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**Annotatsiya:** Jahon tilshunosligi, til va uning ijtimoiy, madaniy va psixologik jihatlarini o'rganadigan fan sifatida, zamonaviy jamiyatda muhim rol o'ynaydi. Tilshunoslik nafaqat tilning strukturasi va funksiyalarini o'rganadi, balki tilning inson hayotidagi o'rni, madaniyat va ijtimoiy munosabatlar bilan bog'liqligini ham tahlil qiladi. Biroq, jahon tilshunosligida bir qator dolzarb muammolar mavjud bo'lib, ular tilshunoslar, pedagoglar va siyosatchilar uchun muhim ahamiyatga ega. Ushbu maqolada jahon tilshunosligining dolzarb muammolari ko'rib chiqiladi.

**Kalit so'zlar:** til, tilshunoslik, so'zlar, iboralar, grammatik qoidalar, muammolar, madaniyat, ijtimoiy muammolar.

**Аннотация:** Мировая лингвистика, как наука, изучающая язык и его социальные, культурные и психологические аспекты, играет важную роль в современном обществе. Языкознание не только изучает структуру и функции языка, но и анализирует роль языка в жизни человека, культуре и общественных отношениях. Однако в мировой лингвистике существует ряд актуальных проблем, которые важны для лингвистов, педагогов и политиков. В статье рассматриваются актуальные проблемы мирового языкознания.

**Ключевые слова:** язык, лингвистика, слова, словосочетания, грамматические правила, проблемы, культура, социальные проблемы.

**Abstract:** World linguistics, as a science that studies language and its social, cultural and psychological aspects, plays an important role in modern society. Linguistics not only studies the structure and functions of language, but also analyzes the role of language in human life, culture and social relations. However, there are a number of current problems in world linguistics that are important for linguists, pedagogues, and policy makers. Current problems of world linguistics are considered in this article.

**Key words:** language, linguistics, words, phrases, grammatical rules, problems, culture, social problems.

## INTRODUCTION.

Language is constantly changing. The emergence of new words, phrases and grammatical rules, the disappearance of old words or the change of their meaning is an urgent problem for linguists. These processes create difficulties in the study of language evolution. Linguists also have problems identifying the factors (social, economic, cultural) that influence language change. The relationship between language

and culture is an important issue in world linguistics. Each language reflects its own culture, but in the process of globalization, the interaction between cultures is increasing. This, in turn, may cause some languages to disappear or change. By studying the relationship between culture and language, linguists look for ways to preserve the value of language as a cultural heritage.

### **MATERIALS AND METHODS.**

Language is important as a means of social relations and identity. Linguists study the social roles of language, including relationships between social classes, ethnic groups, and gender. However, these processes are complex and multifaceted, creating challenges for linguists. For example, language can increase or decrease social inequality.[2]

Modern technologies, including artificial intelligence and cyberlinguistics, are creating new opportunities and challenges in the field of linguistics. The processes of language learning and analysis are becoming easier with the help of digital technologies, but there are also ethical and social problems associated with these processes. For example, questions arise about the fairness and reliability of language models created by artificial intelligence. Language education is an important part of world linguistics. However, language teaching methodologies and pedagogical approaches are constantly changing. Identifying the most effective methods for teachers and students, as well as the problems of using technologies in the process of language teaching, are urgent. It is also important to consider the cultural context in language teaching because it makes language learning more interesting and effective for students. The process of globalization is causing many languages to disappear. Minor languages and local languages may disappear under the influence of global languages (such as English). This process is an urgent problem for linguists, who feel the need to develop strategies for the preservation and development of languages.[1]

### **RESULTS AND DISCUSSIONS.**

The relationship between language and culture is studied through many scientific directions and methodologies. Linguists determine the connection with culture by studying the structure of language, grammatical rules, lexical composition and phonetic features. For example, the vocabulary and expressions of a particular language reflect the culture specific to that language. Cultural anthropologists view language as part of culture and study the interaction between language and culture. They analyze how language is used in a social context and how it relates to cultural traditions and values. Sociolinguistics studies the relationship between language and social factors. This field analyzes how language is related to social classes, ethnic groups, gender, and other social factors. For example, how a particular group uses language can indicate their cultural identity. Cognitive linguistics studies the relationship between language and thinking. This focus analyzes how language plays a role in expressing and shaping cultural experiences. For example, words and phrases found in certain languages may

reflect the specific way of thinking of that culture. Discourse analysis studies how language is used in a social context. This method analyzes the meaning and importance of language in a cultural context, as well as how cultural values and traditions are expressed through language. Learning about culture is also important in language learning.[3]

Teachers and students need to take cultural context into language learning. This makes language learning more interesting and effective for students. Cross-cultural studies of different cultures in their own language and culture. Through this, different languages and cultures have their own differences and similarities. The study of the relationship between language and culture is a multifaceted and complex process that includes various directions and methodologies. An in-depth study of this relationship helps linguists and anthropologists understand how culture is expressed through language and the place of language in culture.

### **CONCLUSION.**

World linguistics can be fraught with challenges, and these challenges include the areas of acquisition, the relationship between culture and language, social role, electronic technology, language education, and globalization. To solve this, linguists, pedagogues and politicians' collaboration, cooperation and communication are necessary. Linguistics also serves to promote preservation, improve physical language learning and teaching, preserve cultural heritage, and promote social justice.

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