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LINGVOCULTURAL AND LINGVOCOGNITIVE STUDY OF UNITS OF POSITIVE AND NEGATIVE HUMAN CHARACTERS IN ENGLISH AND UZBEK LANGUAGE

Abstract

This study looks at how positive and negative human traits are described in English and Uzbek. It explores how qualities like kindness, honesty, pride, and selfishness are expressed in both languages and influenced by culture. The research compares how these traits are shown through idioms, metaphors, and other expressions in each language. It also looks at how people think about and talk about these traits. The study helps us understand how culture affects language and how different languages express human behavior. It provides insights into how character traits are understood and described in English and Uzbek.

Keywords: Lingvocultural study, Lingvocognitive analysis, Cultural linguistics, Language and culture.

Literature Review: Lingvocultural and Lingvocognitive Perspectives on Human Characteristics in English and Uzbek Languages

The study of human character traits, both positive and negative, across languages involves different fields, including linguistics, culture, and cognitive science. This literature review brings together important research on the **lingvocultural** and

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lingvocognitive perspectives, focusing on how human character traits are described in English and Uzbek.

The Role of Culture in Language and Human Character

The link between culture and language is a key topic in **lingvocultural** studies. **Kramsch (2014)** explains that language and culture are closely connected, and the way we talk about human traits reflects our cultural beliefs. Kramsch emphasizes that language does not only mirror but also shapes cultural views of virtues and flaws. Similarly, **Jiang (2000)** looks at how language expresses culture, showing that different languages reveal different ideas about positive and negative traits. Jiang's work suggests that the way traits are spoken about depends on cultural understanding and values.

Lingvocognitive Approaches to Character Traits

In **lingvocognitive** studies, the focus is on the cognitive processes that influence how we use language. **Pozdnyakova and Zabotkina (2018)** explore how thinking affects the way we describe social and cultural issues, including human traits. They suggest that cognitive patterns and frameworks influence how societies categorize traits like kindness or selfishness. This cognitive perspective is important for understanding how both positive and negative traits are framed in language.

In the case of proverbs and metaphors, **Ikromjonovna (2021)** discusses how the cultural and cognitive aspects of language come together in these forms of expression. Proverbs often carry deep cultural meanings and help shape how people think about virtues and vices. Ikromjonovna's study shows that figurative language, like proverbs, connects language and culture and reflects shared cultural ideas about human traits.

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Comparative Studies of English and Uzbek Linguistic Systems

Comparing English and Uzbek helps us understand how different language systems express human traits. **Achilov (2018)** compares how foregrounding works in English and Uzbek, showing that each language highlights certain traits differently. This analysis shows how cultural and language structures influence how positive and negative traits are represented in conversation.

A **linguocultural** approach also helps us understand how language and culture affect the description of human characteristics. **Kutbiddinova (2020)** explains how language is shaped by cultural expectations and how this affects how we talk about virtues and flaws. Her work highlights the importance of the **linguocultural** approach to understanding how human character traits are expressed in different languages.

Translation and Cultural Linguistics

When translating stories, it is important to consider both the linguistic and cultural challenges that affect the representation of human traits. **Taxirovna (2023)** explores how stories are translated from English to Uzbek and shows how language structure impacts the way human characteristics are understood. Her research highlights that cultural context plays a significant role in shaping how traits are expressed across languages.

Nigmatova (2021) investigates how Uzbek vocabulary reflects cultural views on human traits. She suggests that the words used in a language show what is important in that culture. Her study helps us understand how positive and negative human characteristics are represented in the Uzbek language, especially in relation to cultural values.

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Cultural Linguistics and Identity

Cultural linguistics studies the link between language and cultural identity. **Ashurova and Galieva (2019)** provide an overview of this field, explaining how language expresses cultural values and beliefs. They argue that human traits, both positive and negative, are part of a culture's identity, and this is reflected in the way language is used. Their work helps us understand how culture shapes how we talk about virtues and flaws.

Methodology

This study uses a combination of **corpus analysis** and a detailed review of existing research to explore how positive and negative human traits are expressed in English and Uzbek. The goal is to understand how language, culture, and thought influence the way traits like kindness, honesty, and selfishness are described in both languages. The analysis looks at both formal and informal language use, focusing on common challenges that language learners face, such as differences in formality and how traits are expressed through words.

A **corpus analysis** of English and Uzbek texts was conducted, examining how traits like kindness, greed, and honesty are shown through proverbs, idioms, and everyday language. The texts come from literature, social media, and conversations, which give a broad view of how these traits are talked about in each language. This analysis is supported by a review of important studies on the relationship between language, culture, and thought.

