

LINGUOCULTUROLOGY AND THE TERM "CONCEPT" IN THE MODERN LINGUISTICS

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Annotation: *Linguoculturology as an independent field of linguistics first appeared in the 70th of the 20th century on a base of language, culture and human personality. The main purpose of this article is to activate the facts about language and culture of the country of studying language and the term of concept in cultural linguistics with the help of philological methods of teaching.*

Key words: *linguoculturology, linguistics, features, science, determinative options, culture, scientists, concept, term, modern linguistics.*

As one of the leading directions of modern linguistics linguoculturology began to develop in the last quarter of the 20th century. Researchers say that the term "linguoculturology" appeared in connection with the research conducted by the Moscow Phraseological School under the leadership of V.N. Telia. When talking about the formation of linguoculturology, almost all researchers say that the roots of this theory go back to W. Von Humboldt. It is noted in those literatures that the opinions of linguists such as A.A. Potebnya, L. Weisgerber, H. Glintz, H. Holtz, W. D. Whitney, D. U. Powell, F. Boas, E. Sepir, B. L. Whorf, G. Brutyan, A. Vejbitskaya, and D.Hymes played an important role to develop this sector. Linguoculturology has become one of the leading directions in world linguistics by the beginning of the 21st century. Cultural linguistics is a science that arose at the intersection of linguistics and cultural studies and explores the manifestations of the culture of the people, which are reflected and entrenched in the language. At the same time, one should not focus on the "joint" nature of the new science, because this is not a simple "addition" of the capabilities of two contacting sciences, but the development of a new scientific direction that can overcome the limitations of the "narrow-departmental" study of facts and thereby provide a new vision and explanation. As a special field of science, cultural linguistics emerged in the 90s of the XX century. Linguoculturology as associate degree actively developing field of linguistics. The tendency for varied fields of knowledge to penetrate one into another is one among the determinative options of the twentieth century science. Each person might be a part of national culture which contains national traditions, language, history and literature. Linguoculturology as a freelance field of linguistics first appeared among the seventieth of the twentieth century on a base of the triad by Emil Benvenist: language, culture and human. The aim was to activate the facts regarding language and culture of the country of learning language with the help of arts ways of teaching. The scientists who work throughout this field are: A. Wierzbickaya, R.M.

Keesing, R. Langacker, V. Maslova, V. Karasic, S. Vorcacev, V. Telia, V. Shaklein, pure Vorobev, J. Stepanov, E. Levchenko, V. Kononenko, V. Zhayvoronok. consistent with V. Maslova's analysis the term "linguoculturology" means that the science, that appeared at the intersection of linguistics and culturology. This science investigates the question of reflection and consolidation of nation's culture in language [2]. It ought to be stressed that linguoculturology issues each the science of culture and conjointly the science of language. It represents a certain unity of knowledge regarding national-cultural peculiarities of nation and their reflection in language. The aim of linguoculturology is to review the ways that the language embodies in its units, to remain and to transmit culture. the most task of linguoculturology is to review and to clarify language and culture in their interaction. I ought to be noted that completely different methods are typically used throughout the investigations however the foremost helpful are ideal, descriptive, contextual, analytical, comparable. Linguoculturology are about to be divided into 5 main fields in step with the needs of the investigations:

1. Linguoculturology of separate grouping, ethnic group in any bright epoch from the aim of read of culture (the investigation of concrete linguistic situation).

2. Diachronic linguoculturology (the investigation of changes of linguocultural state of ethnos during a very amount of some time.

3. Comparative linguoculturology (the investigation of linguocultural demonstrations of assorted but interconnected ethnoses.

4. Resistance linguoculturology (the youngest field). There are solely many works throughout this area. the foremost attention-grabbing is M. Golovanivskaya "French mentality from the aim of view of Russian person" [1].

