

ETHNOCULTURAL ASPECTS OF LINGUISTIC ANALYSIS

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The aim of the article is to analyse the leading and decisive role and the position of language in a nation's mind. Every person belongs to a certain culture which combines national traditions, history and literature. The economic and cultural relations of countries and their peoples actualize the themes related to the relationship between a language and a culture by studying the linguistic identity of the intercultural communications. A national culture defines spiritual characteristics of a nation and people. The nation may have a right to survive only if it has an excellent culture.

It is obvious that a person becomes an adult when he masters the language together with the culture of his nation from the childhood. All the peculiarities of the culture of any nation are reflected in its language, which is specific and unique, as each language reflects the world and the human in different ways.

The research is based on comparative description method. It is concluded that language is a strong general heritage which effectively unite and protects the nation. In other words, language is a natural and systematic tool for understanding; a mirror and a carrier of the national culture, an effective element of building unity and integrity as a mean of expressing the society's cultural values.

Information about the universe comes to the person through the linguistic channel, that is why the person lives in the world of intellectual, spiritual and social needs created by himself rather than in the world of objects and things. The great amount of information comes to the person by means of words.

The person's success in the society depends on how well he uses the words. It is not only about speech culture, but also about skills to access the secrets of the language. According to philosophers, it is easier to perceive the material world even if you accurately understand the word that indicates the name of any object or concept.

The language emerges from the meaning into the world, and the meaning is a path that connects the language with non-linguistic reality. There is a certain social culture behind linguistic events. And behind the linguistic view of the world there is the socio-cultural view of the world. In order to use spoken language realistically, it is necessary to know all the non-linguistic facts behind the language.

Culture and language are the most important means of building the national identity. Everyone has the right to call himself a member of any ethnic group, regardless of the race or the place of birth. Everyone is a bearer of the culture of the nation to which he belongs. The ethnic identity is not innate; it is the result of a person's free choice of a common culture.

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