

### Modern approach to lingvoculturology knowledge

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**Abstract.** In research on the basis of modern approach and the theoretical analysis of scientific methodological literature the content of concept a lingvoculturology is opened. Theoretical and methodological aspects of a current state of studying of a lingvoculturology are revealed. On the basis of modern approach the scientific directions of development of interrelation problem of the main components of a lingvoculturology are defined. The Model Modern approach to knowledge of the lingvoculturology executed in methodological aspects of studying of linguistics in interaction with culture is developed.

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#### Introduction

Relevance of research is defined by need of further theoretical development of modern approaches to lingvoculturology knowledge. In new conditions a linguistics and culture problem and system studying of lingvoculturological aspect of the description of functioning of the modern language it is necessary as the special scientific direction of linguistic researches. The analysis works of Catford, J.C. [1, p.465], Janet Martin-Nielsen [2, p.147], Belozerova, AV, Loktionova, N. [3, p.355], Ben Rampton [4, p.25], Dell Hymes[5, p.6], Sakenov, D.Zh. [6, p.1431], Richard D. Janda, Brian D. Joseph [7, p.180], Alan Davies, Catherine Elder [8, p.15], Mohammad R. Hashemi and Esmat Babaii [9, p.828], Mary Bucholtz and Kira Hall [10, p.401], Bernard Spolsky, Francis M. Hult [11, p.10] indicates increase of interest to culture and linguistics problems that in turn, the lingvocultural of processes speaks many circumstances of development. Presently language, cultural contacts of the countries with inevitability put forward linguistics and culture subjects in number of problems actual the lingvoculturological. The theoretical judgment of methodological approaches, the development, allowing to show their real interaction, gains scientific lingvoculturological value. The analysis works of Catford, J. C. [1, p.465], Janet Martin-Nielsen [2, p.147], Belozerova, AV, Loktionova, N. [3, p.355], Ben Rampton [4, p.25], Dell Hymes[5, p.6], Sakenov, D.Zh. [6, p.1431], Richard D. Janda, Brian D. Joseph [7, p.180], Alan Davies, Catherine Elder [8, p.15], Mohammad R. Hashemi and Esmat Babaii [9, p.828], Mary Bucholtz and Kira Hall [10, p.401], Bernard Spolsky, Francis

M. Hult [11, p.10] is indicated the need by the lingvoculturological of researches for dialogue of cultures as in social reality language, is the guide gaining the increasing importance as the leading beginning in scientific studying of culture.

Language is closely connected with culture: it sprouts in it, develops in it and expresses it.

On the basis of this idea there was a new science - a lingvoculturology which can be considered as the independent direction of linguistics issued in the 90th years of the XX century. If the cultural science investigates consciousness of the person in relation to the nature, society, history, art and other spheres of its social and cultural life, and the linguistics considers outlook which is displayed and fixed in language in the form of mental models of a language picture of the world, the lingvoculturology has the subject and language and the culture which are in dialogue, interaction.

If the traditional way of judgment of a problem of interaction of language and culture consists in attempt to solve linguistic problems, using some ideas of culture, in our work ways by means of which language embodies in the units are studied, stores and broadcasts culture.

Lingvoculturology is the branch of linguistics arisen on a joint of linguistics and cultural science and investigating manifestations of culture of the people which were reflected and fixed in language. The ethnolinguistics and sociolinguistics is closely connected with it, and is so close that it allows to consider a lingvoculturology as the ethnolinguistics section.

Lingvoculturology as the complex scientific discipline of synthesizing type, studies interrelation and culture and language interaction in its functioning and reflects this process as complete structure of units in unity of their language and cultural contents by means of system methods and with orientation to modern priorities and cultural establishments. The modern lingvoculturology is an interdisciplinary branch of modern linguistics in an anthropocentric paradigm of the scientific knowledge, representing the complex science of the synthesizing type which has arisen on a joint of interdisciplinary sciences in the concept language – culture – the language personality who studies and describes language and culture correspondence in their synchronous interaction and reflects this process through definitely selected and organized set of cultural values in the form of system of complex inter-level units – lingvocultures for the purpose of identification of a national picture of the world embodied in this national language, and the solution of educational, educational and intellectual problems of training. Thus, the purpose of our research – justification of modern approach to lingvoculturology knowledge.

