COGNITIVE AND LINGUOCULTURAL ANALYSIS OF UZBEK AND ENGLISH LEXEMES OF ETIQUETTE

Ochilboyeva Iroda Alisher qizi

Independent researcher at Samarkand State

Institute of Foreign Languages

Samarkand, Uzbekistan

Abstract: The study of etiquette lexemes holds significant importance in understanding the cognitive and cultural frameworks that underlie human communication. This article explores the cognitive and linguocultural characteristics of etiquette lexemes in Uzbek and English languages, emphasizing their role in maintaining social harmony and reflecting cultural values. Using cognitive semantics and cultural linguistics as theoretical frameworks, this study highlights both similarities and differences in the conceptualization and usage of these lexemes. Examples are provided to illustrate linguistic nuances and cultural practices.

Key words: Etiquette lexemes, cognitive linguistics, cultural linguistics, politeness theory, cultural value of Uzbek etiquette lexemes, linguocultural analysis of etiquette lexemes.

Etiquette lexemes form an integral part of linguistic systems, encapsulating the values and norms of a society. They serve as markers of politeness, respect, and social hierarchy, reflecting the cultural ethos of a community. The Uzbek and English languages, belonging to different linguistic families, offer a rich field for comparison due to their distinct historical, social, and cultural developments. This article aims to analyze the cognitive underpinnings of etiquette lexemes in Uzbek and English; examine how these lexemes reflect cultural norms and practices and identify similarities and differences in their usage.

The analysis is grounded in cognitive linguistics and cultural linguistics. Cognitive linguistics emphasizes the relationship between language, thought, and experience, while cultural linguistics examines how language reflects cultural values and practices.

There are three key concepts of metaphor to distinguish: conceptual metaphors, linguistic relativity and politeness theory.

Conceptual metaphor: Understanding abstract concepts through culturally specific metaphors.

Linguistic relativity: The idea that language influences thought and cultural perception.

Politeness theory: Examines how language strategies maintain social harmony.

In Uzbek, etiquette lexemes are deeply rooted in the principles of "adab" (respect and decorum) and "hurmat" (honor). These lexemes are heavily influenced by the collectivist nature of Uzbek society, where interpersonal relationships and social hierarchy play crucial roles.

"Salom" (greeting) - Uzbek culture places high importance on greetings as a way to establish rapport. The phrase "Assalomu alaykum" (Peace be upon you) is universally used, reflecting Islamic cultural influences. From point of view of cognitive metaphor greeting is considered to be a form of blessing or good wish.

"Rahmat" (thank you) - The use of "Rahmat" (thank you) emphasizes gratitude, often accompanied by gestures like bowing slightly, which signifies humility and respect.

"Iltimos" (please) - Requests are softened using "Iltimos" indicating a high level of respect. Direct commands are avoided in formal contexts.

English, as a language associated with individualistic cultures, prioritizes directness and clarity while maintaining politeness.

"Hello/Hi" (greeting) - Greetings in English are less formal compared to Uzbek. The use of "Hi" or "Hello" depends on the social context, with informal greetings being more prevalent. From point of view of cognitive metaphor greeting is considered to be a neutral acknowledgment of presence.

"Thank you" - English employs "Thank you" across various contexts, with variations like "Thanks" or "Cheers" reflecting informality.

"Please" - The use of "Please" softens requests and signals politeness. Unlike Uzbek, the tone and phrasing often determine the level of formality.

Cultural value of Uzbek etiquette lexemes is they emphasize collectivism, hierarchy, and respect, reflecting a communal orientation. English etiquette lexemes prioritize equality, individualism, and pragmatic communication.

Contextual Usage of Uzbek lexemes is defined with extensive use of honorifics and deference markers (e.g., "aka" for older males, "opa" for older females). English lexemes express less reliance on honorifics, with politeness conveyed through tone and indirect phrasing.

From point of view of cognitive metaphors Uzbek lexemes of etiquette express politeness as a moral and spiritual duty. While English ones express politeness as a social tool for smooth interaction.

Examples:

Greeting:

Uzbek: "Assalomu alaykum, aka" (Peace be upon you, elder brother.)

English: "Hi, John".

Gratitude:

Uzbek: "Rahmat, opa" (Thank you, elder sister.)

English: "Thanks, Mary".

Request:

Uzbek: "Iltimos, yordam bering" (Please, help me.)

English: "Could you help me, please?"

The cognitive and linguocultural analysis of etiquette lexemes in Uzbek and English highlights the interplay between language and culture. While both languages share universal principles of politeness, their expressions are shaped by distinct cultural norms and cognitive frameworks. This study underscores the importance of understanding these nuances for effective intercultural communication.

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