

**SEMANTIC CATEGORIZATION AND LINGUISTIC-CULTURAL EXAMINATION
OF LOANWORDS****Nazarova Gulbaxor Azimjon qizi****Associate professor, PhD****Uzbekistan State World Language University****Abstract**

One of the main problems in the development of vocabulary is the problem of new words, the emergence of which in life constantly causes new phenomena in reality and constantly enters the vocabulary of the current language, enriches and improves it. Socio-economic conditions of life, relations, achievements of society are reflected in the language situation in the form of various changes in the lexical meanings of words that respond to the new social problem of society.

It is possible to learn the English words that have become part of our language by dividing them into social-political, economic, cultural-educational and sports thematic groups. English borrowings related to the thematic group of the sports field have been acquired so much after independence that it is convenient and appropriate to study them in a systematic way, separating them from the words of the cultural and educational field. This article reflects English borrowings which can be classified them based on the five thematic groups such as the socio-political sphere; the fields of science; the economic sphere; the cultural and educational sphere; sports sphere. Each sphere is divided with many different parts according to the social use. In the research, it is distinguished the borrowings in 20 fields according to their style, and while differentiating the extent of borrowings within each field, we determined the following approximate amount of borrowings.

In this research Linguo-cultural features of borrowings from English into Uzbek are shown through table and differentiated according to two cultural outlook and their usage in the public speech.

Introduction

English words that have become part of our language can be divided into socio-political, scientific, economic, cultural-educational and sports thematic groups. English appropriations for the subject group of sports have changed so much since independence. It is convenient to separate them from the words of the cultural and educational sphere and study them in a systematic way. Currently, many of these words are actively used in oral and written speech within the framework of modern vocabulary. English borrowings can be studied by classifying them based on the following thematic groups:

- 1) thematic group related to the socio-political sphere;
- 2) group related to the fields of science;
- 3) thematic group on the economic sphere;
- 4) thematic group related to the cultural and educational sphere;
- 5) thematic group related to sports.

Nowadays there are a lot of loan words which haven't been borrowed fully and used by all speakers in the accepting language. Some of the loan words are added in the dictionary of accepting language such as Uzbek language. Most adaptations are being used in press pages. In particular, many lexemes used in the field of information technology do not have a place in Uzbek dictionaries. In our opinion, if necessary, it will be possible to Uzbekize them according to the nature of our language and include them in our dictionaries.

English borrowings in the lexicon of the Uzbek language, the names of food products, drinks, clothes, fabrics, household goods, organizations, housing, sports equipment, narcotic substances, fuel products, technical equipment also fill the blanks of some thematic groups in the lexicon of the Uzbek language. serves to fill.

Linguistic analysis of borrowed words

Today's global developments are primarily aimed at determining the cultural values that are the basis of communicative activity, and on the other hand, the trend of objective integration in the development of humanities is directed at researching a set of problems related to the interaction of people, language and culture.

Rapid development of new cultural, anthropocentric approaches is being observed in linguistics, which stimulated the rapid development of interdisciplinary directions of

humanitarian studies based on the triad of "language - culture - man". This change led to the emergence of a new field of humanitarian studies - linguocultural studies.

Literature review

“In the last decade of the 20th century, the term Lingvoculturology was used in connection with the researches of A.D. Arutyunova[1], V.Vorobyov[2], V.A.Maslova[3], Yu.S.Stepanov[4], V.M.Shaklein[5] and other researchers of the phraseological school headed by V.N.Telia[6] appeared. The emergence of a new science at the border of other fields of knowledge is not accidental, because interdisciplinary research plays a decisive role in the emergence of new knowledge.