### Methods

The main methods used in research are: method of a semantic lingvoculturological field, method of the contextual analysis, method of the component analysis, method of the comparative analysis, method of the metalanguage description, methods of the analysis of language of fiction, dialogical method and others.

### Main part

From a position of justification of modern approach to lingvoculturology knowledge, object of a lingvoculturology is research of interaction of language which translator of cultural information is, cultures with its installations and preferences and the person who creates this culture, using language. The object takes place on "joint" of several fundamental sciences - linguistics and cultural science, ethnographies and psycholinguistics.

Object of research of this science are language units which gained symbolical, reference, figurative and metaphorical value in culture and which generalize results of actually human consciousness - archetypical and prototypical, recorded in myths, legends, rituals, ceremonies, folklore and religious discourses, poetic and prosaic art texts, phraseological units and metaphors, symbols and the paremiyakh (proverbs and sayings), etc.

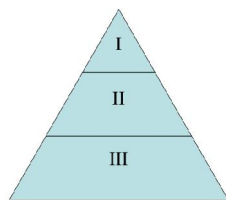
Thus one lingvoculturological unit can belong to several semiotics systems at the same time: the stereotype of ritual can enter a saying, and then turn into the phraseological unit; for example, there was time when a fir-tree oath, i.e. ate the earth, representing a similarity with it, as though endowing itself thus; this custom was enshrined in language in phraseological unit is the earth. the song "Lazar Poor" which was sung by beggars and offended, strengthened by semantics of the name Lazar - "god helped", supported with a bible legend of Lazar, which received an award for the tortures in the next world (The gospel from Luka), was transformed to the phraseological unit in value "try to move to pity, cause sympathy".

Sometimes the same lingvoculturological unit is embodied both in myths, and in sayings and in phraseological units: the wolf comprises idea of ancient Slavs of the robber, the murderer, slaughter, i.e. a mytheme "wolf robber" which leaves a mark on a metaphor a wolf killed. The invariance of predatory habits of a wolf found reflection in a saying "A wolf every year fades, but custom doesn't change", and then the wolf grasp, etc. was fixed in phraseological unit.

Against object of research of a lingvoculturology it is possible to allocate some its subjects, each of which also consists of units separate the lingvoculturological. We allocated many such subjects, but their quantity can be still increased. First of all it is the following: 1) lingvogeography subject – non-equal lexicon and lacunas and as the lingvogeography is a lingvoculturology component, they become also its subject; 2) mythologized language units: archetypes and

mythemes, ceremonies and beliefs, rituals and the customs enshrined in language; 3) paremiological fund of language; 4) phraseological fund of language; 5) standards, stereotypes, symbols; 6) metaphors and images of language; 7) stylistic way of languages; 7) speech behavior; 9) area of speech etiquette. Specified it aren't presented to essence to us by homogeneous system, it is heterogeneous set rather, but they most "cultural", and therefore, in our opinion are subject to research first of all.

Modern approach of knowledge of a lingvoculturology allowed us to use these intrinsic subjects of a lingvoculturology in development of Model Modern approach to knowledge of a lingvoculturology which is represented in picture 1.



**Figure 1. Model Modern approach to lingvoculturology knowledge.**

The explanation to figure 1. Model Modern approach to lingvoculturology knowledge:

I – The first group the lingvoculturological subjects (1) subject of a lingvogeography - nonequal lexicon and lacunas and as the lingvogeography is a lingvoculturology component, they become also its subject; 2) mythologized language units: archetypes and mythemes, ceremonies and beliefs, rituals and the customs enshrined in language; 3) paremiological fund of language; ).

