



# NATIONAL AND CULTURAL PHENOMENON IN LANGUAGE PICTURE OF THE WORLD

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**Abstract:** *The relevance of the article consists in an integrated approach to the study of universal and national-specific features of the representation of moral and ethical concepts in the language with the use of linguistic and cultural analysis.*

**Key words:** *language, linguistic picture, worldview, national-specific features*

## INTRODUCTION.

Each language reflects the culture and traditions of a particular people, and each word has its own unique historical development and origin. The study of the concept of "mentality" contributes to a more expanded understanding of cultural traditions and values of peoples.

No two cultures are the same, as each nation has its own unique culture, customs, and traditions. When transferring a mental image from one language to another, it will always carry some elements of national and cultural specificity.

New knowledge about another culture can only be gained by comparing it with one's own and finding common features that allow one to correctly understand certain aspects of another nation's culture.

The set of social roles may vary in different cultures and among different people. The larger a person's social network, the more varied the roles they may play, or, in other words, the wider their role range. The cultural and intellectual development of an individual is also important. Language connects past and future generations and contributes to understanding historical processes. Language is both social and national, serving as the primary means of communication. Norms of human behavior are also transmitted through language in society.

When it comes to classifying worldviews, there are several types that can be identified:

Firstly, the universal picture of the world forms the basis of a person's worldview and the core of their integration with others. It is the foundation of their life and understanding of each other. The unity of this picture reflects the unity of the material world and how we perceive it. All people on Earth share basic concepts such as earth, sky, water, day, night, parents, and the basic functions of the human body, regardless of nationality, age, or gender. The structure and functioning of the human body is the same for everyone. This common understanding is the basis for human society.

Secondly, the picture of the world is a certain model of the world of human society development in a certain historical epoch. In this model, such universal concepts as time, space, fate, number, etc. prevail. Each nation has its own temporal perception and analysis of historical events that happened to a particular nation in a certain historical epoch. This picture of the world is closely connected with culture, traditions, religion, and most importantly, the territory of residence of this people.



Thirdly, the worldview may have certain specific features among members of different social groups. Thus, the knowledge of people from rich, intellectual and aristocratic families may be higher than the knowledge of people belonging to the middle class. This is often explained by the level of a certain prosperity, which gives a person the opportunity to travel a lot and enrich their vocabulary without thinking about their daily bread. People with average earnings have other life problems that do not allow them to expand their horizons. All this is reflected in the understanding and evaluation of certain objects or phenomena, in the presence of stable phraseological phrases in the linguistic picture of the family world, corresponding to the level of their education and social prosperity.

All social, cultural and national differences are reflected primarily in language. Consequently, language seems to us to be the creator of reality, forming human consciousness. The language not only reflects the culture of peoples, mentality, and worldview, but also preserves the historical and socio-cultural layer accumulated by them, which further serves as an important and effective way of shaping future generations.

The language presents different models of the worldview of native speakers, which is reflected in the formation and development of linguistic meanings and forms. Words act as symbols or formulas of an image that can be reconstructed through the prism of relevant concepts. Therefore, language seems to us to be one of the main means of expressing thoughts and transmitting knowledge. Language is also the center of all human activity, it is language that helps to establish a connection between an object or phenomenon and their understanding and the symbolic means chosen for their name, which will help determine how the world is formed in the individual's mind.

Emotions, feelings, and experiences are reflected in the language system as conscious phenomena, therefore, the position of language as an actual consciousness suggests that reality in language correlates with sensory cognition of the world. People's emotional and mental experiences are reflected in their speech and in their worldview. All the inner spiritual and moral problems of a person are reflected, not only in his behavior, but also in his speech.

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