



THE LINGUISTIC PICTURE OF THE WORLD IN LINGUOCULTUROLOGY.

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Annotation. *Cultural linguistics, which has been actively developing in recent decades, is one of the main directions of modern linguistics. Through the cultural prism, historical and modern linguistic factors are studied, and the human factor in the directed language - on the one hand, the linguistic factor in the individual, on the other hand, analyzes the linguistic culture of the people speaking that language. This article will discuss one of the topical issues of linguoculturology - the linguistic world picture.*

Key words: *linguoculturology, cognitive linguistics, linguistic world picture, conceptual field.*

The problem of studying the linguistic picture of the world is associated with the problem of the conceptual world picture, which reflects the peculiarities of human existence. The concept of the linguistic picture is based on the study of human ideas about the world. Each language has its own way of separating the world, that is, there are specific ways of dividing it into cones. So, we come to the conclusion that in each language there are specific pictures of the world, and the linguistic person is obliged to organize the content of what he says in accordance with this picture. In this language, a clear human perception of the revealed world is manifested.

Each language is unique. A unique system that leaves a mark on the minds of the speakers of the language and forms their thoughts about the scientist is also the language. According to V. Humboldt, each language reflects some specific worldview because for a native-speaking person, this culture represents a form of conceptualization of a specific world. The system of values created within the framework of culture is reflected in the language.³¹ Language is the most important way of formation and existence of the knowledge of mankind about the world. In the process of activity, it reflects the world, a person determines the results of cognition by words. The fact that this knowledge is collected in a linguistic form means a phenomenon called "linguistic picture of the world" in different concepts, then "linguistic reflection of the world", then "linguistic model of the world". The concept of the linguistic picture) is based on the study of a human ideas about the world. If the world is an interaction of person and the environment, then the linguistic picture is the result of the processing of information about the environment and man.

³¹ Humboldt W. von. On Language: The Diversity of Human Language. Structure and its Influence on the Mental Development of Mankind (Texts in German Philosophy). – Cambridge: Cambridge University Press, 1988





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According to M. Heidegger when we use the word "picture", we think, first of all, about the representation of something, "a picture of the world, essentially understood, does not mean a picture depicting the world, but the world, understood as a picture". There are complex relations between the picture of the world as a reflection of the real world and the linguistic picture of the world as a fixation of this reflection. The picture of the world can be represented using spatial (top-bottom, right-left, east-west, far-near), temporal (day-night, winter-summer), quantitative, ethical, and other parameters. Its formation is influenced by language, traditions, nature and landscape, upbringing, training, and other social factors.³²

The linguistic picture of the world does not stand in a row with special pictures of the world (chemical, physical, etc.), it precedes them and forms them, because a person is able to understand the world and himself thanks to the language in which the social and historical experience is fixed by both universal and national side. The latter determines the specific features of the language at all its levels. Due to the specifics of the language, a certain picture of the world appears in the minds of its speakers, through the prism of which a person sees the world.

Yu. D. Apresyan emphasized the pre-scientific nature of the linguistic picture of the world, calling it a naive picture. The linguistic picture of the world complements the objective knowledge of reality, often distorting it. Since a person's knowledge of the world is not free from errors and delusions, his conceptual picture of the world is constantly changing, "redrawing", while the linguistic picture of the world still retains traces of these errors and delusions for a long time.³³ The linguistic picture of the world forms the type of a person's attitude to the world (nature, animals, himself as an element of the world). It sets the norms of human behavior in the world, determines his attitude to the world. Each natural language reflects a particular way of perceiving and organizing ("conceptualizing") the world. The meanings expressed in it form a single system of views, a kind of collective philosophy, which is imposed as impulsive for all native speakers.

V. A. Maslova believes that the term "linguistic picture of the world" is "nothing more than a metaphor, because in reality, the specific features of the national language, in which the unique socio-historical experience of a certain national community of people is recorded, create for the speakers of this language."³⁴ Language is not some other, unique picture of the world, different from the objectively existing one, but only a specific color of this world, due to the national significance of objects, phenomena, processes, a selective attitude to them, which is generated by the specifics of activity, lifestyle and national identity the culture of this people.

³² Хайдеггер М. Исток художественного творения//М. Хайдеггер. Работы и размышления разных лет. – М.: Гнозис, 1993. –С.47-120

³³ Апресян Ю.Д. Образ человека по данным языка: попытка системного описания

³⁴ Маслова В.А. Лингвокультурология: Учебное пособие. – М.: Academia, 2001.





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According to V. Humboldt, the picture of the world, which can be called the knowledge of the world, is the basis of individual and social consciousness. The language fulfills the requirements of the cognitive process. Different people may have different conceptual worldviews, for example, representatives of different eras, different social and age groups, etc. People who speak different languages may have similar conceptual worldviews under certain conditions, while people who speak the same language may have different ones.³⁵

The language reflects a naive picture of the world, which is formed mainly as a response to the practical needs of a person, as a necessary cognitive basis for his adaptation to the world. The world reflected through the prism of the mechanism of secondary sensations, captured in metaphors, comparisons, symbols. This is the main factor that determines the universality and specificity of any particular national language picture of the world.

In linguoculturology, the concept of the linguistic picture of the world is widely analyzed. Because every nation speaks a certain language, shares information and directly understands the world through spoken language. The linguistic picture of the world reflects the diverse cultural, moral, historical, social situation of language owners. Language users describe their opinion through different linguistic units in that language and receive the necessary information.

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³⁵ Гумбольдт В. Избранные труды по языкознанию. – М., 1984.





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