposed by Edward Sapir, Benjamin Lee Whorf, Claire Kramsch, and David Crystal are discussed in relation to language and cultural interaction. The research concludes that language and culture are inseparable phenomena that mutually influence human cognition, communication, and social development.

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MAQOLA HAQIDA

Kalit so'zlar: til, madaniyat, madaniyatlararo kommunikatsiya, diskurs, sotsiolingvistika, globallashuv, raqamli kommunikatsiya, lingvistik identifikatsiya.

Annotatsiya: Mazkur maqolada til va madaniyat o'rtasidagi o'zaro bog'liqlik lingvistik, sotsiomadaniy va kommunikativ nuqtai nazardan tadqiq etiladi. Tadqiqotda tilning madaniy qadriyatlar va milliy identifikatsiya tashuvchisi sifatidagi o'rni, shuningdek, madaniyatning lug'at tarkibi, muloqot uslublari hamda diskursga ta'siri tahlil qilinadi.

Maqolada globallashuv va raqamli texnologiyalar davrida madaniyatlararo kommunikatsiyaning ahamiyati ham yoritilgan. Edward Sapir, Benjamin Lee Whorf, Claire Kramersch va David Crystal tomonidan ilgari surilgan ilmiy yondashuvlar til va madaniyat o'rtasidagi o'zaro ta'sir doirasida ko'rib chiqiladi. Tadqiqot natijasida til va madaniyat inson tafakkuri, kommunikatsiyasi va ijtimoiy taraqqiyotiga o'zaro ta'sir ko'rsatuvchi ajralmas hodisalar ekanligi aniqlangan.

ВЗАИМОСВЯЗЬ ЯЗЫКА И КУЛЬТУРЫ

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О СТАТЬЕ

Ключевые слова: язык, культура, межкультурная коммуникация, дискурс, социолингвистика, глобализация, цифровая коммуникация, лингвистическая идентичность.

Аннотация: В данной статье рассматривается взаимосвязь языка и культуры с лингвистической, социокультурной и коммуникативной точек зрения. В исследовании анализируется роль языка как носителя

культурных ценностей и национальной идентичности, а также влияние культуры на словарный состав, стили общения и дискурс.

В статье также рассматривается значение межкультурной коммуникации в эпоху глобализации и цифровых технологий. Научные подходы Эдварда Сепира, Бенджамина Ли Уорфа, Клэр Крамш и Дэвида Кристала анализируются в контексте взаимодействия языка и культуры. В результате исследования сделан вывод о том, что язык и культура являются неразрывными явлениями, взаимно влияющими на человеческое мышление, коммуникацию и общественное развитие.

Introduction. Language and culture are fundamental components of human civilization. Language functions not only as a means of communication but also as a mechanism for preserving cultural traditions, social values, and historical memory. Culture, in turn, influences linguistic structures, vocabulary systems, communicative norms, and speech behavior. Therefore, the relationship between language and culture has become one of the central research areas in modern linguistics, sociolinguistics, psycholinguistics, and cultural studies.

In contemporary society, globalization and digital communication have significantly transformed linguistic practices and cultural interaction. Social media platforms, virtual communication, and technological innovations contribute to the emergence of new discourse forms, internet slang, multimodal communication, and intercultural exchange. These developments increase the importance of studying the relationship between language and culture in both theoretical and practical dimensions.

The purpose of this article is to analyze the interaction between language and culture, identify the influence of cultural factors on language development, and examine the role of language in preserving cultural identity and facilitating intercultural communication.

Materials and methods. The research is based on descriptive, comparative, and sociolinguistic methods. Scientific literature related to linguistic anthropology, discourse analysis, intercultural communication, and digital linguistics was analyzed. Theoretical approaches proposed by Edward Sapir, Benjamin Lee Whorf, Claire Kramsch, and David Crystal served as the methodological foundation of the study. Comparative analysis was applied to identify differences between communication styles and linguistic expressions across cultures. Examples

from modern English digital discourse were also examined to illustrate the transformation of language under the influence of globalization and internet communication.

