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LINGUOCULTURAL ANALYSIS OF SUPERSTITIONS AND RITUALS RELATED TO MAGIC IN UZBEK AND ENGLISH

Nozima Djumaeva

BSU, Associate Professor of English Linguistics Department, PhD

n.d.djumaeva@buxdu.uz

Nigina Bakhshullaeva

BSU, Master student of English Linguistics Department

Abstract. *This study is dedicated to the linguocultural analysis of superstitions and rituals related to magic in the Uzbek and English languages. Words and phrases associated with magic reflect the religious, cultural, and historical views of a people. The research examines superstitions and customs related to magic, their impact on language, and the role of these concepts in modern society. The study is based on folklore, proverbs, literary sources, and linguistic units related to magic in Uzbek and English, highlighting their differences and similarities.*

Magic and superstitions have long been an inseparable part of human life, forming closely with religion, beliefs, and traditions in various cultures. Words and expressions related to magic reflect a people's worldview and historical experiences. This study explores the linguocultural characteristics of superstitions and rituals associated with magic in Uzbek and English, focusing on their modern applications. In Uzbek culture, magic and witchcraft are primarily linked to Islamic beliefs. Concepts such as "**jin**" (genie), "**pari**" (fairy), "**folbin**" (fortune teller), and "**jodugar**" (witch) are commonly found in oral folklore (Rahmonov, 2020). In English, terms like "**witch**" (witch), "**sorcery**" (magic), and "**enchantment**" (spell) originate from ancient European traditions and were shaped mainly under the influence of Christianity (Briggs, 2002). Superstitions related to magic have developed among people and found expression in various proverbs and idioms.

For instance, in Uzbek, proverbs such as "**Jodugarning jodusi o'qimaydi**" (A witch's spell does not work) and "**Folbinga ishongan, ishdan qolgan**" (He who believes in fortune tellers loses his work) are common, while in English, phrases like "**A witch's curse never dies**" can be found (Mamatov, 2021). Rituals related to magic have played a role in preserving ancient beliefs through language.

For example, in Uzbek culture, the concepts of "**qarg'ish**" (curse) and "**duo**" (blessing) are often linked to magic, with the belief that they can influence a person's fate (Karimov, 2018). In English culture, the terms "**black magic**" and "**white magic**" distinguish between harmful and benevolent magic (Hutton, 2001).

Today, magic-related concepts have gained new meanings through advertising, popular culture, and the arts. In Uzbek, expressions like "**sehrli qo'g'irchoq**" (enchanted doll) and "**afsunlangan yer**" (enchanted land) are still used but mainly in a literary or figurative sense (Tursunov, 2019). In English, the word "**magic**" can simply mean "wonderful" or "amazing," as in "**That was a magic moment**" (Zipes, 2006).

Due to globalization, English words related to magic have entered the Uzbek language. Terms such as "**shaman**", "**occult**", and "**mystic**" are now used in Uzbek, particularly in films and online platforms (Usmonov, 2022). Magic-related words and phrases are used in various contexts in modern society. In English, the word "**witch**" has been reinterpreted by feminists as a symbol of female power (Federici, 2019). However, in Uzbek, the word "**jodugar**" (witch) still carries a negative connotation and is traditionally associated with women (Rahmonov, 2020).

Conclusion. Concepts related to magic and superstitions are an integral part of cultural heritage and worldview, passed down through language from generation to generation. Words

related to magic in English and Uzbek have developed differently due to historical, religious, and social factors. In English, the concept of magic has taken on modern meanings, becoming ingrained in pop culture and mass media. In contrast, in Uzbek, these concepts remain deeply rooted in religious and folkloric traditions. Future research may explore the influence of the internet and globalization on these linguistic phenomena.

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LINGUOCULTURAL FEATURES OF LINGUISTIC UNITS.

Djumayeva N. D.

BuxDu ingliz tilshunosligi kafedrası dotsenti

n.d.djumaeva@buxdu.uz

Boboxo'jayeva Zebiniso.

BuxDu tayanch doktoranti

Annotatsiya. Ushbu maqola til va madaniyatning o'zaro chambarchas bog'liqligini o'rganadi, madaniy kontekstlar til tomonidan qanday shakllantirilishi va shakllantirilishi haqida tushunchalarni ochib beradi. Ushbu maqola leksik birliklarning tilshunoslik-madaniy xususiyatlarini namoyish etishga qaratilgan va til va madaniyatni o'rganishda lingvomadaniyatni tushunishning ahamiyatini ochib beradi.

Kalit so'zlar: tilshunoslik xususiyatlari, lingvistik birliklar, madaniy kontekst, til madaniyati

Annotation. This article explores how language and culture intertwine, revealing insights into how cultural contexts shape and are shaped by language. This article aims to demonstrate linguistic-cultural characteristics of lexical units and it highlights the importance of understanding linguoculturemes in the study of language and culture.

Keywords: linguocultural features, linguistic units, cultural context, linguoculturemes

Language is not only a tool for communication but also a reflection of the culture and worldview of a community. Every language encodes unique cultural, historical, and social meanings that influence how people perceive and interpret the world. Linguistic units- words, idioms, metaphors, proverbs, and discourse structures – carry linguocultural features that shape communication. These features demonstrate how language is deeply connected to the customs, traditions and values of a society. The issue around the language and culture relationship was first raised by W. Humboldt, who suggested that the objective reality of the nation and cultural spirit were expressed through language. He suggested these pivotal points:

Material and spiritual cultures are contained within language;

Every culture has a distinct national character which in turn is represented through language;

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