

THE INFLUENCE OF CULTURE ON THE INTERPRETATION OF PERSONALITY TRAITS IN BILINGUAL CONTEXTS

Mamadiyurova Sevara Olimjon qizi

Teacher of Samarkand state institute of foreign languages

Abstract: *This article examines how cultural factors shape the interpretation of personality traits in bilingual contexts. Focusing on speakers of English and Uzbek, the study highlights the ways in which bilingual individuals interpret and use personality-descriptive adjectives according to both cognitive and cultural frameworks. The research demonstrates that while bilinguals may share universal cognitive representations of traits, their interpretations and social evaluations are influenced by the cultural norms of each language. The findings underscore the importance of considering both language and culture when analyzing personality descriptions in bilingual settings.*

Keywords: *bilingualism, personality traits, cultural influence, cognitive linguistics, comparative analysis*

Introduction

Bilingual individuals navigate multiple linguistic and cultural systems simultaneously, and their interpretation of personality traits is shaped by both languages they speak. Personality-descriptive adjectives, such as honest, confident, patient in English or halol, sabrli, kamtar in Uzbek, do not merely convey semantic content; they also communicate culturally specific values and social expectations.

Research in cognitive linguistics and cross-cultural semantics suggests that personality adjectives are cognitively structured through metaphors and conceptual mappings, yet their social interpretation is culture-dependent. For instance, the adjective assertive in English is typically valued as a sign of independence and self-confidence, while its Uzbek equivalents may not carry the same positive evaluation in a culture that prioritizes humility and social harmony.

This study investigates how culture influences bilingual individuals' understanding and use of personality adjectives, with a focus on English-Uzbek bilinguals. By analyzing how traits are interpreted across two linguistic and cultural frameworks, this research provides insight into the interplay of cognition, language, and cultural norms in bilingual contexts.

Research Methods

The study employs a combination of cognitive-linguistic analysis, cross-cultural semantics, and bilingual data collection methods. Data was collected through bilingual speakers' responses to personality questionnaires, corpus analysis of bilingual texts, and analysis of naturally occurring speech. Both semantic evaluation and culturally grounded interpretation were examined.

Conceptual metaphor theory was applied to investigate how abstract personality traits are mentally represented in both languages. Cross-cultural comparison allowed for identifying differences in evaluative connotations between English and Uzbek adjectives. The bilingual perspective helps reveal how individuals reconcile multiple cultural frameworks when interpreting traits.

Cognitive and Cultural Mediation of Personality Traits

Personality adjectives are cognitively represented through metaphorical structures that map abstract traits onto more concrete or physical experiences. For example, hard-hearted in English and bag‘ritosh in Uzbek both metaphorically conceptualize emotional rigidity through physical hardness. However, cultural evaluation of these traits differs. While emotional toughness may be socially neutral or even positive in some English-speaking contexts, it is often morally and socially negative in Uzbek culture.

Bilingual individuals must navigate these differences. When interpreting a personality trait in a second language, bilingual speakers may apply the cognitive metaphor from the target language but retain evaluative or ethical norms from their first language. For instance, an Uzbek speaker may understand assertive cognitively but evaluate it according to Uzbek cultural norms that value modesty and collective harmony.

Cross-Cultural Differences in Trait Evaluation

Comparative analysis of English and Uzbek personality adjectives reveals both universal and culture-specific patterns. Universal patterns include cognitive metaphors such as STRENGTH = MORAL RESOLVE (strong-willed / irodali) and EMOTION = PHYSICAL STATE (soft-hearted / ko‘ngli yumshoq). These metaphors facilitate comprehension across languages.

Culture-specific patterns emerge in the social evaluation of traits. English adjectives like confident and assertive are often positively evaluated as signs of independence and leadership, reflecting individualistic values. In contrast, Uzbek adjectives such as kamtar and sabrli are positively valued for demonstrating humility, patience, and ethical conduct, reflecting collectivist and moral priorities. Bilingual speakers often negotiate these differences, leading to nuanced interpretations that may vary depending on context, interlocutor, or language of use.

