

APHORISMS AS A CULTURAL ESSENCE OF THE LANGUAGE

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Abstract: This article examines the linguocultural features of aphorisms. Aphorisms are the cultural essence of language, generalized and developed by the sages, the richest spiritual soil of man, capable of inspiring, admonishing, enlightening, which is the spiritual enrichment of people. Aphorisms include inspiring aphorisms, philosophical aphorisms, literary aphorisms, etc. Aphorisms can be used for a variety of purposes, not only to study linguocultural elements or study their content, but also as a capacious expression in persuasive discourse with many pragmatic purposes.

Keywords: aphorisms, linguoculturology, saying, language culture, pragmatics

An aphorism, being a verbal means of expressing general judgments, is one of the most noticeable and productive means and results of speech-mental activity; it is used in speech as a set phrase (a common saying of “common sense”, a proverb) or as a phrasal text / intertext (a literary genre, a remark in text / one-time quotation, catchphrase) [1]. An aphorism is widely used in various types of discourse, spheres of speech communication, implemented in various social or cultural practices and fields of knowledge (including scientific) [2].

Language reflects the special culture of its nation; the role of aphorisms is especially significant in reflecting the national characteristics and culture of this people. Aphorisms express not only the traditions of the people and national ideas, but also historical places, outstanding people and famous personalities of the nation. Aphorisms (from the Latin "aphorismsium" - aphorisms) are popular, well-known, repeated and specific statements with a complete statement; they express truth based on common sense or practical experience of people. The outstanding linguist V. Meader defines an aphorism in his book: “An aphorism is a short, well-known saying among the people, containing wisdom, truth, morality, traditional views in a metaphorical, stable and memorable form and which is passed on from generation to generation”.

As you know, aphorisms are formed under the influence of many social phenomena and traditions of society; they absorb their linguistic and cultural heritage. Let us present several techniques that reflect the content of aphoristic expressions that form their linguocultural recognition.

- Cultural values: Aphorisms usually convey certain cultural values, such as: hard work, honesty, fairness. However, aphorisms can also reflect the individual views and beliefs of specific authors. For example, the aphorisms of philosophers can reflect their own views on life and philosophical beliefs. In persuasive discourse, the use of aphorisms allows you to express your values as a way of influencing the listener or reader.



- Emotional resonance: Aphorisms are often simple but deeply meaningful verbal expressions that easily resonate emotionally. In persuasive discourse, the use of aphorisms allows the listener or reader to better understand and accept the speaker's point of view.
- Authority: Aphorisms usually have a certain degree of authority because they are shaped by historical or cultural traditions and are considered expressions of wisdom and experience. In persuasive discourse, the use of aphorisms can increase the authority and credibility of the speaker, making it easier for the listener or reader to accept the speaker's point of view.
- Memorability: Aphorisms are often simple, easy-to-remember expressions of language. In persuasive discourse, the use of aphorisms makes it easier for the listener or reader to remember and understand the speaker's point of view.
- Authorship: Unlike proverbs and sayings, aphorisms are usually coined by famous personalities or sages and are widely accepted and quoted, having stood the test of time. In the context of aphorisms, assertion of authorship can be used to enhance the significance and weight of the thought expressed. An argument from authority, also known as an argument from authorship, is that an authoritative and respected person has said something that should be accepted as truth.

However, it should be noted that even a recognized author can make mistakes, so you should not rely only on the authority of the author and unconditionally accept all his statements. It is important to use critical thinking and check the veracity of statements, especially in cases where authority is in doubt. In addition, if the author's statement is not confirmed, this does not make it less significant. It is important to evaluate the content of the statement, not just its author

From the definition it is clear that aphorisms are usually based on metaphor and have a figurative meaning. Although some scholars give many definitions to the concept of aphorism, Meader's definition is considered the best among them. Because aphorisms are not a simple unit of language, but a ready-made sentence that gives a metaphorical meaning to words of wisdom or traditional thoughts of a people or nation. Moreover, they are not only created by man in a short period of time. An aphorism is a work of a certain people as a folk saying over a significantly long period of time. They are passed down from generation to generation as frameworks or models of typical situations of human life. C. C. Doyle proposes to study them as minimal folk verses in literature, since they enliven dialogues or add expressiveness and emotionality to poetry or prose in various ways. Folklore and linguistics study aphorisms as their objects [3].

