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THE COGNITIVE ROLE OF LANGUAGE AND CULTURE IN THE FORMATION OF NATIONAL MENTALITY

Annotation: This article discusses to the study of the cognitive significance of language and culture in the formation of national mentality. During the study, the elements of language and culture that express national mentality, their role in the formation of perception and worldview were analyzed. The semantic and communicative functions of language and the ability of culture to encode values and social norms help to identify the specific features of national mentality. At the same time, cognitive structures formed through language and culture play an important role in regulating individual behavior, decision-making processes and social communication. The materials of the article are of practical value for linguistic and cultural studies research, as well as for the development of national identity and the improvement of cultural education in pedagogical processes.

Key words: national mentality, language and culture, cognitive processes, perception and thinking, social communication, value system, cultural identity, communicative functions, formation of identity through culture.

Annotatsiya: Ushbu maqolada milliy mentalitetning shakllanishida til va madaniyatning kognitiv ahamiyatini o'rganish tahlil qilinadi. Maqola davomida milliy mentalitetni ifodalovchi til va madaniyat elementlari, ularning idrok va dunyoqarash shakllanishidagi roli tahlil qilindi. Tilning ma'no va kommunikativ funksiyalari hamda madaniyatning qadriyatlar va ijtimoiy normalarni kodlashdagi imkoniyatlari milliy mentalitetning o'ziga xos xususiyatlarini aniqlashga yordam beradi. Shu bilan birga, til va madaniyat orqali shakllangan kognitiv strukturalar shaxsning xulq-atvori, qaror qabul qilish jarayoni va ijtimoiy muloqotini tartibga solishda muhim rol o'ynaydi. Maqola materiallari lingvistik va madaniyatshunoslik tadqiqotlari, shuningdek, pedagogik jarayonlarda milliy o'zlikni rivojlantirish hamda madaniy ta'limni takomillashtirish uchun amaliy qiymatga ega.

Kalit so'zlar: milliy mentalitet, til va madaniyat, kognitiv jarayonlar, idrok va tafakkur, ijtimoiy muloqot, qadriyatlar tizimi, madaniy identitet, kommunikativ funksiyalar, madaniyat orqali o'zlikni shakllantirish.

Аннотация: В данной статье анализируется изучение познавательной значимости языка и культуры в формировании национального менталитета. В ходе исследования анализируются элементы языка и культуры, выражающие национальный менталитет, их роль в формировании восприятия и мировоззрения. Семантические и коммуникативные функции языка и способность культуры кодировать ценности и социальные нормы помогают выявить специфические особенности национального менталитета. При этом познавательные структуры, формирующиеся посредством языка и культуры, играют важную роль в регулировании индивидуального поведения, процессов принятия решений и социальной коммуникации. Материалы статьи имеют практическое значение для лингвистических и культурологических исследований, а также для развития национальной идентичности и совершенствования культурного воспитания в педагогических процессах.

Ключевые слова: национальный менталитет, язык и культура, познавательные процессы, восприятие и мышление, социальная коммуникация, система ценностей, культурная идентичность, коммуникативные функции, формирование идентичности через культуру.

INTRODUCTION

National mentality is considered an important psychological and cultural phenomenon that determines the social behavior, value system and worldview of an individual in society. In today's period of globalization and rapid cultural change, the formation and development of national mentality is becoming an even more pressing issue. A person's behavior in social communication, decision-making process, worldview and attitude to cultural values are directly related to national mentality, and its study is of great importance in understanding the cognitive interaction of language and culture.

Language and culture serve not only as a tool in the formation of national mentality, but also as a key component representing cognitive mechanisms. Cultural codes, normative values and social norms formed through language regulate the perception of an individual, control decision-making and communication processes. At the same time, culture plays a strategic role in the individual's self-awareness, development of social identity and acceptance of the collective values of society. The topic is of scientific importance, since the cognitive functions of language and culture in the formation of national mentality have not been sufficiently studied at present. Linguistic and cultural studies studies often focus on the communicative or historical aspects of language or culture, but their influence on the psychological processes and social behavior of the individual has been little studied. Therefore, the analysis of national mentality through the cognitive mechanisms of language and culture appears as a relevant scientific issue. This article aims to shed light on the cognitive mechanisms of language and culture in the formation of national mentality. The results of the study are expected to be used in linguistic and cultural studies studies, to improve pedagogical processes, and to have practical significance in preserving and developing national identity. At the same time, the article serves to deepen the understanding of the interrelationship of language and culture in the study of national mentality.

