

THE SOCIAL AND LINGUOCULTURAL ASPECTS OF THE LANGUAGE**Omonova Farangiz Asror qizi**

Master's student of Samarkand State Institute of Foreign Languages

omonova.f.a@gmail.com**Abstract**

In this article, the social and linguocultural aspects of language are studied, and the interrelationships between language and culture are analyzed. Language was considered not only as a means of communication, but also as an important means of expressing social status, respect, and cultural values in society. The article analyzes the social and linguocultural differences between Uzbek and English, the role of nonverbal communication, and the influence of modern digital communication on language. The research results show the need for a deep understanding of the linguocultural context in the effective organization of intercultural communication.

Keywords: Social aspects of language, linguocultural aspects, intercultural communication, nonverbal communication, digital communication, Uzbek language, English language, culture, language and social role

INTRODUCTION

Language is the main means of communication of human society and plays an important role not only in the exchange of information, but also in the expression of cultural values, customs, and social norms. The interrelationship between language and culture, that is, linguocultural relations, has been the focus of attention in the fields of linguistics and anthropology for many years. Language serves as a means of identifying social groups in society, preserving their historical experience and values. In the context of globalization and technological development, the social and linguocultural aspects of language are becoming more complex. Language is no longer just a means of communication, but also a bridge for intercultural communication and information exchange. At the same time, each language has its own social codes and cultural contexts, which are important in language learning, translation, and international communication.

This article scientifically analyzes the formation of language in a social context, the linguocultural relationship between language and culture, as well as the functions of language in society and its role in social identification. In addition, the role of language in reflecting and preserving culture, as well as functional changes in language between different social groups, are considered. This research covers important topics in the fields of linguistics, ethnolinguistics, and

intercultural communication, contributing to a deeper understanding of the social and linguocultural aspects of language in the modern scientific environment.

LITERATURE REVIEW

Many scientists have contributed to the study of the social and linguocultural aspects of language. One of the most important theories that analyzed the relationship between language and culture is Hall's (1976) theory of intercultural communication. He emphasizes the role of language in the cultural context, dividing culture into specific forms of communication - "high-context" and "low-context." This theory is an important tool for understanding the linguocultural differences between language and culture. Also, Hofstede's (1980) model of cultural measures is widely used in the study of social behavioral norms between language and culture. Hofstede's research plays an important role in identifying intercultural differences, including factors influencing the social aspects of language. In the study of the social role and linguocultural aspects of language, the works of Tannen (1990) on conversational language and gender differences should also be noted separately. He studied the intergroup differences of language, including linguistic styles related to gender and social status, revealing the complex relationship between language and society.

In recent years, in the field of linguoculture, scientists such as Yashina and Karimov (2021) have been conducting scientific research on the formation of national language culture and the role of language in its preservation. Their research demonstrates the importance of the social environment in the interaction of language and culture and emphasizes the effectiveness of the linguocultural approach in language learning and teaching. Also in modern research (Anderson, 2019; Li & Zhang, 2022), the role of language in the formation of identity and linguocultural aspects of intercultural communication are being studied more deeply. These works demonstrate the importance of language not only as a means of communicative, but also social identification.

Research conducted over the past five years in the field of social and linguocultural aspects of language offers deeper and more modern approaches. For example, Smith et al. (2020) studied the role of language in the formation of social identity and highlighted the multifaceted functions of language in a cultural context. Their research provided new insights into how intergroup relationships and social roles are formed in society through language. Also, Kim and Lee (2021) analyzed the interaction of language with nonverbal communication in the field of linguoculture and tried to identify the main reasons for failures in intercultural communication. Their results showed the necessity of studying cultural nonverbal codes in conjunction with language. Recent studies (Garcia & Martinez, 2023) focused on the topic of language adaptation to the social context and the development of new intercultural communication strategies. These works illuminate the

significance of the influence of the social environment in the process of constant language change. In addition, there are new scientific opinions that the emergence of new digital technologies and social networks expands the social functions of language and brings linguocultural aspects to new contexts (Johnson, 2022; Wang, 2024). These studies analyze how language adapts to changes in the global and local social environment and the formation of linguocultural identity.