Results and discussion. Language reflects the worldview, traditions, mentality, and historical experience of a particular nation. According to Edward Sapir, language is deeply connected with cultural reality because people perceive and interpret the world through linguistic categories. Benjamin Lee Whorf further developed this idea through the theory of linguistic relativity, commonly known as the Sapir–Whorf Hypothesis. According to this theory, the structure of language influences human thinking and perception. Different linguistic systems create different models of reality and cultural interpretation.

For example, many Asian cultures emphasize collectivism and social harmony, which is reflected in polite forms of communication and indirect speech strategies. Western cultures, in contrast, often prefer direct communication and individual self-expression.

Vocabulary and cultural identity. Vocabulary systems strongly reflect cultural values and social practices. The lexical richness of a language often depends on the cultural environment in which it develops. Technological progress and digital culture have introduced numerous neologisms into modern English, including terms such as “selfie,” “hashtag,” “blogger,” and “emoji.” These words emerged due to changes in communication practices and digital lifestyles.

At the same time, traditional cultures preserve lexical units associated with customs, rituals, and historical experiences. Uzbek culture, for instance, contains many words expressing respect, hospitality, kinship relations, and social hierarchy. Such lexical units represent national identity and cultural specificity.

Idioms, proverbs, and cultural mentality. Phraseological units are among the most culturally marked elements of language. Idioms and proverbs contain symbolic meanings connected with collective experience and cultural values. English expressions such as “Time is money” demonstrate the importance of productivity and efficiency in Western society. Uzbek proverbs, however, frequently emphasize morality, family unity, and respect for elders.

Therefore, understanding phraseological expressions requires not only linguistic competence but also cultural awareness. Foreign language learners often face difficulties interpreting idioms because literal translation does not always convey cultural meaning.

Language and intercultural communication. Intercultural communication has become increasingly important in the context of globalization. Communication between representatives of different cultures requires not only grammatical knowledge but also sociocultural competence. Misunderstandings may occur because people interpret verbal and nonverbal signs according to their own cultural norms. Gestures, silence, eye contact, and intonation may carry different meanings across cultures.

Claire Kramersch emphasized that successful communication depends on intercultural competence and cultural understanding. Foreign language education should therefore include cultural studies alongside linguistic training. Modern educational approaches integrate authentic materials, multimedia resources, and online communication platforms to develop intercultural awareness among students.

Digital communication and cultural transformation. The development of internet technologies has significantly influenced language and culture. Digital communication creates new linguistic forms, communication strategies, and discourse patterns. David Crystal argues that internet communication has produced a new linguistic environment characterized by abbreviations, emojis, multimodal expressions, and creative language usage.

Social media platforms such as Instagram, TikTok, Telegram, and Twitter contribute to the rapid spread of internet slang and global cultural trends. Young people especially use digital language to express emotions, identity, and group affiliation. Emojis have become an essential component of online communication because they help compensate for the absence of face-to-face emotional expression. However, emoji interpretation may vary according to cultural context. Memes also represent a modern form of multimodal discourse combining images, text, humor, and cultural references. They demonstrate how language evolves in digital environments.

Globalization and linguistic diversity. Globalization promotes international cooperation and intercultural communication. English currently functions as a global lingua franca in education, science, business, and technology. Despite these advantages, globalization may threaten minority languages and cultural diversity. Smaller linguistic communities often experience language shift due to the dominance of global languages. Consequently, preserving national languages and cultural traditions remains an important task for modern society. Language preservation contributes to maintaining historical memory, cultural identity, and intellectual diversity.

Conclusion. The relationship between language and culture represents a complex and multidimensional phenomenon. Language reflects cultural values, traditions, and social norms, while culture influences linguistic structures, communication styles, and discourse practices. Modern globalization and digital communication continue to transform language and cultural interaction. Internet discourse, social media communication, and technological innovation create new linguistic forms and intercultural communication models.

The study confirms that language and culture cannot be separated because they mutually influence human cognition, identity, and social interaction. Therefore, foreign language teaching should integrate linguistic competence with intercultural awareness and cultural education. Preserving linguistic diversity and cultural heritage remains one of the major challenges of the modern globalized world.

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