

Basic Concepts of Linguoculturology in Modern World

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Abstract: The article deals with the basic concepts of linguoculturology in modern linguistics. The linguoculturological concept is considered as a special area of methodology with its own terminology, content, specific goals, strategy and tactics of teaching the language in the process of forming a multilingual linguistic personality.

Keywords: cultural landmark, linguoculturology, language and culture, language and ethnicity, folk mentality, ethnic identity, subject of language, cultural connotation.

A very significant cultural landmark of modern foreign language education is one of the most actively developing areas of knowledge in recent years - linguoculturology. The main task of this science is to study and describe the relationship between language and culture, language and ethnicity, language and folk mentality, it was created on the basis of the "triad" - "language, culture, human personality"², its scientific apparatus is a kind of magnifying glass through which one can see the material and mental ethnic identity.

For linguoculturologists, one of the indisputable truths is the fact that an individual as a subject of communication is always both a subject of language and a subject of culture, and therefore cannot be considered as a kind of "ideal participant in communicative acts"³. Due to this circumstance, the integrative approach becomes the main tool of knowledge in this area, which allows us to give the following definition of linguoculturology: "a complex scientific discipline of a synthesizing type that studies the relationship and interaction of culture and language in its functioning and reflects this process as an integral structure of units in their unity. Linguistic and non-linguistic content with the help of systematic methods and with a focus on modern priorities and cultural institutions"⁴.

V.A. Maslova emphasizes the integrativity of linguoculturology in its definition of this field of knowledge⁵.

V.N. Teliya considers linguoculturology as a part of ethnolinguistics, dedicated to "the study and description of the correspondence of language and culture in their synchronous interaction."

Such a concretized understanding of the synchronous nature of linguoculturology is associated with the concepts of A.A. Potebni, V.V. Vinogradova, M.M. Pokrovsky, D.S. Likhachev, Yu.M. Lotman, their views on the manifestation of the ethno-cultural specifics of the expressive means of the language.

V.A. Maslova approaches the object-subject sphere of linguoculturology more broadly, highlighting several areas within this area of humanitarian knowledge.

At the end of the 20th century, four Russian linguoculturological schools were formed, working in these areas. Taking into account the specifics of each direction, the goals and objectives of linguoculturology are formulated in a generalized form.

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⁴ Vorobyov V.V. Linguoculturology. Theory and methods. M., 1997.

⁵ Maslova V.A. Linguoculturology. M., 2001.



Thus, the research goals and objectives of linguoculturology are largely correlated with the scientific intentions already existing in various fields of humanitarian knowledge, including linguistics. Moreover, taken separately, these goals and objectives can hardly be called purely linguistic and cultural studies, since this scientific discipline has a complex multicomponent character. Its components, borrowed both from classical sciences and from modern ones, which in turn are in the process of active development, are specific only in systemic unity. The researchers note that "ultimately, the merging of the problems of linguistic knowledge in one interdisciplinary field can lead to the fact that it will be possible to speak of linguoculturology not only as a synthesizing, but also as a systematizing science."

Let us dwell in more detail on some concepts of linguoculturology, which are especially significant in the linguodidactic aspect.

Culture code - according to the figurative definition of V.V. Krasnykh, this is a kind of invisible "network" that "culture "throws" on the outside world, divides, categorizes, structures and evaluates it." In language, culture codes are usually expressed through basic metaphors; on this basis, anthropomorphic, artefactual, zoomorphic, gastronomic and other cultural codes are distinguished.

The cultural concept is "... a clot of culture in the mind of a person; that in the form of which culture enters his mental world. On the other hand, the concept is something through which a person himself enters the culture, and in some cases influences it" [3. 40p.]. The most stable and constant concepts that have a special axiological significance for the national culture are called key concepts or constants of culture. We are talking about "nuclear units of the picture of the world, which have existential significance both for an individual linguistic personality and for the linguacultural community as a whole."

Cultural attitudes are a kind of socio-cultural ideals, "mental samples" that play the role of certain prescriptions for behavior, including communicative behavior, of members of an ethno society.