THEORETICAL BACKGROUND

The concept and characteristics of national mentality. National mentality is considered as a cultural and psychological phenomenon that determines the worldview, value system and social behavior of an individual. It reflects the historical, cultural and social experiences of society and plays an important role in the individual's self-awareness. Studies have shown that the formation of national mentality occurs not only through individual psychological processes, but also through collective cultural codes and value systems. In this regard, the study of national mentality allows us to determine the interdependence of the individual and society by analyzing the cognitive components of language and culture[1].

Linguocognitive approach. The linguocognitive approach to the analysis of national mentality is based on the study of the cognitive functions of language and culture. This approach allows us to determine how conceptual models and cultural codes formed through language affect the cognitive processes and worldview of an individual. Linguocognitive studies show the influence of language and culture on the individual's decision-making, communication and social

[1] Kosymova, G. S., & Balhim-bekova, P. Linguocultural Nature of Mentality. Zendy Publishing, 2020, p. 45.

behavior. At the same time, this approach also reveals the processes of national identity and self-formation[2].

Previous studies and sources. Previous studies on national mentality and linguocognitive processes provide many theoretical and empirical results. For example, linguists and cultural scientists have highlighted the role of language and culture in reflecting the mentality of society. Psychological studies show the connection between the cognitive mechanisms of a person's social behavior and value system. At the same time, studies conducted in recent years have proposed new methodological approaches to the formation of national mentality through the cognitive components of language and culture. These studies form the scientific basis of the topic of the article and allow for a deeper coverage of the topic.

METHODOLOGY

The main aim of this study is cognitive role of language and culture in the formation of national mentality using linguistic and cognitive research methods. The following main methods were used in the study:

- **Text analysis:** Elements of language and culture reflecting national mentality, their cognitive functions were analyzed. This method made it possible to identify values, concepts and norms expressed through language and culture;
- **Contextual analysis:** The influence of language and culture on the processes of perception and communication of an individual was studied through context. This method helps to determine the inextricable link between language and culture in the formation of national mentality;
- **Comparative method:** Concepts and cognitive structures related to national mentality were compared based on various cultural and linguistic sources.

Research materials. Various linguistic and cultural sources that express the national mentality were selected as research material. Including:

Fictional texts, proverbs and aphorisms in the Uzbek and English language;

Scientific articles and monographs used in cultural studies and linguistic research;

Modern media and official speeches, through which the expression of the national mentality and cultural values was studied.

Research process. The research process was carried out in three stages:

Data collection: linguistic and cultural sources were systematically collected. This included literary texts, proverbs, official speeches, and scientific articles.

Analysis and coding: cognitive elements that reflect the national mentality through language and culture were identified in the collected materials, and their functions were analyzed based on the context.

[2] Ahrorova, N., Xolmaxmadova, M., Davlatova, M., & Temirova, D. Lingvomadaniyatshunoslik: Tili va madaniyatning o‘zaro bog‘liqligi. Scientific Journal, 2022, p. 78.

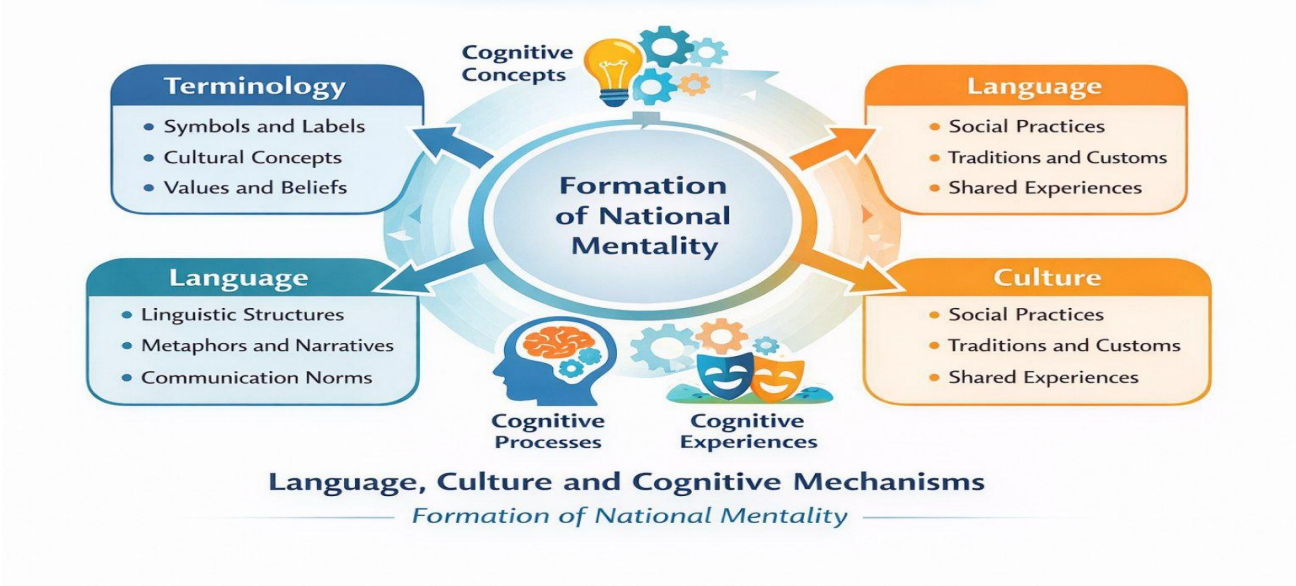
Summary of results: the data obtained were summarized based on the linguocognitive approach, and the role of language and culture in the formation of the national mentality was determined.