Scientists of the second direction, who study language as part of culture, paid attention to the problems of interaction of the concepts of "language", "culture", "person" in modern anthropocentric linguistics.[7]

Lingvoculturology is a complex scientific direction that emerged on the basis of the intersection of linguistics and cultural studies. He studies the interaction and influence of culture and language, language as a phenomenon of culture. This is a certain level of seeing the world through the prism of a national language, the manifestation of language through the mind and culture of a certain nation.[8]

Currently, the linguistic and cultural aspect of studying lexical units is particularly relevant. On the one hand, this is related to the rapid globalization of world problems, the need for intercultural communication, the importance of identifying and correctly defining the cultural values underlying communication activities. The language belongs to a certain national-cultural community, that is, a certain "culture", on the other hand, cultural characteristics are strengthened in the national language. Language expresses the continuities within a culture in words, and its words represent the specific elements of the inner culture. But due to its universality (one of the main characteristics of language), a person can use language for intercultural communication as a means of communication not only with respect to the internal culture, but also to external cultures.[9]

As R. Lewis noted, "language is the main tool in human communication: people without language cannot transmit, receive and store the necessary information. Language is not just a means of communication, it has strengths and weaknesses that reflect national character,

consciousness and even philosophy.[10] It preserves the unity of the people in the historical change of generations and social formations, unites people in time, geographical and social space.^[11]

E. Benvenist defines language as a multifaceted phenomenon that has arisen in human society and writes: "... it is both a system and an anti-system, both activity and product of this activity, both spirit and matter, as well as a spontaneously developing object and an orderly self-regulating, it is an arbitrary and manufactured phenomenon..."[12].

Thanks to the language, concepts are not only consolidated and preserved in their units: through it, these concepts and relations are updated from generation to generation in the mentality of the nation or its separate social groups, and also preserves a nationally defined "set of data".[13]

V. Humboldt's ideas about the interaction of language and culture were widely spread in linguistics. According to V. Humboldt, material and spiritual culture is embodied in language; any culture is national, its national character is expressed in language through a special view of the world. Language has an internal form specific to each nation. Language is the "soul of the people", the expression of its culture. Language is an intermediary link between a person and the world around him.[14]

Noting the nature of interaction between language and culture, E.F. Tarasov adds that language is part of culture. In addition, he points out that language and culture have a lot in common:

- 1) culture, as well as language - forms of consciousness that reflect the human worldview;
- 2) culture and language exist in communication with each other;
- 3) the subject of culture and language is always a person or society;
- 4) normativity is a common feature for language and culture;
- 5) historicity is one of the important features of culture and language.[15]

Given the relationship between language and culture,

S.G. Ter-Minasova believes that in terms of the structure of the language, its activity, the cultural component is a part of the language or the background of its real existence.[16]

Linguistic signs have the opportunity to express cultural signs and thus serve as a means of expressing the main points of culture, because as V.A. Maslova pointed out, "every native speaker is a carrier of culture, as well as a carrier of a certain folk philosophy. That is why the language can reflect the national-cultural mentality of its speakers. [17]

Based on all the main directions related to the interaction of language, culture and thought, we focus on:

1. Language reflects not only the real world that surrounds a person like a mirror, but also the mentality of the people, national character, traditions, customs, norms and value system, world view;

2. All the knowledge, skills, material and spiritual values collected by one or another people are consolidated in the language, stored in the language system: in the oral creativity of the people, in books, in spoken and written speech;

3. The interaction of cognitive minds is manifested in language; this interaction occurs as a result of cross-cultural interaction;

4. Through language, a person perceives the mentality, traditions and customs of his people, as well as the unique cultural image of the world.

It is known that language is a means of expressing thoughts. "Just as every nation's culture is universal and ethno-national, the semantics of every language reflects a common and universal cultural component, the uniqueness of a certain nation's culture." This study allows to determine the national-cultural component of foreign language units in the linguistic and cultural aspect.