Cultural connotation is the interpretation of the denotative or figuratively motivated aspects of meaning in terms and categories of culture.

Cultural space is a form of existence of culture in the minds of its representatives, correlated with individual and collective cognitive space.

The linguistic picture of the world is a set of ideas about the world that has historically developed in the everyday consciousness of a given linguistic community and reflected in the language, a certain way of its conceptualization.

Linguistic personality is "a set of human abilities and characteristics that determine the creation and perception of speech works by him, which differ in the degree of structural and linguistic complexity, depth and accuracy of reflection of reality, a certain target orientation". Yu.N. Karaulov distinguishes three levels in its structure: a lexicon (verbal-semantic level), a thesaurus representing the "image of the world" of a given person, and a pragmaticon (a system of personal goals, motives, and attitudes). At the same time, he points out that in reality "the interpenetration of these levels is so strong that the boundaries between them are blurred."

Also of interest is a slightly different aspect of the speech organization of the personality, including the following components: language ability (psycho-physiological characteristics of a person, allowing you to learn verbal communication); communicative need (an urgent need to exchange information in various communication conditions); communicative competence (developed ability to communicate for the optimal achievement of the goal); linguistic consciousness ("a set of structures of consciousness, in the formation of which social knowledge associated with linguistic signs was used"); speech behavior (speech manifestation of the choice of language units in various communicative situations).

The importance of the English language in the modern world cannot be overestimated. After all, one cannot but reckon with the choice of more than 1 billion people who use it. In addition, if for half of



them it is native, then about 600 million chose it as a foreign language. Of course, the range of distribution of the English language in the modern world is so great that this language cannot be identical in different areas. Despite its diverse variants and the presence of specific features for each nationality, English remains the most popular language on our globe. What role does English play in our lives today?

In general, the political, economic, scientific, sports life of the whole world "flows" in English. English is designated as the official and working language of the United Nations. All sorts of summits and meetings of heads of state, the signing of laws and decrees, negotiations and debates - all this is held in English. International trade, the operation of the banking system, the activities of the transport system on land, at sea and in the air are carried out in English. This language is a living communication tool for academicians, doctors of sciences, scientists around the world. After all, international conferences, the study of world experience and the exchange of information of scientific minds takes place only with the use of the English language. What can I say - the Olympic Games and all kinds of competitions between countries have chosen English as the official language.

The importance of the English language in the modern world is so great that its knowledge is not a privilege and luxury. Once upon a time, computers, as well as mobile phones, could only be afforded by people of a certain social class. Now these things are essential. The same can be said about English. It is taught by everyone and everywhere: in schools, universities, courses. And in our age of digital technologies, anyone can learn English on the Internet as online, without leaving home. It is understood that any educated person is simply obliged to speak English, since it is he who is his key to further self-education and self-improvement. That is why there are now so many organizations offering to teach you English. However, do not think that this is so easy to do. Learning any language is a long process that requires certain costs, both mental and financial.

Still, learning English is worth it. Do you want to travel and not feel like a black sheep, but communicate freely with people of different nationalities? Do you want to become a student of a foreign university? Do you want a prestigious job with career advancement? Or maybe you want to work abroad? One tip - learn English. After all, over time, you will still understand that 75% of the world's correspondence is carried out in English, 80% of information on computers is also stored in this language, and most international documents, articles, literary works, instructions are written in English. In addition, we have not yet taken into account the film industry and the musical Olympus. American-made films have firmly entered our lives, and any pop artist considers it prestigious to sing at least one song in English.

Knowledge of English in the modern world is a kind of window to the world. Knowing this language of international communication, you will be able to achieve your goals with the help of new opportunities. And you will definitely understand that the importance of the English language is not exaggerated.

So, using the scientific achievements of linguoculturology in the applied aspect, modern linguodidactics considers this science as a kind of practical implementation of culturology, which implies not only a wide range of cultural problems, but also the most in-depth empirical study of linguistic facts. It is this approach, in the light of the requirements of modern foreign language education and intercultural communication, that seems to be the most promising and productive.

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