II – Second group lingvoculturological of subjects (4) phraseological fund of language; 5) standards, stereotypes, symbols; 6) metaphors and images of language).

III – Third group lingvoculturological of subjects (7) stylistic way of languages; 7) speech behavior; 9) area of speech etiquette. ).

The most important that the Model Modern approach to lingvoculturology knowledge, in our opinion, is very mobile, the list the lingvoculturological of units can be changed, it isn't closed and can be continued, the designated list of objects of research in a lingvoculturology isn't submitted final and invariable, only the main areas where language and culture actively interact here are specified. The model Modern approach to lingvoculturology knowledge, is characterized by broader approach to a studied problem. Width of approach is expressed in underlining of interdisciplinary character of a lingvoculturology which is defined as linguistics branch as humanitarian discipline as the integrative field of knowledge incorporating results of researches in cultural science and linguistics, ethnolinguistics and cultural anthropology. In Model Modern approach to lingvoculturology knowledge, the lingvoculturological analysis is carried out from positions - culturological research; according to it, the object and a lingvoculturology subject, the purpose and tasks, and also a conceptual framework are formulated very widely: in Model Modern approach to lingvoculturology knowledge, is offered use of the most various receptions and the methods of research applied in various sciences.

In this Model Modern approach to lingvoculturology knowledge, is used the term lingvoculturem, in it the concepts used in various

culturological researches are presented: cultural seams, cultural background, cultural concepts, cultural connotations, etc. To undoubted advantages of Model Modern approach to lingvoculturology knowledge, belongs creation of the modern classification system consisting of nine types the lingvoculturological of subjects which is very mobile and can be subjected to change. Uniting factor of various components of Model Modern approach to lingvoculturology knowledge, is that they are executed in open modern space of studying of language in interaction with culture, and the solution of this question is carried out from positions of the lingvoculturology considered in aspect of modern approach to knowledge of a lingvoculturology.

Thus, on the basis of the analysis of the main works devoted to a lingvoculturological perspective, it is possible to draw some conclusions of rather modern approach to lingvoculturology knowledge:

1 . On the one hand, research of a cultural component in language is natural result of development of modern linguistics. Interest of many scientists to a lingvoculturology testifies to its prospects. On the other hand, the theoretical-methodological base of this discipline currently is at a formation stage.

2 . The analysis of existing works, the main the lingvoculturological of concepts testifies that among scientists still there is no consensus concerning the lingvoculturology status (independent discipline or linguistics branch), concerning a subject and methods of lingvoculturological research. Definition of lingvoculturological research as language studying in indissoluble communication with culture is standard.

In our opinion, there is a set of different interpretations and in terms framework of discipline: various researchers differently call the same phenomena, the case of units of a lingvoculturology is insufficiently revealed, mixture or even substitution of one concept by another (culture keywords, a concept, lingvoculturem, or lingvoculturological unit, logoepisteme, a mytheme, ethnoeideme, etc.) is observed. In this regard there is a problem of systematization of the basic concepts of this science, creation of such conceptual framework which would provide mutual understanding in terminological area to continue researches within an anthropocentric scientific paradigm.

## Conclusion

On the basis of the completeness of research devoted to a lingvoculturological perspective, it is possible to note that on the basis of the theoretical analysis of scientific methodological literature the content of concept a lingvoculturology is opened. On

the basis of the theoretical and methodological analysis, organizational and methodological aspects of a current state of studying of a lingvoculturology are revealed. As a result, the modern directions of development of a problem of interrelation of language and culture, as main components of a lingvoculturology were proved and defined. Broad analytical approach to this problem, allowed to develop Model Modern approach to knowledge of a lingvoculturology which is executed in modern space of studying of language in interaction with culture. The model Modern approach to knowledge of a lingvoculturology is recommended for use in methodological researches of linguistics, language schools of sciences.

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