



A Study of Cultural Characteristics and a Set of Linguistic Units of the English Language to Reveal the Relationship Between Language and Consciousness

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Abstract

A theoretical analysis of particular spatial metaphorical nominations in intercultural communication has been attempted in this article. The subject of the author's analysis, nomination, is a linguistic individual with a particular set of beliefs about the overall state of the world. Nomination is considered the most significant universal cognitive and information process. The participants' distinct age, gender, nationality, and other characteristics clearly distinguish them from one another, which suggests that one's own knowledge and background may cause communication difficulties. As a member of a specific linguistic culture, one names and creates new concepts, establishes certain connections, and replaces the concrete with the abstract when they recognize objects and phenomena. Within the context of this article, the issue of the cultural uniqueness of linguistic units assumes a central role. This is because, among other modern linguistic issues, the study of the nation's unique culture and peculiar set of linguistic units that reflect its distinctive features is prompted by the cognitive mechanism of national and cultural linguistic units, which reveals the relationship between language and consciousness.

Keywords: English Language; Linguistic Units; Cultural Characteristics.

1. Introduction

One of the main focuses of modern linguistics is the study of language in close relation to native speakers' ways of thinking and living. Foreign linguistics as well as English linguistics are interested in the relationship between language nature, culture, and thought. The problem lies in the intersection of two fields: cognitive science, which studies cognitive models of specific language units and linguistic representations of fundamental categories, such as the category of "space," and modern metaphor theory, which sees metaphorical nomination as a semantically structured lexical object and a language unit that reflects individual mental interpretations of verbal and nonverbal reality. "Lexical nomination is not only the creation of the word itself, a single and one-time act of naming a certain element of reality," claims Kubryakov (1999). "Rather, it is the process of naming the reality by the word every time in acts of communication, a process in which nominative means, as it were, re-unfold into three-term relations of naming, due to which secondary names are constantly formed in the language." It becomes clear that the metaphor serves a nominative purpose in contemporary language works in addition to being an artistic mode of expression.

Any social or cultural object being described can be given prominence by using a metaphor as a linguistic device. One can think of a language as a means of cognizing the world from the perspective of its nomination because of the global knowledge of the human world as a cultural world, represented as a holistic image in the human mind during the process of cognitive activity. The category of "space" is given a great place as the center of the conceptual system, formed by means of practical and actual contacts of the individual with the world, in the description of cognitive models of language structures in the contemporary works of Chafe (1983) and others. The semantics of space can be defined, with the aid of the cognitive approach, as a system of metaphorical nominations that serves as a linguistic representation of the

world model that speakers of any language culture hold in their minds: Every word used to be metaphorical, expressing only one aspect or quality of an object that seemed most distinctive and representative of its life (Frumkina, 1999).

2. Literature Review

From the standpoint of contemporary linguistic science, the metaphor has evolved into a more complex phenomenon that, through the linguistic and sensory-image systems of language, actively creates a personal model of the world. It also serves as a primary categorization tool for language, cognition, and perception. Bushkanets et al. (2021), Zubkova & Soboleva (2019), and Lakoff & Dzhonson (1990) investigate the metaphor's multifunctional mechanism and how it is used to describe the nominations of spatial fragments of reality. Both in public discourse and private language interactions, metaphor is widely used (Gibbs, 1994). According to poets, love is a "fire," a "light," or a type of "energy." "Build a bridge to the 21st century," "ignite a thousand points of light," and "tax relief" have been among the goals pursued by politicians. Metaphors have the ability to create vivid images, concisely convey multiple meanings, or express ideas that are difficult to put into words (Gibbs & Bogdonovich, 1999). It has even been suggested by some theorists that all higher order cognitive functioning is metaphorical (Lakoff, 1987). As they frequently refer to an attitude object (such as "Elvis is king," "Pollution is a cancer," etc.), metaphorical statements can be very useful in persuasion.

An object and a topic are present in a metaphor (Ortony, 1975). The object or phenomenon being described is the topic, while another object or phenomenon that conveys a particular meaning about the topic is the vehicle. In "Juliet is the sun," for instance, "sun" serves as the vehicle and "Juliet" as the topic. Metaphor comprehension models frequently assume that understanding involves projecting the vehicle's semantic or evaluative implications onto the subject. Therefore, the statement "Juliet is the sun" could mean that Juliet is a source of warmth, energy, and joy, or it could just mean that Juliet has a positive vibe. On the other hand, the statement "television is an addiction" could imply that watching television is bad, difficult to quit, and unhealthy, or just that it is undesirable (Ortony et al., 1985). Research on metaphor and persuasive communication encompasses non-experimental studies, experimental research, and strictly theoretical writings. A significant body of literature is emerging from empirical research on the psychological mediators of metaphor effects on persuasion (Sopory & Dillard, 2002). Researchers from fields other than social psychology—such as communication and cognitive psychology—have conducted a large portion of this research. Because of this, the implications of popular social psychological models of persuasion—such as the Heuristic Systematic Model and the Elaboration Likelihood Model—have not yet been properly included in this literature. This study's goal is to take these models' implications into account more thoroughly when evaluating studies on metaphor and persuasion.

