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XXI CENTURY RENAISSANCE IN THE PARADIGM OF SCIENCE, EDUCATION AND TECHNOLOGY INNOVATIONS

THE IMPORTANCE OF LANGUAGE AND CULTURE IN LINGUISTIC EXPLORATION

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Abstract. The article deals with the massive relationship of the two concepts language and culture which came from the unity of culture and language to the 21st century science, and well-known scholars working on the important branch of linguistics.

Key words: concepts language and culture, self-awareness, learning process, in-depth study, interactive methods, methodological concept.

We know that any reform is aimed at deepening people's self-awareness. On the left, language conveys human history, culture, customs, and national values from captivity to captivity. From the moment a person is born, his mother tongue is absorbed into his blood and begins to acquire high moral virtues. Through it, we can communicate our ideas to others, and it allows us to know what we do not know. In turn, language and culture are very close to each other. These two concepts are considered to be complex and multifaceted. Language also has the power to spread culture.

Language and culture are similar concepts and their poisonous aspects should not be forgotten. V.N. Telia sees these evils as follows:

- culture is a form of consciousness that reflects the human worldview as a language;
- subject of language and culture, individual or social group, society, person and character;
 - normal language and culture;
 - a necessary feature of historical language and culture.

According to psychological research, a person is brought up in business and communication, and the object of teaching and learning is the process of speech. Simultaneous acquisition of language and culture in the learning process is a difficult methodological concept of communicative methodology [2:12].

According to Sh. Safarov, culture is a system of signs, indications, and language does not have the ability to self-regulate, systematize. While language is a —publicly addressed gift that performs the same function for all, it is more elitist in culture [2:13]. Due to the great connections between language and culture, V. Humboldt, O. Yeskern, GM Vereshagsn, VG Kostomarov, TD Tomakhin, VD Maslova, SG Terminasova, V.N. Many scientists, such as Telia and DG Malseva, have done a great deal of research on the topic of «Language and Culture» as an object of extensive research.

Today, foreign language teaching is one of the most important issues in the world. Of course, no matter what language we want to learn, we learn it through our mother tongue and get deeper into the lives of the peoples of the world. In this regard, in Uzbekistan, too, special attention is paid to the teaching of foreign languages. On December 10, 2012, the Resolution of the First President of the Republic of Uzbekistan PK-1875 «On further improvement of the system of learning foreign languages» was



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adopted. At the same time, the school is organized in a step-bystep manner in schools, lyceums and universities.

Today, information technology is rapidly evolving. People's demand for computers, telephones and the Internet is growing every day. With this in mind, the resolution states that «television, including the production of programs on teaching foreign languages to children and adolescents through local TV channels, the regular screening of feature films and cartoons on the history and culture of other peoples» [2].

In Uzbekistan, the issue of teaching foreign languages has been in the spotlight since the 1950s. Thus, the Methodists first engaged in the methodology of teaching the Uzbek language, and then in the methodology of teaching foreign languages and compared them with each other [2: 15]. After all, at the present time, when foreign languages are taught in schools, starting from pre-school institutions to higher education, its teaching methods have been created. In our opinion, if language is a powerful tool to spread the culture and traditions of nations, then literature and books will play an important role. On January 12, 2017, the President of the Republic of Uzbekistan Shavkat Mirziyayev adopted a Resolution «On the establishment of a commission for the development of the system of printing and distribution of book products, the promotion of reading and book-loving culture and advocacy».

The resolution calls for the publication of literary, cultural, scientific, educational, intellectual literature of young people, the selection of the best works of national and world literature, the translation of works into the language of the motherland, also mentioned [3].

Significant improvement of literary translation, of course, provides ample opportunities for in-depth study of foreign languages and deeper penetration into the lives of peoples. By introducing them to the new generation, we will increase their interest in learning foreign languages. Mistakes in the teaching of foreign languages are prevented by identifying the language barriers that are friendly to students, as a result of which the effectiveness of teaching and learning is achieved, the introduction of interactive methods accelerates the process of language learning, intensifies the process of language learning. opportunity appears [2: 13].

In fact, learning foreign languages gives people the opportunity to learn about the world. In a fast-paced world, learning a foreign language is also important. «Therefore, the main purpose of teaching a foreign language is to educate a person who is well-rounded, well-informed and able to express himself in his native language, and perhaps in a foreign language» [2].

In conclusion, language learning process can bring huge knowledge to human brain with cultural particularities in terms of linguistic point, and there is a exchanging process in our mind concurrently. Certainly, a new culture coming from this has a crucial influence on an individual's behavior that is why in science we need linguculturology, which is a new branch of linguistics, in having a good grasp of target one that we are intending to be aware of. What is more, raising language and cultural awareness lead us broaden our horizon and enhance general worldview with mainstream development around the rudimentary globe.

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