5. Linguocultural writing (practice the collecting of linguo-area studies dictionaries).

Consequently, Cultural linguistics is a humanitarian discipline that studies material and spiritual culture (Oparina) embodied in a living national language and manifested in linguistic processes. It allows you to establish and explain how one of the fundamental functions of language is carried out - to be an instrument for the creation, development, storage and transmission of culture. Its goal is to study the ways in which language embodies in its units, stores and translates culture.

As noted in many studies, linguoculturology is a science that studies language as a cultural phenomenon, and its subject is language and culture which is in mutual relationship. For example, V. N. Telia writes about it: "Linguoculturology is a science that studies the individual and cultural factor as a whole." According to G. G. Slisikin, "Linguoculturology is focused on the human factor, more precisely, on the cultural factor of a person. The fact that the center of linguoculturology consists of the phenomenon of culture indicates that the science of man is a phenomenon belonging to the anthropological paradigm". Although there is a consensus regarding the views on the object of study of

cultural linguistics, there are still some controversial views. For example, according to V. N. Teliya, *linguo-culturology* studies only the synchronic relationship between language and culture.

The article also studies the term of concept and how it is defined in cultural linguistics. A concept is a *linguo-philosophical* unit that was introduced thanks to an anthropocentric approach in linguistics. A concept defines and groups almost every possible meaning of any given word and their development. Philosopher Anselm (1033-1109) was the first to introduce the term “concept”. In the Latin language it has several meanings: *conseptio* – 1) a connection, code, system; 2) warehouse; 3) signing legal acts; 4) seeds receiving; 5) a sentence [16]. The dichotomy of language and thinking has been considered in the Russian linguistics. It is widely believed that the following scientists laid the theoretical foundation of the term “concept”: E.F. Karsky, A.A. Shakhmatov, A.A. Potebnja, A.N. Afanasiev, V.N. Teliya, A.N. Sobolevsky, D.S. Likhachov, V.V. Vorobiev, V.A. Maslova, N.D. Arutyunova, E.S. Kubryakova, A.N. Morokovsky, N.K. Ryabtseva, V. Airapetyan, V.V. Kolesov, A.Ya. Gurevich, A. Wierzbicka, M. Minsky, etc. The term “concept” has many definitions and representations. Professor V.A. Maslova analysed various definitions and provided her own variant: “A concept is a semantic unit that has *linguo-cultural* features and characterises speakers of any chosen *ethnoculture*. While reflecting an ethnic mindset, a concept marks the ethnic language world image and serves as the so-called brick to build “the house of our being” [13]. Results A concept is a unit that preserves and proceeds information about reality. It is an *ethno cultural* group of words and a basic mental phenomenon that expresses the natives’ cognitive consciousness. A concept is a small unit of an ideal consciousness and experience of native speakers.

Let’s analyse the concept “wealth” in the Uzbek and English cognition. In the Uzbek language the concept “wealth” has a semantic field. The associative field of the concept “wealth” can be defined as follows:

wealth noun (MONEY)

a large amount of money or valuable possessions that someone has:
During a successful business career, she accumulated a great amount of wealth.

wealth noun (LARGE AMOUNT)

a large amount of something good:

Jim has a wealth of teaching experience. Russia has a wealth of coal and timber.

These are words often used in combination with wealth.

accumulated wealth - Evolution of agents is performed in a very simple fashion based on accumulated wealth.

acquisition of wealth - Affirmative action focused on race facilitates the acquisition of wealth by an already privileged enclave because it does not seek to eliminate or even reduce class distinctions.comparative wealth - The scope of this volume inevitably reflects attendance at the 1988 conference, which in turn reflects the proximity and comparative wealth of the organisations sponsoring the authors.

As a conclusion it should be mentioned that In the framework of cognitive science old concepts are proceeded and considered in a new light. For example, the nature of realia (items, phenomena, events) causes different world images in the mind. Some of them are given through images, others are expressed by simple notions, and still others are conveyed in the form of symbols.

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