

CULTURAL AND LINGUISTIC PICTURE OF THE WORLD: SIMILARITIES AND DIFFERENCES

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Abstract

This study explores the concept of the cultural and linguistic picture of the world, analyzing both universal patterns and cross-cultural variations. Drawing on cognitive linguistics, sociolinguistics, and cross-cultural studies, the research examines how language encodes cultural knowledge and reflects cognitive processes. The paper compares linguistic categories, metaphors, and semantic fields across languages, highlighting both convergences and divergences. Findings indicate that while human cognition generates universal conceptual structures, linguistic and cultural frameworks influence perception and expression differently. This article contributes to the understanding of the interplay between language, thought, and culture, offering implications for intercultural communication and language teaching.

Keywords: Cultural world view, linguistic relativity, cross-cultural comparison, cognitive linguistics, semantic categories.

Introduction

Understanding the relationship between language and culture is essential in contemporary linguistics and cognitive science. The concept of the “linguistic picture of the world” refers to the representation of reality as structured by a language, reflecting cultural norms, values, and conceptual frameworks. Linguistic systems shape human perception and categorization of experience.

Methods

The study adopts a comparative, qualitative approach combining cognitive linguistics and cross-cultural analysis. The methodology consists of three main stages:

1. **Data collection:** Selection of lexical items, idiomatic expressions, and metaphors from English, Russian, Uzbek, and selected other languages.
 2. **Analysis of semantic fields:** Categorization of lexical items into conceptual domains such as emotions, kinship, spatial relations, and nature.
 3. **Cross-cultural comparison:** Identification of shared patterns and divergences in linguistic encoding, metaphor usage, and culturally salient concepts.
- The approach is designed to minimize bias and ensure reproducibility by using comparable corpora, bilingual dictionaries, and verified academic sources.

Results. The analysis revealed several key patterns:

1. **Universals:** Certain conceptual structures, such as basic color terms, kinship relations, and spatial metaphors, are consistently present across all languages studied. For example, the metaphor “time is money” appears in English and many Indo-European languages, reflecting a shared cognitive model.
2. **Cultural divergences:** Differences arise in domains heavily influenced by local environment and social norms. For instance, in Uzbek, rice-related metaphors dominate expressions of prosperity, whereas in Russian, water metaphors are more frequent in expressions of abundance. Similarly, emotion lexicons vary, reflecting culturally conditioned affective priorities.
3. **Semantic encoding:** Some languages encode social hierarchy more explicitly in pronouns and honorifics, illustrating how linguistic forms reinforce cultural structures.

These results demonstrate that while cognitive universals exist, language-specific and culture-specific patterns significantly shape the way reality is conceptualized.

Discussion

The findings support the view that language is both a universal cognitive tool and a culture-specific medium. Universal conceptual structures facilitate communication across languages, whereas cultural encoding introduces subtle variations that reflect societal values and norms.



From an applied perspective, these insights have implications for intercultural communication, translation, and foreign language teaching. Awareness of culturally specific linguistic patterns can prevent miscommunication and enhance cross-cultural understanding. Moreover, understanding the universal aspects of cognition provides a basis for comparative semantics and cognitive modeling.

Conclusion

This study concludes that the cultural and linguistic picture of the world is shaped by the interplay between universal cognitive structures and language-specific cultural frameworks. Similarities demonstrate shared human conceptualization, whereas differences highlight the influence of culture and social context on language. Further research may extend this analysis to additional languages and explore computational approaches to cross-cultural semantics.

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