METHODOLOGY

In this article, qualitative research methods were used to study the social and linguocultural aspects of language. Within the framework of the research, an analysis of theoretical sources was carried out, in which scientific articles, books, and research works in the fields of linguistics, anthropology, and cultural studies were studied. In addition, for a deeper understanding of the interrelationship between language and culture, linguocultural examples and cases of intercultural communication were studied, and their expression in a social context was analyzed. This methodology provided a scientific basis and a logical system for the research, contributing to a comprehensive theoretical illumination of the topic.

RESULTS AND DISCUSSION

The research results show that the social and linguocultural aspects of language play an important role in the life of society. Language is not only a means of transmitting information, but also an important element of social identity and cultural expression. For example, the forms "siz" and "sen" in the Uzbek language determine not only the social status of the interlocutor, but also the degree of respect between them. Incorrect use of these forms, especially in formal communication, can cause discomfort and misunderstanding between the interlocutor. Thus, socially rigid rules of language play an important role in maintaining order within society. Social aspects in the English language are also expressed through language. For example, in English, people often prefer direct and precise expression, which reflects the individualistic characteristics of Western cultures. Analyses show that although this style is often perceived as openness and honesty, in collectivist cultures, particularly in Uzbekistan, such direct expression can be understood as somewhat rude and disrespectful. For example, in English, the expression "I disagree with you" ("I disagree with you") expresses direct opposition, while in Uzbek, a similar thought is expressed in a softened form, such as "Balki boshqa fikr bildirish mumkinmi?"

According to Tannen's (1990) gender linguistic theories, the social aspects of language are closely related to sexual roles and social norms. In Uzbek culture, women use more vague and polite forms of expression, while men choose a direct and strict style of speech. These differences are formed in accordance with the social dynamics and distribution of roles in the conversation.

For example, in the Uzbek language, women often soften their speech by using words like "Please," "If possible," while men speak more firmly and in a commanding tone.

Nonverbal communication also occupies a large place within the framework of linguocultural aspects. As noted in the research of Kim and Lee (2021), head bowing, eye contact, or body movements are interpreted differently depending on the culture. In Uzbek culture, bowing is seen as a sign of respect and consent, but in some Western cultures, this behavior can be different, for example, an expression of rejection or doubt. Therefore, misunderstanding nonverbal signs in intercultural communication often leads to problems. The influence of digital communication on linguocultural aspects is also of great importance. As Wang (2024) notes, young people are interacting on social networks using new language styles, abbreviations, emojis, and memes. These new linguocultural phenomena ensure not only the change of language, but also the formation of new social groups and cultural identities. For example, signs such as "LOL" (laughing out loud) in English or "XD" in Uzbek are widely used in the language of young people, and they constitute a new communication style outside the traditional rules of the language. Also, social status and age-related language differences indicate the social aspects of language. Many words and pronunciations of the English language are being introduced into the Uzbek language among young people, and new language variants are emerging. This situation is a clear manifestation of the process of continuous development and cultural adaptation of language.

CONCLUSION

In this article, the social and linguocultural aspects of language are studied, and the interrelationships between language and culture are analyzed in detail. The results of the study showed that language is not only a means of transmitting information, but also an important means of distinguishing social groups, as well as expressing such elements as respect, status, and social role in society. There are clear differences between the social aspects and linguocultural features of the language in Uzbek and English, and these differences cause misunderstandings and communication problems in intercultural communication. Modern aspects such as the role of language in nonverbal communication and the influence of digital communication tools on language were also analyzed. The emergence of new forms of language among young people and methods of communication on social networks bring linguocultural aspects to a new level. This ensures the constant change of language and the modernization of culture. As can be seen from the results, a deep understanding of the social and linguocultural aspects of language is necessary for more effective organization of intercultural communication. Therefore, it is important to take into account linguocultural differences in language learning, translation, and international

communication, to deeply study culture, and to continue scientific research in the field of language and culture in an integrated manner. This is of great importance not only for linguistics and cultural studies, but also in the processes of practical communication.

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