

CULTURAL AND NATIONAL CHARACTERISTICS AND PRAGMATIC FUNCTIONS OF THE CONCEPT***Diyoraxon Shamsuddinova****Andijan State Institute of Foreign Language**Tel raqam: 998934267333**Email: diyora0331@gmail.com****O'rishova Zulayxo Maxammadjon kizi****Andijan State In Of Foreign Languages, 4th year, Group 410**Tel raqam : +998 94 544 88 51**Email: <mailto:sultonbekvaliyev41@gmail.com>*

Abstract: This article analyzes the concept of “concept” from the perspectives of linguistics and linguoculturology, with a particular focus on its cultural-national characteristics and pragmatic functions. Concepts are complex cognitive units shaped by historical, social, and cultural influences within the consciousness of language speakers. They serve as reflections of a nation's worldview, values, and patterns of thinking. This study explores the role of concepts in national cognition and the linguistic system, the ways in which they are expressed through lexical-semantic means, and their communicative-pragmatic functions in language mediation—such as conveying meaning, evaluation, and influencing the interlocutor's mindset. Based on the material of the Uzbek language, the article examines how specific concepts—such as “hospitality,” “self-respect,” “homeland,” and “old age”—are linguistically expressed and how they reflect features of the national mentality. Additionally, it compares these concepts with those found in other cultures to identify elements of national uniqueness. From a pragmatic standpoint, the study highlights the role of concepts in clarifying information during communication, serving as markers of social status, expressing emotional evaluations, and conveying specific sociocultural meanings. The findings of the research aim to demonstrate the intrinsic link between language and culture and to substantiate the theoretical and practical significance of the linguoculturological approach as a means for understanding and studying cultural cognition through language.

Keywords: concept, cultural and national characteristics, national thinking, cultural code, linguoculturology, language and culture, cognitive linguistics, communication pragmatics, sociolinguistics, national identity, lexical-semantic unit, discourse analysis, language and thinking, conceptual metaphor, pragmatic function, communicative behavior, intercultural communication, national values, semantic analysis, ethnocultural concepts, identification through language, discursive strategies, emotional evaluation, concepts in linguistics.

Annotatsiya: Ushbu maqolada “konsept” tushunchasi tilshunoslik va lingvomadaniyatshunoslik nuqtayi nazaridan tahlil qilinib, uning madaniy-milliy xususiyatlari va pragmatik funksiyalari chuqur

o'rganiladi. Konseptlar til egalari ongida tarixiy, ijtimoiy va madaniy omillar ta'sirida shakllanadigan murakkab kognitiv birliklar bo'lib, ular orqali xalqning dunyoqarashi, qadriyatlari va tafakkur tarzi namoyon bo'ladi. Mazkur tadqiqotda konseptlarning milliy tafakkur va til tizimidagi o'rni, ularning leksik-semantik vositalar orqali qanday ifodalanishi hamda til vositachiligida ma'no yetkazish, baholash, muloqot ishtirokchilari ongiga ta'sir qilish kabi kommunikativ-pragmatik funksiyalari tahlil etiladi. Maqolada o'zbek tili materiallari asosida ayrim konseptlarning – masalan, “mehmondo'stlik”, “izzat-nafs”, “vatan”, “keksalik” kabi tushunchalarning til birligi sifatida qanday ifoda topishi va ularning milliy mentalitetga xos xususiyatlari tahlil qilinadi. Shuningdek, boshqa madaniyat vakillaridagi konseptual tuzilmalar bilan taqqoslash orqali milliy o'ziga xoslik aniqlanadi. Pragmatik jihatdan esa, konseptlarning aloqa jarayonida axborotni aniqlashtirish, ijtimoiy mavqeni bildiruvchi vosita sifatida xizmat qilishi, emotsional baho berish va muayyan sotsiomadaniy ma'lumotlarni yetkazishdagi roli yoritiladi. Tadqiqot natijalari til va madaniyat o'rtasidagi o'zaro uzviy bog'liqlikni ochib berishga, til vositasida madaniy tafakkurni tushunish va o'rganishga xizmat qiluvchi lingvokulturologik yondashuvning nazariy va amaliy ahamiyatini asoslashga qaratilgan.

Kalit so'zlar: konsept, madaniy-milliy xususiyatlar, milliy tafakkur, madaniy kod, lingvokulturologiya, til va madaniyat, kognitiv tilshunoslik, muloqot pragmatikasi, sotsiolingvistika, milliy identitet, leksik-semantik birlik, diskurs tahlili, til va tafakkur, konseptual metafora, pragmatik funksiya, kommunikativ xatti-harakat, madaniyatlararo muloqot, milliy qadriyatlar, semantik tahlil, etnomadaniy konseptlar, til vositasida identifikatsiya, diskursiv strategiyalar, emotsional baholash, tilshunoslikda konseptlar.