Some scientists have noted in their works that the main reason for studying aphorisms in folklore is their traditional nature. Undoubtedly, folklore units are traditional and repetitive; as N.R. Norrick points out that they are "considered as having no authors, without sources, and as unliterary, uneducated" [4]. Aphorisms possess these features, but not completely. However, they are also studied as a folklore unit and differentiated from aphorisms to phrases, clichés, idioms, aphorisms, fiction, superlatives, maxims and slogans. Linguistics also distinguishes aphorisms from idioms and phrases; in addition, analyze them as sentences, propositions, colloquial turns, speech acts, etc. Aphorisms are considered as phraseological units with a figurative meaning in linguistics and are equated to a sentence based on a complete statement that they can form in speech.

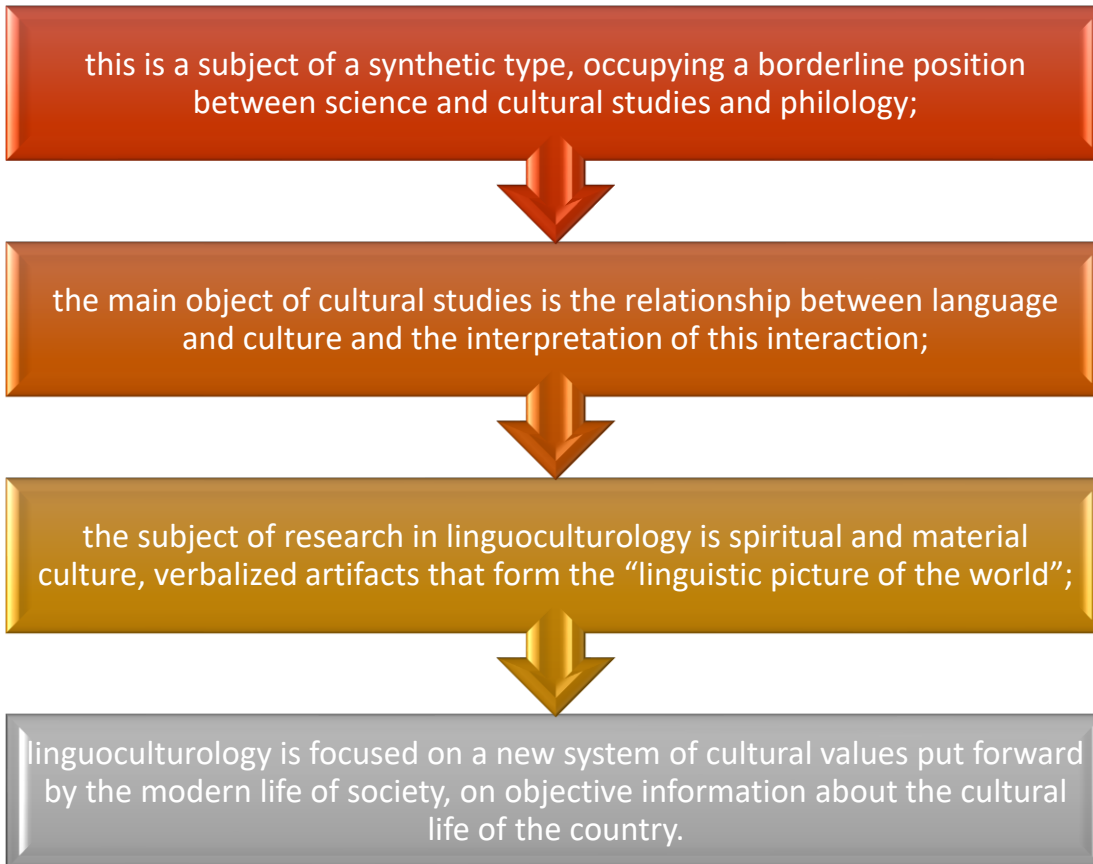
At the same time, their varied expressiveness and emotionality are clearly noticed during the conversation. Therefore, aphorisms can visually represent the speech situation. The study of aphorisms finds application in a number of areas. However, aphorisms have their own area of study - "paremiology" (from the Greek "paroimia" - "aphorisms"). A number of scientific