I.G. Olshansky considers "language units that have acquired a symbolic, standard, figurative-metaphorical meaning in culture and generalize the results of the human mind" to be the subject of linguocultural science.[18]

Studying language in close connection with thought and culture, we agree with V.V. Krasnykh's opinion that "culturally significant speech units should be considered as a subject of linguo-cultural studies".[19]

While studying the relationship between language and culture, V.V. Vorobyov introduces the term *linguculture* and suggests to understand the dialectical unity of language and extralinguistic (conceptual and subject) content through this term.[20] According to Lebedko, this term appeared in cultural studies by analogy with "kulturema" and in modern linguistics Proshina interprets it as "a word whose meaning has a cultural meaning"[21].

Data and methods

English borrowings in the Uzbek language are combined into the following thematic groups:

1) Thematic group on socio-political sphere;

Name of food products: steak, hamburger, yogurt, cake, pudding, serve, ketchup, jam, etc.

Drink names: cocktail, Coca-Cola, Pepsi-Cola, rum, whiskey, liver, etc.

Names of clothing: sweater, jeans, cowgirl, jacket, pajamas, sweater, panty, raglan, mackintosh, linter, lint, shampoo, covercoat, velvet, jersey, breeches, hair dryer, shorts, pullover, etc.

Name of household appliances: mixer, record player/player etc.

Cosmetics and household items: styling, shampoo, hair dryer, services, etc.

Names implying the concept of place: airport, air club, bunker, office, region, container, car park, comfort, station, arboretum, drainage, square, camping, club, college, cottage, motel, bar (small restaurant, tavern), tunnel, zoo, hall park, supermarket, etc.

Fabric names: belting, teak, reps, sheviot, nylon, covercoat, etc.

Name of transport vehicles: trolleybus, express, tram, pickup, liner, trailer, tanker, carter, bumper, nipple, airbus, etc.

Terms of worldview, theory and socio-political field: formalism, centrism, trade union, dominion, impeachment, lockout, summit, centrist, laborist, leader, rally, speaker, charter, boycott, press bureau, press conference, blockade, chartist, labor, conservative, chair, congressman, senator, etc.

Unit of measurement: like a barrel.

Related to military work and military industry: blockade, tankette, revolver, sniper, park, radar, midshipman, etc.

Object nouns: safe, scotch, awning, umbrella, canister(a), container;

Rain Horses: Like a typhoon.

Process nouns: monitoring, filtering, escalation, etc.

Educational tools: case, felt-tip pen, etc.

1) Noun of a person engaged in a profession, craft, or other activity: cowboy, docker, bartender, business, businessman, detective, rickshaw puller, leader, stuntman, etc.

2) Appearance of people: Lilliputian-like.

3) Mental state of humans: like zombies.

4) A sign of the character of people: hooligan, sentimental.

5) In dietetics (the modern science of nutrition): like a vegetarian.

6) Narcotic substance names: like dope.

7) Fuel Product Name: Like Kerosene.

8) Related to terrorism and subversion: gangsters, racketeers, etc.

9) Regarding ethnography: totem, totemism, etc.

10) Related to drawing: like whatman.

11) Hydraulic structure: such as a pier.

12) Social class: like lord, farmer.

13) In the field of construction: elevator, escalator, etc.

14) Name of official normative-technical document: as standard.

15) (in England and America) a word usually added to a first or last name for men: as in mister.

16) A toast speech in ceremonies: like a toast.

2) Group on various fields of science;

Scientific terminology:

Fields of science, name of directions: logistics, ufology, management, etc.



A group of words and terms related to different fields of science: detective, folklore, distribution, interview, descriptive, watt, bulldog, broiler, iceberg, kangaroo, gorilla, resistor, gulfstream, transistor, pamphlet, humorist, laser, etc.

Related to the medical field: catarrh, shock, sinusitis, tracheitis, quinine, gutta-percha, stress, drainage, etc.

Related to pedagogy, psychology and education: topic, interactive, rating, innovation, case, test, training, methodist, etc.

Regarding the science of history: feudalism, centralism, etc.

Regarding physics and radio engineering: wattmeter, dielectric, neutron, radar, speedometer, transistor, reactor, etc.

Biology, botany, physiology, geography are related to the fields: clone, mimicry, wilt, dendropark, iceberg, etc.

