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## LANGUAGE AND CULTURE

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The phenomenon of the *dialogue of cultures* is more relevant than ever in globalization processes of the modern world. The founder of the theory of *Dialogue* in the West was M. Buber. In the book “I and You”, he raises important issues of the dialogue between man and God, man and man, and highlights the role of the language through which the dialogue is carried

out. According to the definition of M. Kagan, dialogue is universal, all-encompassing way of existence of culture and man in culture. M. Kagan interprets “*dialogue of cultures*” as a sort of communication between a real subject and a real communicative partner [1].

Many people begin to show some traits of their character, for example, sociability, openness only when they speak a certain language. Why is this happening? According to the position of the American linguist Benjamin Lee Whorf, each language carries a special worldview that has a strong influence on its speakers. Therefore, an English-speaking person can be more polite and modest, and a Spanish-speaking person can be more passionate and louder.

Language itself is quite closely connected with culture and as a result it teaches us to think, communicate with others, react and perceive our environment. It is language and culture that define a person, his habits, views, character and everything that somehow relates to everyday life. Therefore, it is not surprising that the more languages a person knows, the easier it is for him to understand and delve into a different culture, country and even nation, and vice versa. There is also the implementation of the policy of interethnic interaction, called multiculturalism. And since we touched on the topic of culture, it is worth noting that Zhidkov divides all cultures into "donor" and "recipient". The interaction of "diverse" cultures can lead to the assimilation of a weaker culture, which leads to the loss of one of the interacting peoples of their ethnic identity, value orientations, traditions, customs, religion and language, in other words, to cultural genocide [2]. Everything brings me to the thought – is Westernization hiding under the guise of a cult exchange? Does the trilingual policy lead to mancuration and assimilation?

Discussion\Results. Language is culture and culture is language. After this phrase, you can also remind that you cannot learn culture without knowledge of the language and vice versa. It's the same as if you tell what a dish tastes like without tasting it. Ken Hale a renowned linguist says that when a language is lost, a part of the culture gets lost as well as *Culture* is significantly encoded in language [3]. The more you know about the cultural background of a language, the faster you can learn that language. Language is an important aspect of communication and communication is a core component of any society. Due to the processes of globalization, the development of political and economic relations between countries, the role of foreign languages is clearly increasing. Knowledge of more than one language becomes a factor of development, personal education and successful development of a person in different spheres. In choosing the language to study, people are looking at more important and popular languages, such as English, Spanish, French, Russian, Arabic, German. Which is not surprising, because these are the languages of interethnic communication chosen by UNESCO.

According to the experience of multilingual Europe, the focus on multilingualism and multiculturalism is one of the best solutions, since the more languages a person knows, the more they respect other languages and cultures, the more they take care of their native culture and language. Moreover, multilingualism is not about knowing the language completely at the C level according to the assessment system, it is about the ability to speak a foreign language, depending on the situation and circumstances, and to achieve mutual understanding between speaking people. Understanding each other is based not on pronunciation and maintaining strict grammar, but on knowledge of etiquette, standards and principles of culture, the use of words and symbols, gestures and actions approved by culture and mentality. Therefore, bilingual and trilingual people are usually more inclined to interethnic communication. Among their acquaintances there may be people from different countries, respectively, and from different cultures. This is also attributed to the fact that they understand that all cultures not only communicate differently, but the norms of each culture are different. This ability for intercultural communication can be clarified when considering the relationship between culture and language. A person who speaks more than one language can understand reality and make up a "picture of the world" in two or more ways. Not to mention that it gives us the opportunity

to look at the world from different points of view, we also begin to recognize cultural nuances and appreciate what sometimes goes unnoticed.

Considering from the psychological side, bilinguals with trilingual identify themselves with more than one culture, which also affects the "I-conception". Even thinking moves from one language to another, so there is reason to assume that they should be intercultural communicators, which is associated with a multicultural environment. This is due to the fact that multilingual people move between different communication situations based on the needs of those with whom they communicate. A kind of tolerance and empathy. A person who speaks only one language can learn these things, but there are no grounds for understanding and applying the principles that bilingual has already intuitively established. After all, culture functions with the help of language and it simply cannot exist without it. That is why language is an individual's guide on the way to highly cultural development. It is also self-realization not only in the spheres of culture but also beyond its borders. A.P. Pokamestova emphasizes the inextricable link between culture and its language, arguing that changes in the needs of the cultural system directly affect language changes [4].

With regard to Kazakhstan, the development of multilingual culture is favorably influenced by the presence of multi-nationality. Religion, traditions, language, works of art are also connecting links, since it reflects the national culture of a people or a country, thanks to them a person is considered a representative of a single multicultural space. All these factors affect the educational system[5]. In our country, there is Christianity, Islam, a secular way of life, even there is a Soviet and modern culture of life. The Russian and Kazakh languages have merged so much that Russian-speakers can celebrate the holiday "Nauryz" and Kazakh-speakers can go to "Easter". And with the advent of English, Western culture has spread, coworking and team building have already become part of our lives.

The internal and external processes of globalization directly affect the aggravation of the identity crisis. In addition, transcultural and translingual "streams" [6], according to A. Pannikuk, inevitably change both languages and cultures. In the end — the destruction of the identity of a people turns into the exhaustion of its "personal" beginning, the loss of its national and cultural values [7].

**Conclusion.** Thus, culture unifies a community although there is diversity within that unity. Intercultural communication is a symbolic process whereby social reality is constructed, maintained, repaired and transformed. As people with different cultural backgrounds interact, one of the most difficult barriers they face is that of language. National identity is a necessary condition for the decent existence of the nation as a whole and each of its representatives. The strength of identity in the context of globalization depends on the objective (national character) and subjective (mentality) components. The most effective way to strengthen national identity should be considered the clarification of national consciousness, self-determination and self-orientation of the individual.

The relation of culture and language is the way they share human values, realities and behaviors of a social group.

What should our education system focus on, as well as state policy. After all, strengthening national identity and effective methods can make interaction with world culture, globalization and multilingualism work for the benefit of the country, and not the other way around.

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