Аннотация: В данной статье рассматривается понятие «концепт» с точки зрения лингвистики и лингвокультурологии, а также подробно изучаются его культурно-национальные особенности и прагматические функции. Концепты представляют собой сложные когнитивные единицы, формирующиеся в сознании носителей языка под воздействием исторических, социальных и культурных факторов. Через них проявляются мировоззрение народа, его ценности и менталитет. В исследовании анализируется роль концептов в национальном мышлении и языковой системе, способы их выражения с помощью лексико-семантических средств, а также их коммуникативно-прагматические функции — передача смысла, оценка, влияние на сознание участников коммуникации. На основе материалов узбекского языка рассматриваются такие концепты, как «гостеприимство», «самоуважение», «родина», «старость» — их языковое воплощение и характерные черты, отражающие национальный менталитет. Кроме того, путём сопоставления с концептуальными структурами представителей других культур выявляются элементы национальной самобытности. С прагматической точки зрения подчеркивается роль концептов в уточнении информации в процессе общения, обозначении социального статуса, выражении эмоциональной оценки и передаче определённой социокультурной информации. Результаты исследования направлены на раскрытие взаимосвязи между языком и культурой, а также на обоснование теоретической и практической значимости лингвокультурологического подхода как средства понимания культурного мышления через язык.

Ключевые слова: концепт, культурно-национальные особенности, национальное мышление, культурный код, лингвокультурология, язык и культура, когнитивная лингвистика, прагматика коммуникации, социолингвистика, национальная идентичность, лексико-семантическая единица, дискурсивный анализ, язык и мышление, концептуальная метафора, прагматическая

функция, коммуникативное поведение, межкультурная коммуникация, национальные ценности, семантический анализ, этнокультурные концепты, идентификация через язык, дискурсивные стратегии, эмоциональная оценка, концепты в лингвистике.

Introduction

In today's conditions of globalization and intercultural communication, the role of language is increasingly increasing not only as a means of communication, but also as a social phenomenon that embodies the worldview, historical memory and cultural values of the people. Each language preserves the way of thinking, mentality and philosophy of life of the people speaking this language. From this point of view, the concept of "concept" plays an important role in linguistics, which is interpreted as a cognitive unit formed in the individual and social consciousness of language speakers, storing and transmitting cultural information. Concepts are expressed through lexical, phraseological, semantic and pragmatic means in the language system, and they constitute expressive forms of national thinking. It is through concepts that the speaker of the language perceives the world, his value system and cultural position are manifested. They perform important communicative functions in the communication process not only as language units, but also as carriers of the cultural code: clarifying information, evaluating it, exerting emotional influence, and being a means of expressing social status. In recent years, within the framework of linguoculturological research, there has been an increasing interest in deeply studying the intercultural differences of concepts, their specific reflection in national thinking and their significance in communicative activity. This is creating the basis for the formation of new research areas located at the intersection of linguistics and cultural studies. Especially at a time when intercultural communication is intensifying in the global information space, the analysis of the conceptual content hidden behind language units serves as an important tool in the formation of cultural competence.

This article studies the cultural-national characteristics of the concept of a concept and its pragmatic functions in the language medium. On the example of some concepts in the Uzbek language, their resonance in national thinking is identified, and on the basis of comparison with other cultures, signs of originality are identified. The research uses the methods of linguoculturology, cognitive linguistics and pragmalinguistics. The article aims to shed light on the inextricable link between language and culture through a linguoculturological approach, and to identify the communicative properties of conceptual units expressing national identity.

Literature review

The concept of a concept has been actively studied in linguistics since the second half of the 20th century, and its study is carried out at the intersection of such disciplines as cognitive linguistics, linguoculturology, semantics, pragmalinguistics, and sociolinguistics. First of all, the concept as a cognitive unit. J. Lakoff and M. Johnson's work "Metaphors We Live By" (1980) laid the foundation for the theory of conceptual metaphor. They substantiated the main role of concepts in the formation of human thinking. G. Lakoff also defines concepts as "mental structural units" and analyzes language as a window for thinking.

