

Ethnolinguoculturological Studies in Linguistics

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Abstract: Research in ethnolinguoculturology covers a wide range of topics, including language acquisition, bilingualism, language policies, language attitudes, intercultural communication, and cultural identity. The article discusses ethnolinguoculturological studies in Linguistics and contribution of linguists to the development of Ethnolinguoculturology.

Keywords: Ethnolinguoculturology, language, culture, ethnicity, ethnic group, mentality, nation.

Ethnolinguoculturology is an interdisciplinary field that studies the relationship between language, culture, and ethnicity. It examines how language and culture are intertwined and how they influence each other. This field also explores how different ethnic groups use language to express their cultural identity and how this affects their social interactions. Ethnolinguoculturology is an important area of study for understanding the diversity and complexity of human societies.

Ethnolinguistics studies traditional folk culture and the mentality of a particular ethnic group uses language data (national and dialect), folklore, ethnography, history, cultural studies, fiction, psychology and other humanitarian disciplines. Every nation has its own model of the world, spiritual and moral priorities are identified, ethnic self-awareness and a system of life values have been formed. With possible commonality, repeatability of language, religion, anthropological characteristics, ethnic groups differ according to spiritual culture with rites, rituals, beliefs, ideas, expressed in language and folklore. Ethnolinguistics, reconstructing the past based on research into the current state of folk culture, helps bearers of ethnic spiritual culture formulate ethnic identity, answer questions relative to the time of formation of the ethnic group.

Ethnolinguistic studies in linguistics focus on the relationship between language and culture. It explores how language is used to express cultural values, beliefs, and practices. This field of study also examines how language shapes our perception of the world and how it influences our behavior.

Ethnolinguistic studies involve analyzing the linguistic features of a particular culture, such as its vocabulary, grammar, syntax, and pronunciation. Researchers also examine the social and cultural contexts in which language is used, including the role of language in identity formation and group membership.

Ethnolinguistics as a scientific direction bordering between linguistics and ethnology, originated in the USA at the end of the 19th century -the beginning of the 20th century, within the framework of cultural anthropology – comprehensive science that comprehensively studied cultures using ethnographic, linguistic, archaeological, etc. although it is possible hear that its origins can be found in the works of I. G. Gerder and V. Humboldt, F. Buslaev, A. Afanasyev and A. Potebnya.

The founders of the ethnolinguistic approach also include B.K. Malinowski, and E. Durkheim is considered the forerunner the concept of linguistic relativism, close to the Sapir hypothesis -

Whorf (E. Sapir, B. L. Whorf); E. Durkheim's ideas were applied in ethnology in particular M. Moss).

Despite this, it is believed that ethnolinguistics begins with the works of F. Boas, who made a kind of theoretical and methodological revolution in ethnology. Therefore, in works pursuing the American tradition, along with or instead of the term "ethnolinguistics", other terms for research within cognitive problems "anthropological linguistics", for research on communication issues - "linguistic anthropology" are often used.

An important role in the formation in the 1960-1980s in the USA called cognitive anthropology played within the framework of ethnolinguistic approach ideational theory of culture W. Gudenafa (ideational - one of the three types of culture proposed P. Sorokin; ideational type of culture is based on supersensibility and the superintelligence of God as the only reality and values); the main thesis is to identify knowledge, concepts and judgments, embedded in the cognitive code (cultural standards), perhaps studying linguistic communications. Language, according to W. Gudenafa, is a set of standards of linguistic behavior, through it one can explore ways of conceptualizing people of natural and societies, the world.

One example of ethnolinguistic research is the study of language and gender. This field examines how gender influences language use, such as the way men and women speak differently, and how language reinforces gender stereotypes.

Another area of study is language and ethnicity, which explores how language is used to express ethnic identity and how it contributes to the maintenance of ethnic boundaries.

Some notable linguists who have contributed to ethnolinguistic studies include:

Edward Sapir - known for his work on the relationship between language and culture, including the concept of linguistic relativity. "Language, Culture, and Society" by Edward Sapir is a collection of essays on the relationship between language and culture.

Sapir suggested that humans perceive the world principally through language. He wrote many articles on the relationship of language to culture. A thorough description of a linguistic structure and its function in speech might provide insight into humans' perceptive and cognitive faculties and help explain the diverse behaviour among peoples of different cultural backgrounds. He also did considerable research in comparative and historical linguistics. A poet, an essayist, and a composer, as well as a brilliant scholar, Sapir wrote in a crisp and lucid fashion that earned him considerable literary repute. Sapir contributed to the interdisciplinary shape of the social sciences, and the professionalization of linguistic anthropology.

According to Sapir, issues related to language and cultural phenomena are interesting to be analyzed. His desire to analyze language and anthropology brings him to a series of research about language and culture. Sapir's view about language and culture is highly influenced by German philosopher and linguist, Wilhelm Von Humboldt. Humboldt is a philosopher and a thinker who often used the functional principal in his writings. By using the one-on-one relation; Humboldt analyzes the relation between form and meaning. Humboldt states that way of human look into their world are determined by the language used by them. Therefore, language influences men's perspective about their world. And, central position in Humboldt's theory about language is the connection between language and national mentality. Thus, Humboldt's works contributed to the development of Ethnolinguoculturology.

Sapir believes that every language represents an implicit classification of experience that varies across languages. The variation has little effect on thought or culture. Edward Sapir accepted the idea proposed by Boas. According to Boas, certain categories in one particular language enchain experience, the way of thinking, and the way of interpreting social phenomenon in the world.

Benjamin Lee Whorf - a student of Sapir, who expanded on the idea of linguistic relativity and proposed the concept of linguistic determinism. Whorf and Sapir maintained that culture shaped the consciousness, or world-view of the speaker, and that consciousness was revealed in

language. Perhaps the briefest summary of the theory can be found in Whorf's statement: "A change in language can transform our appreciation of the world". "Language, Thought, and Reality" by Benjamin Lee Whorf - a collection of essays on linguistic relativity and determinism can also be good contribution for ethnolinguistic studies.

Dell Hymes - known for his development of the ethnography of communication, which examines how language is used in different cultural contexts.

John Gumperz - known for his work on language and ethnicity, including the concept of "ethnography of speaking" and how language is used to express cultural identity. In "Ethnography, Linguistics, Narrative Inequality: Toward an Understanding of Voice" Dell Hymes explores the relationship between language, power, and inequality.

In "Discourse Strategies" John Gumperz explores how language is used to express social identity and cultural values.

In ethnolinguistic research the main attention is paid to the speech structures and speech behavior of the "ethnic personality" in acts of cultural activity. One of the priority topics of ethnolinguistics is speech behavior of the individual as a reflection of the collective (ethnic) linguistic picture of the world.

Overall, ethnolinguistic studies in linguistics provide insights into the complex relationship between language and culture, helping us better understand how language reflects and shapes our social and cultural realities.

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