Regarding chemistry: phosphorite, potash, alcohol, coke, compost, Lewisite, toner, formalin, phosphates, furfural, dust, reagent, reactor, etc.

Zoology: bulldog, gorilla, gibbon, kangaroo, broiler etc.

Related to linguistics: innovation, volapyuk, etc.

3) Thematic group on the economic sphere;

Regarding the economic sphere and trade: leasing, export, banknote, broker, warrant, voucher, grant, dumping, dealer, discount, import, importer, investor, barter, budget, marketing, manager, holding, clearing, consulting, bartender, businessman, business, etc.

A meeting in official circles, the name of the meeting: such as a briefing.

Organization names: Interpol, trade union, air club, press bureau, provider, etc.

Names of equipment, technical means and equipment: terminal, autocar, antifreeze, auto rally, vulcanization, blooming/blooming, cracking, scraper, timer, nozzle, laser, server, genie, block, bulldozer, wagon, excavator, combine, magneto, starter, stop-crane, crankcase, bumper, nipple, gutta-percha, grader, speedometer, escalator, chisel, etc.

Names of currency: dollar, cent, shilling, pound, etc.

Maritime terms: yacht, tanker, tramp, boatman, canoe, boat, scuba, trawler, etc.

Agricultural: like a chisel.

In the field of construction: as pumice.

Relating to a railway: like a rail, a tender.

A chemically elastic substance: like rubber.

Words related to industry, construction and typography: offset, cottage, wattman, trust, concern, conveyor, patio, etc.

4) Thematic group related to the cultural and educational sphere;

Regarding printing (publishing): press conference, press secretary, printer, rotaprint, etc.

In the field of information technology, telegraph (communication system): display, printer, monitor, multimedia, scanner, compact disc, ticker, internet, site, pager, paging, hacker, file, diskette, cartridge, telex, teletype, telefax, etc. .

About literature, art, music: thriller, detective, pamphlet, folklore, humor, design, designer, detective, film, producer, slide film, serial pop music, jazz, clip, recorder, show, shake, music hall, etc.

Regarding the field of journalism: interview, reportage, reporter, etc.

Type of puzzle in periodicals: crossword, chainword, etc.

5) Thematic group on sports.

Related to sports: out, outsider, badminton, businessman, basketball, ping-pong, water polo, bicycle track, kart, karting, court, match, motorball, leader, motocross, knockout, knockdown, round, rugby, record, record holder, ring, set, speedway, sport, sprint, sprinter, start, time-out, tennis, track, trainer, training, final, finish, football, hockey, championship, yacht, yachtsman, bullit, boots, volleyball, handball, game , goal, goalkeeper, golf, referee, sportsman, boxing, pass, rally, rating, trainer, stayer, canoe, time, bodybuilding, ship, etc.

Thematic groups of lexemes can be studied on the basis of different classifications. For example, lexemes related to political, economic, cultural, sports topics and their internal

divisions, such as science, industry, seafaring, railway, agriculture, crafts, construction, trade, medicine, printing, information technology, telegraph, military, household topics.

Also, names of food products, names of drinks, names of clothes, names of household goods, names of organizations, names of places, names of fabrics, names of vehicles, names of narcotic substances, names of fuel products, names of technical equipment also serves to fill the empty places of some thematic groups in the lexicon of the Uzbek language.

Science and scientific terms have a special place among English lexemes. In particular, units related to pedagogy, psychology, ethnography, physics, journalism, history, literature, music, linguistics, biology, botany, physiology, dietology, geography, chemistry, zoology, and drawing are also scientifically important.

Among the English borrowings, there are household and commercial ones, and it can be said that the supermarket lexeme has lost its neologism and has passed into the modern layer. There are lexemes of store, minimarket, supermarket, hypermarket, megamarket, shopping complex (mall in English "mall" - alley) included in the slot "shopping mall", and the lexeme hypermarket has the character of a neologism. Megamarket and mall lexemes have not yet assimilated into the Russian language lexicon.

