

LINGVOCOGNITIVE AND LINGUOCULTURAL STUDY OF MEASUREMENT
UNITS IN ENGLISH AND UZBEK LANGUAGES

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Abstract. *This article deals with the linguocognitive and linguocultural study of units of measurement in English and Uzbek languages and their importance.*

Key words. *Linguoculturalology, cognitive, linguocognitive, linguistics, culture, measurement unit.*

Linguistics and cultural studies have a number of tasks in the field of linguistics that is developing rapidly in civilization. Studying how ethnic culture and language and ethnic mentality and language reflect each other is one of these tasks. Through this system of mutual relations, it is possible that the ethnic and cultural identity of the people reflected in the language of the people is reflected as if in a mirror. The speech process of a person is carried out through a cognitive attitude, and this automatic transfer of cultural concepts existing in the mind to the language. V.N. Telia emphasizes that exiting is normal. According to his interpretation, in the form of such unique units, such things as "cultural concepts, cultural themes, cultural connotation and cultural background" are important.

First of all, if we talk about the emergence of the science of linguoculturalology, linguoculturalology is a generalized science that arose between the sciences of cultural studies and linguistics. Linguoculturalology studies the expression and embodiment of the emergence of national culture in language. The connection between the disciplines of linguistics and cultural studies is not a simple connection, but the emergence of a new scientifically based direction. Therefore, this phenomenon is not a temporary connection of linguistics and cultural studies, it is a systematic branch of science with its own independent goal, task, method and object of research. The formation of linguistic and cultural studies as a special branch of science dates back to the 90s of the 20th century. Many scientists say that the roots of this theory go back to V.F. Humboldt. But N.I. Tolstoy¹, linguo-culturalology appeared at the beginning of the 19th century. This direction was successfully developed by the Grimm brothers, the founders of the international school of mythology. In the 60s and 70s of the 19th century, it found its direction in Russia through the work of A.N. Afanasev, F.I. Potebnya, and F.I. Buslayev. 100 years after that, the Austrian school named "Worter und Sachen" was opened, the students tried their best to "language and culture", spent studying "atoms linguoculturalology". By the beginning of the 21st century, linguistic and cultural studies became one of the leading directions in world linguistics. Linguoculturalology studies folk culture reflected and consolidated in language and discourse. First of all, he

studies myths, legends, customs, traditions, customs, customs, symbols, etc. of a certain culture. These concepts are related to culture, and they are reinforced in the language in the form of household and food behavior. L. Weisburger, H. Glins, H. Halls, D. Whitney, D. U. Powell, F. Boas, E. Sepir, B. L. Whorf, G. Brutyan, A. Vejbiskaya, D. Haims contributed to the development of this science. At present, Uzbek physiologists A. Abdunazirov, SH. Safarov, A. Mamatov, D. Ashurova and others are conducting scientific research on the science of linguistic and cultural studies.

The object of study in the field of linguistic culture is linguocultures. Linguistic forms include mythic representations of language units: archetypes and myths, images reflected in the language, customs, language standards, gestures and symbols, similes and metaphors in the language, and Uzbek speech habits, forms of speech etiquette, consists of phraseology. We know that in Uzbek and English, all language units are compared and analyzed. Taking as an example the opposition "near and far" used in these languages, they have similar and different linguistic and cultural features in both languages. The opposite of near-far in Uzbek can be expressed in several words in English. In Uzbek, the opposition of near and far can be used without an equivalent in relation to distance, time, and kinship, but in English, the opposition of near and far is used in other synonymous lines depending on the context.

Linguistic and linguocultural study of units of measurement in English and Uzbek is related to languages and their specific culture, thinking and spirituality.

Linguistic research studies the processes of human understanding and thinking with units of measurement in languages. This study analyzes the indicators of units of measurement in languages and their interrelationships. Famous linguocognitive researchers have been of great importance in the study of language units of thinking, ways of perceiving meaning, logical development and spiritual language. also extensively studied in political texts that have a lasting impact on spirituality.

Linguocultural research studies the cultural, historical and spiritual characteristics of languages and their units of measurement. This study shows that language has its own importance and place in human society. In linguocultural research, he studied the specific nature of language, forms and methods of communication, relationships between people, and learned to evaluate the place and definitions of units of measurement in order to explain the cultural content in them with the help of texts.

Linguistic and linguocultural studies of units of measurement in English and Uzbek languages are topics of practical importance for language learners and independent learners. These studies contribute to the understanding of language and the connections between language in relation to thought, culture and history in a unique way.

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