ANALYSIS AND RESULTS

The data obtained during the study provided clear insights into the cognitive role of language and culture in the formation of national mentality. According to the results of text analysis and the linguocognitive approach, the main elements that determine the national mentality are: the semantic and communicative functions of language, cultural codes, value systems, and social norms. The data obtained showed that language is the main tool for reflecting the national mentality and plays an important role in regulating the perception, decision-making process, and social communication of an individual. At the same time, it was found that culture is of strategic importance in the individual's self-awareness and acceptance of the values of society[3].

The results of cognitive analysis show that conceptual structures formed through language and culture determine the main features of the national mentality. For example, lexical units and aphorisms used in literary texts reflect the individual's worldview and attitude to social norms. At the same time, the language and cultural codes used in public speech and official texts directly affect the individual's decision-making and social communication processes. The results show that national mentality is formed and developed through the cognitive mechanisms of language and culture. This study allows linguistic and cultural studies to gain a deeper understanding of the role of language and culture in the preservation and development of national identity.

The results of the study clearly demonstrate the cognitive role of language and culture in the formation of national mentality. The diagram below visually illustrates this process and explains how national mentality is formed through the elements of language and culture. The diagram shows the cognitive mechanisms of language and culture, the impact of the individual on the cognitive process and social communication.



[3] Yuldoshaliyeva, Z. National Mentality Reflected in Lexical Connotation: A Cultural-Semantic Study of Uzbek Value Concepts. In-Academy Journal, 2021, p. 78.

DISCUSSION

The results of the study showed that the national mentality is formed through the cognitive mechanisms of language and culture. The results of the text and linguocognitive analysis confirm that the main elements determining the national mentality are inextricably linked through language and culture. Language affects the processes of perception and decision-making of an individual, while culture plays a strategic role in the individual's understanding of identity and the adoption of social values. In this regard, language and culture are considered the main means of forming the national mentality.

In terms of **scientific novelty**, the study offers a new conceptual approach to the cognitive role of language and culture, analyzing the national mentality in the linguocognitive context. This approach allows us to analyze the processes of decision-making, perception and communication of an individual from the perspective of national mentality. In addition, the study sheds light on the scientific basis on the inextricable link between language and culture in the formation of national identity and self-identity.

In terms of **practical significance**, the results allow us to apply the role of language and culture in the formation of national mentality in pedagogy, cultural studies and linguistic research. For example, by highlighting the elements of language and culture in the educational process based on cognitive analysis, it is possible to develop the social and cultural identity of an individual. Also, the results of the study can be used to develop strategies for studying national mentality and its practical development.

CONCLUSION

This article systematically studies the cognitive role of language and culture in the formation of national mentality. The results of the study showed that language serves as the main tool regulating the processes of perception, decision-making and social communication of an individual. At the same time, culture plays a strategic role in the individual's self-awareness, acceptance of societal values and adaptation to social norms. The interrelationship between language and culture makes the process of forming a national mentality more effective and understandable. The analysis conducted on the basis of the linguocognitive approach clearly demonstrated the inextricable link between the elements of language and culture in the formation of a national mentality. The results confirmed that the national mentality is not limited only to the historical and cultural context, but is also formed through the cognitive processes of the individual. As a result of this process, the individual's social behavior, worldview and decision-making strategies are harmonized with national values and cultural norms. In addition, the results can be used practically in the development of cultural integration and communication strategies, as well as in conveying national values to the younger generation.

In general, the study showed that the cognitive mechanisms of language and culture are central factors in the formation of national mentality, and their study is of great importance not only from a scientific but also from a practical point of view. At the same time, by understanding the influence of language and culture on national mentality, it is possible to develop strategies that support the cognitive and social development of the individual.

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