These lexemes have their own semantic differences, which differ in what type of merchandise to sell, total land area, warehouse space, how many customers can be received at the same time, can provide service, the number of cash registers, the number of sellers, how much to supply the necessary products. It differs with the ability to receive.

The total land area of the largest shopping center "savdo majmuas" is 1000 sq.m. from 100,000 sq.m. varies up to In foreign countries, it is a "mall" (a large covered area with a row of "shops" (stores), an area where cars are not allowed to park), and cars are not allowed inside it. Moll mainly consists of large department stores, and among them, galleries, restaurants, cafes, hairdressing salons, cinemas, etc. serve customers.

The land area of the next hypermarket is 3000 sq.m. around, and the area of the warehouse is 1000 sq.m. required to be.

One of the most common types of shopping centers is a supermarket with a total land area of 400 sq.m. to 1500 sq.m. reaches up to, warehouse from 250 sq.m. to 600 sq.m. extends to

Currently, another of the most common types is the minimarket, which is 200 sq.m. from to 600 sq.m.

Shop is an Arabic word and is interpreted in our language as a trading room specially equipped for selling something. Also, in addition to the above, the name of large or small type of shopping centers is also found in our language.

It seems that lexemes such as shopping complex, hypermarket, supermarket, minimarket, store are found for the shopping center. These lexemes form a mutual graduonymic (ranking) relationship according to their lexical-semantic character.

English borrowings mainly have lexical-semantic relations with nouns and pronouns within another category. The hooligan lexeme, which expresses the character-characteristics of people, is related to the lexemes of the adjective category bully, bevosh, and avbosh, and the sentimental lexeme is related to the likes of despondent, cheerful, and crybaby.

Significant changes in the semantics of English borrowings from the Uzbek language lexicon have occurred.

In order to know the dictionary meaning of some English words, it is necessary to know their etymological meaning. For example, a cowboy whose history of appropriation goes back to independence [visual. cow-boy < cow – cow + rich – young man] lexeme in the western states of the USA "horse shepherd, herdsman; The meaning of "brave, brave young man" goes back to the etymology of the word.

After independence, hot dog, considered a tasty and light food for young people [visual. hot - boiling, hot; dog - dog] as it means "a dish made from dog meat" may raise doubts in a person with a basic knowledge of the English language. However, the etymology of food names, which have their own history, requires detailed explanations. On Internet pages, hot dog was used as a synonym of sausage in 1884, the slogan of sausage makers at that time was the use of the phrase "love me, love my dog", i.e. "if you respect the owner, throw a bone to his dog", this name was first used by R.V. It is stated that it was mentioned by Popov, and in 1906 it was recognized by the famous cartoonist Thomas Aloysius Dorgan. Other versions related to the etymology of the word hot dog are also mentioned. In short, it is noted that there is no puppy meat in hot dogs, only beef or chicken. The lexeme of the cocktail, whose history goes back to

independence, also has its own etymological history in the English cocktail - cock's tail dictionary.

Although English borrowings enter our language ready-made as the names of concepts such as objects or signs, their etymological history in their own language does not leave anyone indifferent. Hooligan in the sense of "thug" [visual. hooligan] lexeme from the Irish noun Houlihan; a very small person; Lilliput in the meaning of dwarf [visual. Lilliputian] on behalf of the fantastic dwarf people of the fictional country of Lilliputia in the famous writer J. Swift's "Gulliver's Travels"; whatman [visual Whiteman] on behalf of J. Watman, owner of the paper mill; gaymoritis used in the field of medicine [visual. Highmore] on behalf of the English physician and anatomist N. Gaymore; Lewisite lewisite] on behalf of the American chemist W. Lewis (Lewis); mackintosh [visual Mackintosh] from Mackintosh, a Scottish chemist who invented damp-proof cloth; rugby used in sports [visual rugby] from the English town of Rugby; badminton [visual Badminton] on behalf of the town of Badminton in England; reglan [visual Raglan] from the English general Raglan; sheviot [visual cheviot] from the name of the Cheviot hills (Cheviot hills) in Scotland, where the breed of soft-wooled sheep was bred; Boycott expressing a political concept [visual. Boycott] lexeme is taken from the name of a large English landowner Ch.K.[22].