Bilingual Interpretation and Cognitive Flexibility

Bilingual individuals demonstrate cognitive flexibility when interpreting personality traits. They may activate conceptual schemas from both languages and adjust evaluative judgments based on the cultural norms of the context. For example, an Uzbek-English bilingual may describe a colleague as assertive in English but qualify the evaluation with culturally grounded criteria, such as considering whether the assertiveness respects social hierarchy.

This cognitive flexibility underscores the interdependence of language and culture in personality perception. Bilinguals not only translate lexical meaning but also mediate cultural interpretations. Consequently, the study of personality traits in bilingual contexts

requires an integrated approach that considers cognitive representation, linguistic encoding, and cultural norms simultaneously.

Implications and Discussion

The findings of this study have several implications for cognitive linguistics, cross-cultural communication, and bilingual education. First, they highlight the importance of culture in interpreting personality traits, showing that language alone does not determine meaning. Second, bilingual speakers' interpretations demonstrate how cognitive and cultural frameworks interact to produce context-sensitive understanding. Third, the research emphasizes the need for culturally informed approaches in translation, intercultural communication, and personality assessment in bilingual populations.

Understanding the cultural influence on personality traits in bilingual contexts can improve cross-cultural collaboration, reduce misinterpretation of character judgments, and facilitate more effective communication across language and cultural boundaries.

Conclusion

Personality-descriptive adjectives in bilingual contexts are shaped by both universal cognitive metaphors and culture-specific evaluative norms. English-Uzbek bilingual speakers interpret personality traits by reconciling these two systems, resulting in nuanced, context-dependent evaluations. This study highlights the intricate relationship between cognition, language, and culture, emphasizing that bilingual interpretation of personality traits is not purely semantic but deeply informed by cultural values and social expectations.

By analyzing how culture influences the interpretation of personality traits in bilingual contexts, this research contributes to the fields of cognitive linguistics, cross-cultural semantics, and bilingual studies, offering insights relevant for translators, educators, and intercultural communicators.

REFERENCES

1. Abdukarimov, D. (2017). O'zbek tilida fe'l-atvorni ifodalovchi sifatlar va lingvomadaniyat. Toshkent: Fan va Texnologiya.
2. Fauconnier, G., & Turner, M. (2002). The Way We Think: Conceptual Blending and the Mind's Hidden Complexities. New York: Basic Books.
3. Grosjean, F. (2010). Bilingual: Life and Reality. Cambridge, MA: Harvard University Press.
4. Johnson, M. (1987). The Body in the Mind: The Bodily Basis of Meaning, Imagination, and Reason. Chicago: University of Chicago Press.
5. Kövecses, Z. (2010). Metaphor: A Practical Introduction. Oxford: Oxford University Press.
6. Lakoff, G., & Johnson, M. (1980). Metaphors We Live By. Chicago: University of Chicago Press.

7. Langacker, R. W. (2008). *Cognitive Grammar: A Basic Introduction*. Oxford: Oxford University Press.
8. Leech, G. (1981). *Semantics: The Study of Meaning*. London: Penguin.
9. Mirzaeva, N. (2019). *Ingliz va o‘zbek tillarida axloqiy va fe’l-atvor sifatleri tahlili*. Toshkent: Universitet Nashriyoti.
10. Palmer, F. R. (1996). *Semantics*. Cambridge: Cambridge University Press.
11. Sokolova, L. (2015). *Cognitive Approaches to the Study of Character Adjectives in English and Russian*. Moscow: Moscow State University Press.
12. Vyatkina, N. (2012). *Cross-cultural Pragmatics and Cognitive Semantics*. Amsterdam: John Benjamins.
13. Zholkovsky, A. (2001). *Linguistic and Cultural Aspects of Character Descriptions*. St. Petersburg: St. Petersburg University Press.
14. Grosjean, F. (2010). *Bilingual: Life and Reality*. Cambridge, MA: Harvard University Press.