

**CONCEPTS AND THEIR CHARACTERISTICS IN CULTURAL LINGUISTICS.
PRINCIPLES OF STUDYING CONCEPTS IN DIFFERENT LANGUAGES.****Karimova Guzal Ikhtiyarovna**

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Abstract: Cultural linguistics is an interdisciplinary field that explores the relationship between language, culture, and cognition. Central to this study are concepts, which are mental representations or categories that help individuals understand and interpret their experiences. In cultural linguistics, concepts are not universal but are shaped and colored by cultural contexts.

Keywords: Concept, notion, formation, material, cunning, context, linguistics, philosophy.

Introduction. A concept is a mental representation or an abstract idea that allows individuals to categorize and make sense of the world around them. Concepts are fundamental units of thought, enabling communication, reasoning, and learning by organizing experiences and information into coherent categories.

- Abstract nature: Concepts represent general ideas rather than specific instances. For example, “fruit” is a concept that includes apples, bananas, and oranges.
- Mental constructs: They exist in the mind as cognitive tools rather than physical entities.
- Categorization: Concepts help group objects, events, or ideas based on shared features or functions.
- Flexibility: They can vary in precision, range, and complexity depending on context and usage.
- Cultural influence: Concepts are often shaped by cultural experiences, language, and social norms, leading to variations across societies. Language expresses concepts through words and phrases, but the way concepts are structured can differ between languages due to cultural factors. For example, some cultures have multiple concepts for snow, emphasizing different characteristics, while others use a single term. This reflects how culture shapes perception and cognition.

Studying concepts involves exploring how they are formed, how they relate to experience, and how they are communicated. Cognitive science, linguistics, and anthropology examine concepts to understand human thought processes and cultural variation. Understanding concepts across languages helps uncover deep cultural values and cognitive patterns.

In summary, a concept is a core cognitive element that structures knowledge, influenced by culture and language, enabling humans to interpret and interact meaningfully with their environment. Concept as a linguacultural concept. In modern linguacultural studies, the concept is viewed as a basic unit of the worldview, reflecting significant cultural meanings and values of society. In other words, a concept is a mental formation that anchors information about cultural elements in the collective consciousness. It has a complex structure: according to V. I.

Karasik, each concept can be divided into conceptual (cognitive), figurative, and value components. The conceptual component includes the core rational content of the concept—the set of attributes or recognized properties. The figurative component consists of culturally conditioned metaphors, symbols, and prototypical images associated with the concept. The value component reflects the emotional and evaluative attitude of cultural bearers to a phenomenon: the concept captures the significance or evaluation (positive or negative) that a given phenomenon is given in culture.

Usage of Concept in Fairy Tales

Fairy tales rely heavily on concepts—abstract ideas and themes that provide meaning and structure to their stories. These concepts shape narratives, characters, and moral lessons, making fairy tales a powerful tool for cultural expression and education.

- Good vs. Evil: Most fairy tales revolve around the clear conflict between good and evil, using characters like heroes and villains to embody these opposing concepts.
- Transformation: Concepts of change and growth, such as a frog turning into a prince or a pauper becoming king, symbolize personal or moral development.
- Magic and the Supernatural: The concept of magic introduces an element beyond reality, allowing extraordinary events and reinforcing themes like hope and justice.
- Justice and Morality: Fairy tales often illustrate the concept of moral order, where good deeds are rewarded and bad deeds punished, reinforcing societal norms.
- Simplification: Abstract concepts help simplify complex human experiences into understandable stories for all ages.
- Teaching tools: Concepts embedded in fairy tales convey ethical values, cultural beliefs, and life lessons.
- Cultural transmission: Through recurring concepts, fairy tales pass down traditions and shared worldviews.
- Engagement and imagination: Conceptual elements like magical creatures or enchanted forests spark imagination and emotional connection. The usage of concepts in fairy tales is essential. They organize narratives, clarify lessons, and connect generations through shared ideas. These concepts transcend time and culture, making fairy tales universally relevant and impactful.

Thus, concepts are the guardians of cultural meanings and values, ensuring the transmission of these values through language and literature from generation to generation.

The concept is one of the key categories in various fields of knowledge, including philosophy, linguistics, psychology, and art.

It's a complex and multifaceted concept that's often difficult to define unambiguously.

A concept can be viewed as a mental model or abstract representation formed based on experience, knowledge, and perception.

It helps us organize information, classify objects and phenomena, and understand the world around us. Concepts can be universal, such as "tree," or specific, depending on personal experience.

Characteristics of Concepts in Cultural Linguistics

Concepts vary across cultures because they are embedded in and influenced by cultural practices, beliefs, and values. For example, the concept of "friendship" or "time" can differ greatly depending on cultural norms.

Concepts are not fixed; they evolve over time and change according to social conditions, historical moments, and communicative contexts. This fluidity reflects how cultures adapt and transform.

Concepts are often encoded in linguistic forms such as metaphors, idioms, and lexical categories, which reveal culturally specific ways of thinking. For instance, spatial metaphors for time differ among languages.

Concepts integrate cognitive, cultural, and linguistic dimensions, meaning that understanding a concept requires examining how it operates within a culture's language and worldview.

Principles of Studying Concepts in Different Languages

1. Comparative Analysis

Researchers compare how the same or similar concepts manifest in different languages to identify cultural variations and universals. This involves examining lexical fields, semantic domains, and metaphorical structures.

Concepts must be studied within their cultural and communicative contexts. Understanding usage, connotations, and pragmatics helps reveal deeper cultural meanings.

Cultural linguistics draws on anthropology, cognitive science, and sociology to analyze how concepts function across cultures, emphasizing a holistic view that integrates language and culture.

Priority is given to insider viewpoints, understanding concepts from the perspective of native speakers and culture members rather than imposing external interpretations.

Since concepts can have multiple meanings depending on context, researchers carefully analyze semantic shifts and variations to avoid oversimplification.

Data is gathered from authentic language use (texts, conversations, narratives) to support analyses of how concepts are expressed and understood in real-life communication.

Studying concepts in cultural linguistics reveals the intricate interplay between language and culture. Concepts are not static or universal; they reflect the unique cultural realities and

cognitive patterns of speech communities. Applying principles such as comparative analysis, contextualization, and interdisciplinary methods ensures a nuanced understanding of how meaning is constructed differently across languages. This approach enriches our knowledge of human cognition and cultural diversity.

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