Let's quote the terms of the words that have the color of novelty in the representatives of the field divided from the thematic point of view:

Bowling is a game in which you have to knock down the pins standing in a group with a ball thrown on the floor. bowl "a bowl; bowling"; blockbuster- "sensation; movie, very popular", from English. colloquial blockbuster, its original meaning is "high-explosive large-caliber bombs" ("One of the main blockbusters of the year - "Rogue", "Komsomolskaya Pravda" is being shown on the screens. Russian cinemas); briefing - a short press conference; broker - a certain type of commodity on the stock exchange or an intermediary in the conclusion of transactions specializing in services; voucher - a security that gives the provider the right to participate in the privatization of state or communal property; video clip - a television advertisement - a pop or rock song accompanied by various images on the screen; video library - a collection and storage of video films, as well as the collection itself institution; visual - direct visual perception; gostorbeiter - employee; dumping - "reduce", one of its meanings from English is "dumping, braking" ("The conquest of the furniture market, the founder of the

Swedish IKEA company, began with what is called dumping in business language ", AIF); devaluation - official devaluation of paper money against gold or foreign currency; default is the state's refusal to fulfill its financial obligations; diaspora - people belonging to the same nationality living outside their homeland, outside the history of their homeland; dividends - income received in proportion to the capital invested by the owner of the share; *dealer* - 1. an individual or a company engaged in the purchase and sale of goods and acting on his own behalf and at his own expense. 2. a bank that is engaged in the trading of securities, currency, and precious metals and operates on its own behalf and at its own expense, and is a member of the stock exchange; *disc jockey* - presenter of a disco program; display - a device that displays data from a computer on a screen, a screen console; distributor - intermediary; jobber is an intermediary in the stock exchange; impeachment - a procedure for depriving high-ranking officials of power bodies who have committed gross violations of the law; inauguration - ceremonial inauguration of the head of state; cruise - sea trip; leasing - long-term rental of machines and equipment, vehicles, industrial facilities, etc.; lobby is a group of representatives of powerful economic structures that influence state policy; microvan- "minibus", from English. van (abbreviation of caravan) "van" ("The first micro van" Audi "*aluminum*", - title "Komsomolskaya Pravda"), etc.; modernization - 1. update it by introducing improvements. 2. Depicting antiquity, giving it unusual features, modern; moratorium - postponement of the fulfillment of obligations for a certain period or for the duration of any emergency situations established by the government; *multiplex*- "multiplex complex", from English. multiplex "complex, many" ("There will be a multiplex - a multiplex movie") municipality - 1. local government. 2. administrative-territorial unit; netiquette is the rules of behavior in a computer network that ensure conflict-free communication between people; *know-how* is the latest invention; *offshore*- in the open sea; *piling*- "cleaning the face", from English. peeling "to clean, to clean" to peel "to clean, to clean the skin; to clean "; a plebiscite is a request of the entire population to decide a particularly important issue, a referendum; playoff - replay after draw; *podium* – 1. in ancient Roman architecture: a high rectangular base of a temple. 2. height for the sitter, models; *prolong* - extend the validity period of something; *promoter* - a person who promotes something; *rider* - a list of requirements of the pop star to the tour and performance organizers; *remake* - recycled; a respondent is a person who answers a questionnaire or is interviewed. realtor or realtor is a real estate agent; *rob jumping* - jumping from a height using "bungee"; roaming-- "Spreading; possibility of wide application", from English. to wander, to

wander ("Roaming the world" - from the advertisement of mobile phones on TV); *summit*- "summit meeting"; sanction - permission - instruction; scrub- "skin cleansing, cleansing cream", from English. *scrab* - "to draw" etc.; "scuba diving", from English. diving "diving into water" (from here diver - "diving enthusiast, diving"); *smiley* is a netiquette icon system that looks like a person's face when turning the head to the left and reflects the emotional state of a person; *tender* - competition; *toaster* - an electric device for making toast (fried or toasted pieces of bread); *file*- from the English file "register; work; height document "etc.; floppy disk - flexible magnetic disk, information carrier for computer processing; futures trading - working with money;

