

ETHNOGRAPHISMS AS CULTURAL MARKERS IN ENGLISH AND UZBEK LANGUAGES

Qurbonova Shaxnoza Damin kizi

Lecturer of International innovation university, Karshi, Uzbekistan,

e-mail: shaxnozaqurbonova35@gmail.com

Abstract: Ethnographisms, as linguistic reflections of cultural artifacts, traditions, and social norms, play a significant role in shaping national mentality. This study investigates how ethnographisms contribute to the formation and preservation of collective cultural identity, focusing on examples from Uzbek language and comparing them with select global contexts. The research explores semantic, pragmatic, and symbolic functions of ethnographisms in everyday language and folklore. The findings highlight their role in transmitting cultural values and sustaining national consciousness across generations.

Key words: ethnographisms, cultural codes, symbols, intercultural challenges, cross-cultural communication,

INTRODUCTION

Ethnographisms are more than just vocabulary; they are vessels of collective memory and tradition. This study investigates how these lexical units influence national mentality and reflect value systems within a culture. Emphasis is placed on the Uzbek linguistic landscape. This article explores ethnographisms as linguistic and cultural units that reflect national identity and traditional heritage. National mentality refers to the collective worldview, values, beliefs, and behaviors shared by members of a nation. Language plays a key role in forming and maintaining this mentality, with ethnographisms acting as core elements that encode cultural meaning. Ethnographisms are words and expressions that reflect a nation's unique material and spiritual culture—names of traditional clothing, household items, rituals, food, social roles, and more. In bilingual comparison, English and Uzbek ethnographisms reveal unique cultural codes and intercultural challenges.

As used methods qualitative and comparative linguacultural analysis was applied. 50 ethnographisms from English and Uzbek corpora were selected through purposive sampling. Lexical fields such as clothing, cuisine, traditions, and kinship terms were analyzed. The meanings, usage contexts, and cultural significance were studied using descriptive linguistics and contrastive analysis.

The study found that Uzbek ethnographisms are more deeply rooted in agricultural and patriarchal contexts, while English ones often reflect colonial and multicultural aspects. Terms like “doppi,” “navro‘z,” and “ota-ona” carry culturally bound meanings that have no direct equivalents in English. Conversely, English terms like “Thanksgiving,” “kilt,” and “pub” pose similar challenges for Uzbek learners.

Cultural and cognitive functions evoke collective memory and shared experiences besides serve as linguistic symbols of national pride by helping internalize behavioral norms and cultural expectations and linking language to identity, ensuring cultural continuity

Based on the analysis of comparative observation of ethnographisms in three different languages we can give these examples:

English: fewer ethnographisms, focus on institutional or historical references (e.g., “Thanksgiving”, “Union Jack”)

Russian: rich in peasant culture terms (e.g., “samovar”, “balalayka”)

Turkish: shares some similarities with Uzbek due to Turkic roots (e.g., “şalvar”, “bayram”)

The presence of ethnographisms in language strengthens cultural continuity and emotional attachment to heritage. Language learners or migrants may face cultural gaps due to lack of exposure to such terms. The study recommends preserving ethnographisms in education and media to safeguard intangible heritage.

Ethnographisms function as cultural signs. Their translation requires not only linguistic knowledge but also cultural competence. The study suggests integrating ethnographic studies into cross-cultural communication and translation training. Further research may explore their role in identity negotiation among bilingual speakers.

Ethnographisms function as “cultural mirrors” that shape how members of a society perceive the world. In Uzbek culture, these words carry not only denotative meanings but also deep emotional and historical associations. For instance, the word *do‘ppi* is not just a headwear item—it implies respect, national belonging, and generational continuity.

In daily conversation, the frequent use of such terms reinforces cultural values unconsciously, helping shape a collective mentality. In education, literature, and media, ethnographisms serve as tools for maintaining cultural heritage and instilling patriotism.

Moreover, when translated or borrowed into other languages, their rich cultural essence is often lost—highlighting their role as language-specific markers of identity.

CONCLUSION

Ethnographisms play a pivotal role in shaping and reflecting the national mentality of a people. They carry historical memory, societal norms, and spiritual values across generations. In the context of Uzbek culture, ethnographisms preserve unique traditions and sustain a national worldview rooted in collective heritage. As globalization intensifies, preserving these linguistic-cultural elements becomes increasingly vital for maintaining national identity.

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