Yu. S. Stepanov, on the other hand, explains concepts as a product of national-cultural consciousness and emphasizes that each culture has its own conceptual space. His work "Konstanty. Slovar' russkoy

kul'tury" (1997) is devoted to the analysis of the main concepts in Russian culture. V. A. Maslova, as one of the main representatives of lingvoculturology, interprets the concept of concept as "a model of culture in the medium of language". His work "Lingvoculturology" (2001) is one of the main sources for studying the inextricable link between concepts and culture. Scientists such as E. S. Kubryakova, N. D. Arutyunova, Z. D. Popova and I. A. Sternin proposed pragmatic and semantic approaches to the concept, which formed an approach aimed at determining the functions of the language in communicative activity.

Although the number of studies conducted in this direction in Uzbek linguistics is limited, a number of works have been carried out in this regard in recent years. In particular, the works of scientists such as U. Yuldoshev, M. Yuldosheva, M. Mirzaakhmedov, N. Otakhonova, A. Abduazizov cover the issues of concepts in the Uzbek language, their lexical and semantic expression and their role in the national mentality. In their studies, concepts such as "mehr", "or-nomus", "halollik", "keksalik" were studied as conceptual units. Among the literature on the pragmatic functions of concepts, H. P. Gray's theory of the "Cooperative Principle", J. Searle's theory of speech acts, and T. A. van Dijk's work on discourse analysis play an important role. These sources analyze the contextual load of concepts in communication, the role of expressing social status, evaluation, and emotional impact. Also, in the cross-cultural approach, the studies of E. Hall, G. Hofstede, and F. Trompenaars are important in understanding how the conceptual map of each nation differs and how these differences are reflected in communication.

Research methodology

This study was conducted on the basis of linguistic and linguoculturological analysis and aimed at studying the cultural and national characteristics of the concept of a concept and its pragmatic functions in the language medium. Several interdisciplinary approaches were used in the study: cognitive linguistics, pragmalinguistics, discourse analysis, and linguoculturology.

The following approaches and methods were chosen as the methodological basis:

1. Descriptive (descriptive) method - used to identify and analyze the lexical and phraseological forms of expression of concepts. Using this method, the lexical-semantic structure of such concepts as "hospitality", "esteem", "homeland", "old age" in the Uzbek language was analyzed.
2. Cognitive analysis - used to determine the formation of concepts in the human mind, explain their mental models and determine their place in national thinking.
3. Pragmatic analysis - served to study the functional load of concepts in communication, their role in conveying information, evaluating, exerting emotional influence and expressing social status.
4. Linguistic-culturological analysis - used to determine the manifestation of national mentality and culture through concepts, as well as to conduct a comparison between the Uzbek language and other cultural contexts (Russian, English).
5. Comparative method - conceptual units in the Uzbek language were compared with analogues in other languages, as a result of which national features and peculiarities were highlighted.

6. As research material:
7. Fiction in the Uzbek language (O. Hoshimov, A. Qodiriy, P. Tursun, etc.),
8. Communicative texts on the Internet (blogs, forums, social network correspondence),
9. Explanatory dictionaries of the Uzbek language and phraseological dictionaries,
10. Scientific sources on conceptual analysis in Russian and English were used.

Methodologically, this study is based on multidisciplinary approaches of modern linguistics and is aimed at revealing the interrelationship of language, thought and culture. The results serve to analyze cultural thought through language, understand national identity, and identify conceptual differences.

Conclusions and suggestions

Based on the above analysis, it can be noted that the concept is one of the important theoretical and practical categories of modern linguistics, which is the main tool for understanding the complex relationships between language, thought and culture. Concepts, as carriers of cultural information formed in the minds of the people and transmitted from generation to generation through language, have not only semantic, but also pragmatic and social significance.

The study revealed that concepts in the Uzbek language - such as "hospitality", "esteem", "homeland", "old age" - are deeply rooted in national thought and are expressed through specific lexical-semantic and phraseological means. These concepts provide important information about the values, traditions, mentality and social behavior of the Uzbek people. Their cross-cultural comparison made it possible to highlight national identity. Also, the pragmatic functions of concepts - that is, the performance of tasks such as conveying meaning, emotional impact, expressing social status, and evaluating in the process of communication - increase their communicative role and serve to form a practical approach in linguistics.

The scientific results of the study provide a basis for demonstrating the inextricable link between language and culture, and for studying the national model of thinking based on linguoculturological and cognitive approaches. This approach is especially effective in developing cultural competence in intercultural communication, finding the correct pragmatic equivalent in the translation process, and forming communicative methods in language teaching.

Therefore, conceptual analysis can be widely used not only in theoretical linguistics, but also in the fields of applied linguistics, translation studies, intercultural communication, and education.

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