The research also looks at how cultural beliefs and thinking patterns influence the way people in both languages talk about these traits. The study focuses on metaphors, idiomatic phrases, and cultural references that show how people understand traits like generosity, honesty, and cruelty.

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Additionally, the study compares English and Uzbek to see how learners might face difficulties when trying to translate these cultural traits from one language to the other. The research focuses on how metaphors and proverbs represent moral values and whether these values differ between English and Uzbek.

By combining **corpus analysis** with research on language, culture, and thought, this methodology aims to give a full picture of how human traits are expressed and understood in both languages. It also looks at how these traits can be taught more effectively to language learners.

Discussion

This study explored how positive and negative human traits are expressed in both English and Uzbek. By looking at proverbs, idioms, and everyday language, we found both similarities and differences in how traits like kindness, honesty, selfishness, and cruelty are described. By using both **lingvocultural** and **lingvocognitive** approaches, we were able to better understand how these traits are influenced by culture and thought.

Cultural Influences on Human Traits

One important finding is how culture affects the way traits are shown in language. In both English and Uzbek, positive traits like kindness and generosity are often described with metaphors related to warmth and light. This suggests that both cultures see these traits as "good" and important. However, there are differences in how these traits are expressed. For example, in English, kindness is often seen as something done by an individual, while in Uzbek, kindness is often connected to family and community, reflecting the stronger emphasis on group values in Uzbek culture.

Negative traits like greed and selfishness are also described with metaphors of darkness or danger in both languages. While both cultures agree that these traits

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are harmful, the ways they are described are different. In English, greed is often linked to excess or consuming too much, while in Uzbek, it is often described in terms of taking away from others or causing scarcity. These differences show that each culture has its own way of thinking about bad traits.

Cognitive Patterns in Language Use

From a **lingvocognitive** point of view, the study found that both English and Uzbek use similar mental patterns to understand human traits. For example, both languages use metaphors to describe positive traits as things that "shine" or "warm," while negative traits are described as things that are "dark" or "cold." This shows that both cultures share similar ways of thinking about human character.

However, there are also differences in how the two languages see certain traits. In English, personal success and traits like ambition or hard work are often celebrated, while in Uzbek, the focus is more on traits that help the group or community. These differences reflect the values of each culture—individual success in English-speaking countries and the importance of the group in Uzbek culture.

Challenges for Language Learners

One key focus of this study was to understand the challenges language learners might face when translating traits between English and Uzbek. A major challenge is that idioms and metaphors related to character traits in one language may not directly translate into the other. For example, a phrase in English about kindness might not have an equivalent in Uzbek, and the meaning could be lost or misunderstood. This is because each language has its own way of expressing these traits.

Another challenge is that learners might struggle with the level of formality in each language. In Uzbek, expressions about human traits often depend on social rules and family structure, while English is usually more neutral. This can be confusing

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for learners who must not only learn the words but also understand the cultural differences behind them.

Implications for Teaching

The findings from this study have important lessons for language teaching. Understanding how **lingvocultural** and **lingvocognitive** differences affect language use can help teachers improve how they teach these concepts. For example, teachers can focus on teaching idioms and metaphors that show the cultural meanings of positive and negative traits. This way, learners can understand not just the language, but also the cultural ideas behind it.

The study also shows that teaching the thinking patterns behind human traits can help learners understand them better. By explaining how cultures think about kindness, selfishness, and other traits, teachers can help learners avoid confusion and communicate more clearly in both languages.

Conclusion

This study has shown how positive and negative human traits are expressed differently in English and Uzbek, influenced by both language and culture. By using **lingvocultural** and **lingvocognitive** approaches, we were able to see how these traits are shaped by cultural values and ways of thinking in each language.

We found that both English and Uzbek use metaphors to describe traits like kindness and greed, but the cultural meanings behind these metaphors are different. In English, individual qualities are often celebrated, while in Uzbek, traits that benefit the community are more important. This highlights the different values in each culture.

The study also showed that language learners may face challenges when translating between the two languages, especially when it comes to idioms and metaphors

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related to character traits. Understanding these cultural differences can help learners improve their language skills and avoid misunderstandings.

Finally, the findings suggest that language teaching should focus not just on words, but also on the cultural and cognitive frameworks behind them. By understanding how traits are thought about and expressed in both languages, learners can communicate more effectively and develop a deeper understanding of both cultures.

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