



## COMPARATIVE LINGUOCULTUROLOGY: A BRIDGE BETWEEN LANGUAGE AND CULTURE

---

*Abdullaeva Elina Asanovna*

*Lecturer, Fergana State University, Uzbekistan*

**Annotation:** The article examines comparative linguoculturology as a scientific direction that studies the relationship between language and culture. She discusses the key concepts and methodology of the discipline, as well as the role of comparative cultural linguistics in intercultural communication.

**Keywords:** comparative linguoculturology, intercultural communication, methodology, cultural concepts, interdisciplinary research, challenges and prospects.

Modern world society is in a state of constant intercultural interconnection and interaction. Globalization, migration and modern communications are making the world more accessible and integrated, creating unique challenges and opportunities to bring different cultural contexts closer together. In this context, comparative linguoculturology, as a new scientific direction, is becoming increasingly important and relevant.

Comparative cultural linguistics is a unique field of study that combines linguistics and cultural studies to analyze the linguistic and cultural characteristics of various national and ethnic groups. This scientific direction studies the influence of language on culture and vice versa, and also explores the mechanisms of interaction between different cultural environments. [1, 21]

Comparative linguoculturology not only contributes to a deeper understanding of the diversity of the cultural world, but also has practical significance, including application in international relations, education, art and many other areas.

Comparative linguoculturology and linguoculturology are key concepts in the field of studying the relationship between language and culture.

Comparative linguoculturology is a scientific discipline that combines two important aspects: linguistics and cultural studies. It is aimed at studying the linguistic and cultural characteristics of various national and ethnic groups, as well as analyzing the interaction between language and culture in the context of intercultural communication. The main goal of comparative cultural linguistics is to understand how linguistic structures and means of expression are related to cultural



practices, customs, values and worldviews. This line of research also deals with the analysis of translation and interpretation of texts between different cultures. [2, 78]

Linguoculturology, with which comparative linguoculturology is closely related, is a broader scientific field. It studies the relationship between language and culture in a general context and involves the analysis of cultural concepts, structures and meanings that are embedded in and expressed through language. Linguoculturology deals with the study of cultural elements that form linguistic expressions and influence their semantics and interpretation. It helps to better understand how language reflects cultural characteristics and how language influences the formation of cultural identities [3.111].

In addition, in this field of study there are several similar and related scientific directions, such as cultural anthropology, sociolinguistics, ethnolinguistics and many others. These disciplines also study the relationship between language and culture, but from different perspectives and with different emphasis.

Modern world society faces the challenge of intercultural communication, which is becoming increasingly important in the light of globalization and a multicultural environment. Comparative cultural linguistics plays a key role in preparing for the successful solution of this challenge and promotes the harmonious coexistence of different cultural groups.

Comparative linguoculturology trains people to analyze the cultural contexts in which languages operate. This helps to avoid misunderstandings and conflicts when communicating with representatives of other cultures. Studying the languages and cultures of other peoples through comparative linguoculturology contributes to the development of tolerance and respect for cultural diversity.

Comparative linguoculturology, being a bridge between language and culture, plays a key role in modern intercultural communication. Her research and projects contribute to improving intercultural understanding, resolving conflicts, and creating more harmonious intercultural relationships in our global world.

Comparative cultural linguistics, despite its success and significance, faces a number of challenges and problems in the modern world. Let's consider some of them and the prospects for further development of this scientific field. [4,131]

1. Cultural globalization: The spread of cultural patterns and standards in the context of globalization creates challenges for comparative cultural linguistics. Researchers must adapt methods and tools of analysis to the changing patterns of cultural influence.



2. Multimodal communication: With the development of mass communication and the Internet, communication has become more multimodal, including text, images, sound and video. Comparative cultural linguistics must respond to these changes and explore how different modes influence cultural perception and interpretation.

3. Sociocultural Conflicts: Differences in cultural beliefs and values can lead to sociocultural conflicts. Comparative cultural linguistics should develop strategies to overcome intercultural differences and promote dialogue between cultures.

Comparative cultural linguistics continues to evolve and adapt to modern challenges and needs. Its role in promoting intercultural understanding and conflict resolution remains incredibly important, and its future is filled with opportunities to further advance knowledge about the relationship between language and culture.

In conclusion, comparative cultural linguistics remains a key scientific field, playing an important role in the modern world, where cultural diversity and intercultural communication are becoming increasingly relevant. This line of research not only helps to understand the relationship between language and culture, but also contributes to the resolution of intercultural conflicts and the rapprochement of cultural environments. In the future, with the development of new methods and technologies, comparative cultural linguistics will continue to make a significant contribution to enriching knowledge about cultural diversity and to the development of intercultural relations.

#### REFERENCES:

1. Askoldov S. A. Concept and word. Russian literature: From the theory of literature to text structure: An anthology / Under the general editorship. V. P. Neroznak. - M.: Academy, 1997.
2. Boldyrev N. N. On the metalanguage of cognitive linguistics: concept as a unit of knowledge // Cognitive studies of language / ch. ed. series by E. S. Kubryakov, resp. ed. issue V. Z. Demyankov; M-vol. and sciences of the Russian Federation, Ros. acad. Sciences, Institute of Linguistics RAS, Tamb. state University named after G. R. Derzhavina, Ross. assoc. linguists-cognitologists. — M.: Institute of Linguistics RAS; Tambov: Publishing House of TSU named after. G. R. Derzhavina, 2008.
3. Vezhbitskaya A. Comparison of cultures through vocabulary and pragmatics. - M.: Languages of Slavic Culture, 1996.
4. Likhachev D. S. Conceptosphere of the Russian language / D. S. Likhachev // Russian literature. From the theory of literature to text structure. Anthology. - M.: Academia, 1993.