LANGUAGE AND CULTURE IN FOR ENGLISH CLASSROOMS: GREETINGS WAYS OF EXPRESSING POLITENESS

Azizova Makharam Rashitovna
Senior LecturerAndijan Machine-Building Institute (AndMI)
e-mail: azizova01954@gmail.com tel: +998 91 479-17-54

A B S T R A C T	K E Y W O R D S
The study of language, culture and translation and the relationship between them are crucial issues because of the importance of human communication in the world. Language is viewed as the main factor that links different cultures of different nations and a way of expressing feelings, thoughts and ideas that people try to convey. Language and culture are closely related to each other. Language is considered as a part of culture of a particular community and the main way by which the members of a society communicate with each other. The variety of languages with different cultures and necessity of communications in human life caused translation to be a very effective factor in communicating, exchanging cultures, and knowledge. Thus, it seems that language and culture are closely related and it is essential to consider both in the process of translation. Therefore, this paper aims to focus on concept of culture from different viewpoints in translation studies and to offer an analysis of researchers' views of the interaction between culture and language and also between culture and translation. Furthermore, we know that translation plays an important role of crossing through different cultures and communication. Therefore, it is said that translation is one of the essential, fundamental, and adequate ways in transferring culture. However, the translator encounter many different types of challenges because in order to translate properly, a good translator should have knowledge not only about linguistic components but also about cultural elements, views, customs and tradition in order to take into consideration the chronological orders, historical and religious background of the source text. Lastly, what is the most essential point is the transmission of the same message as the source text attempted to and avoid adding irrelevant words into language used by people.	culture, greetings, relationship, expressing feelings, exchanging cultures, transferring culture.

INTRODUCTION

The study of language, culture and translation and the relationship between them are crucial issues because of the importance of human communication in the world. Language is viewed as the main factor that links different cultures of different nations and a way of expressing feelings, thoughts and ideas that people try to convey. Language and culture are closely related to each other. Language is considered as a part of culture of a particular community and the main way by which the members of

a society communicate with each other. The variety of languages with different cultures and necessity of communications in human life caused translation to be a very effective factor in communicating, exchanging cultures, and knowledge. Thus, it seems that language and culture are closely related and it is essential to consider both in the process of translation. Therefore, this paper aims to focus on concept of culture from different viewpoints in translation studies and to offer an analysis of researchers' views of the interaction between culture and language and also between culture and translation. Furthermore, we know that translation plays an important role of crossing through different cultures and communication. Therefore, it is said that translation is one of the essential, fundamental, and adequate ways in transferring culture. However, the translator encounter many different types of challenges because in order to translate properly, a good translator should have knowledge not only about linguistic components but also about cultural elements, views, customs and tradition in order to take into consideration the chronological orders, historical and religious background of the source text. Lastly, what is the most essential point is the transmission of the same message as the source text attempted to and avoid adding irrelevant words into language used by people. All these factors should be considered during the translating process and will be discussed in this paper.

Many different theorists have given different definitions on language, culture and translation. If we focus on the language, it can be said that in humankind history language has proved to be the best tool with which human beings could express most of their feelings, needs, beliefs, experiences and attitudes, and at the same time, transmitting knowledge and traditions from one generation to another. The problem, however, is that not all people share the same language and culture. At this point the necessary and immediate intervention of translation and translators is felt. Studying on language, culture and translation and the relationship between them are valuable issues due to the importance of human communication in the world. The variety of languages with different cultures and necessity of communications in human life caused translation to be a very effective factor in communicating, exchanging cultures, and knowledge. Thus, it seems that language and culture are closely related and it is essential to consider both in the process of translation. Although there might be is no specific frame and force on how a translation must be done, all translators who transfer natural meaning based on the cultural and religious norms of their society, encounter some limitations through translation. In this study we discuss the translation through transferring cultures among languages and also define that translation has an important role in globalization of cultures especially pop culture leading to expanding ethnic habits and customs, or religious values. As languages and culture are complimentary of each other, and cultural features of every region is different, translators not only should concentrate on how to convey the same meaning, but also attempt to show the dissimilarities between two cultural perspectives. As Kramsch (1998) states language is a system of signs that is seen as having itself a cultural value. Speakers identify themselves and others through their use of language; they view their language as a symbol of their social identity.

Conclusion

Various definitions on culture are given by scholars from different points of view. Some treated culture superficially as a set of specific artifacts, man-made environments, patterns of social organization and overt forms of behavior. Others treated culture in a more abstract way as the shared knowledge of members of social communities like world views, value orientations, norms, manners, customs, preferred styles of thinking and arguing, etc. Being taken as "socially acquired knowledge" (Hudson,

1980: 74), culture is classified by some scholars into cultural knowledge information and cultural communication information. The former refers to the factual information which does not exert a direct influence on the cross-cultural communication, including a nation's history, geography and so on. The latter points to the socio-pragmatic rules in daily communication which entail not only ways of greeting, thanking, apologizing and addressing, but also attention to taboos, euphemisms, modesty and polite formula in use, etc. 3. Relation between Culture and Translation It is viewed by many theorists that both translation and culture move in the same path in parallel to each other, based on the fact that translation process means a transferation not only between two languages but also between two cultures because both original language and target language are rooted in communicative situations in their respective cultures. On the interaction between translation and culture, House believes that: "Translation is not only a linguistic act; it is also a cultural one, an act of communication across cultures.

Biblyography

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