

LANGUAGE AND CULTURE

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Abstract. Each culture has its own pragmatic norms, the transfer of which from the native language to a foreign one can lead to misunderstanding or misjudgment of the speaker. At the same time, when English is used by speakers of other languages and cultures as a tool of speech, the application of its pragmatic norms and rules may be inappropriate and not meet the goals and objectives of the discourse. In this regard, in the context of international communication in English, communicators should take into account the pragmatic relevance of a particular form of speech and its cultural significance for all participants in the discourse.

Keywords: English language, linguocultural, sociopragmatics, pragmalinguistics, speech tool, intercultural communication, successful discourse, communication, culture, pragmatic rules.

INTRODUCTION

Pragmatic competence is required in such communicative situations as, for example, expressing requests, apologies, complaints, greetings, gratitude and refusal, agreement and disagreement, and many others. Each language has its own "situational language" - features of expression that can vary significantly in the linguocultural aspect [1]. There are two components in pragmatics: sociopragmatics and linguopragmatics (pragmalinguistics). Incompetence in the field of linguistic pragmatics is characterized by the inability to correctly understand or formulate a task in a foreign language - the transfer of linguistic rules from the native language to a foreign one.

MATERIALS AND METHODS

English in the modern socio-economic context of the development of the global world is the medium of communication for a multinational business community. The traditions of Western linguocultural discourse are often alien to representatives of other peoples, and following them in this case can be counterproductive. This often applies to situations of business cooperation. Conventional laws of business communication in English prescribe the need for brevity, clarity and clarity of the message - this is determined by the monochronism of Western civilization, which is essentially an individualistic culture based on historically established principles and relevant cultural traditions [2]. However, such linguocultural "behavior" among representatives of non-

Western civilization may turn out to be inappropriate or even rude and, as a result, counterproductive. In this regard, at present, the requirement of normativity is gradually fading into the background, giving way to “the principles of functionality, pragmatic acceptability and relevance, the knowledge of which gives an acquaintance with the cultures of the interlocutors and with the principles of intercultural communication” [3].

Any language conveys the culture of the speaker, and English in this case is no exception. As a language of international communication, it has a special responsibility: to adapt to the culture of the communicants and follow the pragmatic norms of discourse. This means that today the question of co-study of language and culture should be posed differently: should modern English as a language of international communication reflect the culture of English-speaking countries; Should English-language discourse meet the requirements of Western pragmatic norms and be within the appropriate cultural framework? If modern English functions as a speech tool, then to what extent does it convey the communicative meaning that is embedded in it by a representative of a non-Western culture or even another “civilization”? These are all difficult questions, the answers to which lie in the socio- and linguo-cultural plane of human relationships.

RESULTS AND DISCUSSION

When long-term relationships are established between representatives of different cultures, in the process of communication they develop their own norms of English discourse, which are acceptable, recognizable and correctly interpreted by all participants in communication. English in this case adapts to specific linguistic and socio-cultural conditions. Such “sociolinguistic behavior” of communication participants is aimed at establishing good long-term partnerships based on mutual understanding and contributing to the solution of tasks within the framework of interethnic communication [4].

It is the formation of the English language as a single language of intercultural communication that is the basis for additional motivation for speakers of other languages and cultures to preserve, and sometimes even emphasize their national and cultural identity in the process of communication. Therefore, it can be assumed that the use of English as the language of international communication does not affect the linguistic and cultural diversity of the modern world and does not hinder its development. Moreover, the main function of modern English is rather unifying rather than separating. It is studied and used not as a cultural symbol, but as a means of communication for speakers of many other languages and cultures to ensure the completeness of the tasks.

CONCLUSION

The process of communication in English, like in any other foreign language, is associated with making decisions regarding the choice of verbal and non-verbal means of communication. And in order for the decision to be correct, i.e. consistent with the goals and objectives of the discourse, it is necessary to take into account the environment of communication, socio-cultural relationships of communicants and accepted pragmatic norms for a particular language interaction. Thus, in the modern conditions of interethnic communication in English, when using a specific form of speech, it is necessary to take into account its pragmatic relevance and cultural significance for all participants in communication.

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