studies have been conducted in this area or related to it [2]. However, there are many questions that remain to be analyzed and determined by scientists. Comparing and contrasting the collections of aphorisms in different languages provides interesting and valuable scientific results. This work is aimed at studying the semantic linguocultural characteristics of aphorisms in two languages: English and Uzbek, which do not belong to the same language family. Moreover, this article is illustrated with the aphorisms about friendship in these two languages mentioned above. It is clear that the aphorisms depict almost a lot of details of the daily life of even ordinary people. Many linguists have proposed a method for discussing aphorisms as culturological texts based on the linguocultural level of language and culture as its basic structural unit.

It is assumed that the term “linguoculturology” began to be used as a separate linguistic direction from the beginning of the last twentieth century. This direction studies the relationship between language and culture, the mutual influence on the development of culture and language, their connections with social life, psychology and philosophy. Because a language cannot exist without a nation’s culture, and a culture also cannot survive without a language [1]. Linguoculturology is one of the main areas of linguistic research; it deals with various issues related to the linguistic spirit and cultural diversity of a nation, and covers various national and cultural ideas and theories of conversational structure. This direction studies the national spirit, which is reflected in language. It is associated with other studies such as philosophy, logic, sociology, anthropology and semantics and covers national and cultural knowledge through speech communication.

The emergence of linguoculturology largely depends on the development of philosophical and linguistic theories during the 19th-20th centuries. In the last century, a number of scientific research projects were carried out in Russia. One of the famous books belongs to V.A. Maslov entitled “Introduction to linguoculturology”. In his book, the author deeply defines the directions of research and the methodological foundations of modern linguoculturology. Her hypothesis is valuable for application in modern conditions. Research not only on linguocultural problems, but also on other linguistic and philosophical fields. Scientists who are associated with this linguistic branch conduct a lot of research. V.N. Telia writes that the methodological basis of linguoculturology is semiotic ideas about the signs of this interaction, considered as the cognitive content of mental processes, the result of which is the cultural qualification of mental structures.” Since this is a linguistic area, it helps other branches of language learning and develops with their help. In the book of the Uzbek linguist U.K. Yusupov “Comparative linguistics of English and Uzbek languages” it is clearly stated that a linguocultureme is a linguistic or speech unit that defines one part of a culture; therefore, linguoculturology is a branch of linguistics that studies the relationship between language and culture and the transmission of culture in language [5]. Nevertheless, it turns out that linguoculturology focuses on the reflection of the spiritual state in the language of a person in society. In general, this direction deals with the analysis of the cultural colors of linguistic units, as well as the study of language through culture. In addition, linguoculturology has a number of the following specific features:



Each subject or section of a subject has its own object of study. The term “cultureme” (or “linguocultureme”) can be used in scientific research to designate an object of linguoculturology. The difference between a cultureme and a lexeme is recognized in its definition: a cultureme is a word, phrase or even a complete sentence in a language that embraces national, social or mental characteristics characteristic of the culture of the language. Once the meaning of an aphorism is fully understood, it can be used in persuasive discourse, for example, the above aphorism can be very useful and applicable for educational purposes. For students, the meaning of the aphorism carries a number of important teachings.

First, the speaker must make sure that his words are true and have real meaning, he must choose his words carefully and express his thoughts as clearly as possible. Not only will this help build trust and respect, but it will also strengthen the speaker's verbal skills.

Secondly, they must ensure that actions correspond to what students say. Remember that if you say something, you must do it. This includes many things: keeping promises, respecting others, following rules, and being honest. Students should realize that this attitude towards words will not only give them a good reputation, but will also help them develop a sense of responsibility and self-discipline. Finally, the understanding must come that consistency in speech and action is a long process. Students need to continually work to be consistent in their words and actions. This requires some persistence and determination on their part, but through persistent practice, students will build their character and achieve success in the future.

Thus, aphorisms have a powerful linguistic and cultural potential in many areas of communication, including in persuasive discourse, since aphorisms convey cultural values



accumulated by human experience, cause emotional resonance, increase authority and trust, are cited as evidence, and form the moral qualities of students.

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