Results and discussion

In the course of our research, we distinguished the borrowings in 20 fields according to their style, and while differentiating the extent of borrowings within each field, we determined the following approximate amount of borrowings according to the results of our research (see page 151):

Table 3.1

**The style of borrowed words that entered the Uzbek language
grouping according to:**

No	Fields	Borrowed word quantity in absolute number	as a percentage
1	Economy	17	5%
2	Finance and banking	19	5%
3	Trade, marketing, advertising	27	8%
4	Management	19	5%
5	Politics	15	4%
6	Social sector	17	5%
7	Public information	19	5%
8	Culture	37	10%

9	Medicine and health care	10	3%
10	Computer industry	16	4%
11	Technique, technology	19	5%
12	Psychology	16	4%
13	Sports	43	12%
14	Tourism	13	3%
15	Entertainment programs	17	5%
16	Cosmetology	14	4%
17	Fashion, clothes	11	3%
18	Automobile industry	9	2%
19	Eating and cooking	20	5%
20	Household appliances	11	3%
	The total amount of appropriations	369	100%

It should be noted that the specified quantities are only within the scope of our research, and these quantities increase or decrease day by day and become a unit of speech by representatives of the local industry. The rapid development, the latest reforms in the economic and social spheres will undoubtedly update and rejuvenate the development of the lexical layer of the language, turning it into a productive language.

Kulturema is close to the concept of reality, which researchers often associate with extralinguistic reality.[23]

From the point of view of the new anthropological paradigm, language is considered in close connection with culture, man and his thinking. Since language is a means of creation, development, preservation and transmission of culture from the point of view of linguo-culturology, the goal of linguo-culturological analysis is to study the ways of embodying, preserving and transmitting culture through its units of language.

National-cultural identity can be expressed through different groups of acquired lexicon. Among these are geographical concepts, cultural-historical terms, realities, the uniqueness of the nation's lifestyle and culture, kinship ties, names of human clothes and body parts, words meaning plants and colors, words with pictorial expressions in every language, including national-cultural are words that mean uniqueness.[24] This group of names also includes the names of images, traditions and customs, and religious beliefs. Through borrowed words, not only new concepts, but also cultural concepts related to the source language are absorbed into the receptor language. Words are similar in their denotative meanings in different languages, but may differ in their expressive meanings. The difference in the expressive meanings of words depends on many factors, including cultural-ethnographic features, uniqueness of the peoples of different countries, different environmental conditions, social separation of society members into different strata. In the linguistic literature, "national-cultural essence", "national identity", "characteristics of national culture", "national-cultural identity", "national color", "national-cultural semantics, ethnosemes and socio-cultural meaning", "national it is appropriate to apply the terms "specific meaning", "national affiliation scheme", "territorial-cultural component or cultural component" to appropriations. The concept of national-cultural identity includes:

- a) lexical layer with national-cultural meaning;
- b) a word with a cultural component meaning;
- c) a word with a national-cultural connotation.

The term national-cultural meaning means words with a denotative-significant meaning and expresses the absolute national-cultural essence.

Each specific culture forms its own integrity, a system of values and ideas that differ in its role in the life of a particular society. On the other hand, it must be recognized that today's culture can survive and develop only in interaction with other cultures. In M. Weber's opinion, "it is important to see a culture that strives for self-knowledge and acquires its own identity in the face of modern language problems with the eyes of another culture".[25]

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