3. Methodology

In cognitive linguistics, the ontological and epistemological dimensions of the metaphor are fundamental. The definition of the metaphor as one of the primary cognitive processes—through which the world is categorized, conceptualized, assessed, and explained—will be the main topic of discussion in this article. The metaphorical meaning of language's nominative function draws attention to the spatial nominations that are most important for understanding a particular category. According to cognitive linguistics, language structures enable us to assess the mental images that speakers have in their heads, while language itself reflects certain learned patterns of cognition. The description of linguistic means of representation of ethno-cultural potential of the spatial component reveals common and different in figurative representations of representatives of any linguistic culture, with the aid of the descriptive analysis of metaphorical nominations functioning in English-speaking discourse.

4. Results

The fact that metaphorization is a phenomenon that appeals to different scientific disciplines shows how complex it is. We can think of metaphorical nominations as "keys to understanding the foundations of thinking and processes of creating not only a national specific vision of the world, but also its universal image" in addition to word replacements because of the complex and compounding nature of metaphors resulting from the linguistic representation of real objects in the process of perception, reference, and nomination of a fragment of non-verbal reality. Since "a human being measures everything new in their own image or by the spatially perceived objects with which they deal in practice," the anthropocentric nature of contemporary linguistics aids in the identification of semantic classes of words that are the source of metaphorical nominations (Maklakova et al. 2019).

The category of "space" has drawn the interest of linguists, psychologists, cultural scientists, philosophers, and other experts in related sciences because it is a fundamental cognitive category. Both the category's general problems and its specific features pique the interest of the researchers. The question of the whole picture of the semantic characteristics of the category of space remains unanswered despite the extensive study of spatial relations that takes into account the means of their expression, construction, and research. Every culture has distinct spatial linguistic orientations and conventions for using language in cross-cultural communication. "Any model of the culture can be described in spatial terms," claims Lotman (1992) (Teliya, 1988). As a result, there may be similarities or differences in how the spatial worldview is represented when two or more cultures collide. A person unconsciously replicates the native culture's particular model of how they perceive space. Intercultural differences are evidence of the indisputable influence of culture on the individual.

Because of this literary genre's diversity, we can analyze a fairy tale using the cognitive model of text understanding, which emphasizes the components that make up and convey language. Being the primary medium of human communication, language retains some of the nation's cognitive experience as well as ideas and knowledge about the outside world. Fairy tales have a direct connection to the social, historical, national, and cultural traits of a particular linguistic culture. They enable people to reflect on and understand the objective world and to develop ideas about a particular nation's worldview. The uniqueness of the ethnic character of native speakers can be more fruitfully interpreted with the aid of the anthropocentrism and nationalism of a fairy tale's language. Let's use some metaphorical nominations to trace some linguistic representations of the unique national character of fairy texts within the context of this article. Metaphors are no longer merely stylistic devices or speech ornaments. Through the multifunctionality of language, a person can use a metaphor as a kind of prism to recognize a nationally specific image of the world, giving metaphors a global significance in both culture and language in modern linguistics. The reader is exposed to every facet of any ethnic group's national culture through the fairy tale.

Although selectivity exists, no fairy tale could accurately depict the customs and traditions of any country, nor could it describe any nation with the same set of traditions and customs. The fairy tale reflects the national identity precisely because of these distinctions. European linguistic cultures will have their own distinct author's style, based on the sociocultural, historical, and geographical influences of the region, in the compositional and structural content of fairy works due to the presence of magically empowered fairy characters and qualities that are always willing to lend a helping hand in trying times. The distinct tone of the fairy tale reveals a variety of artistic mediums that contribute to the creation of an otherworldly reality, highlight the contrast between good and evil, and highlight the loftiness of the protagonists and the depravity of their adversaries. The metaphors, epithets, and phraseological units that also highlight the narrative's national characteristics serve as the foundation for the goodness and evil opposition's magnificence.

5. Discussion

It is indisputable that a person's worldview, which is shaped by the paradigm of cultural memory and the constants of national identity, determines how they perceive and interpret reality, presuming that there is no one representative system of knowledge about the world (Fakhrutdinova et al., 2022). Certain special language units that highlight the importance of language produce a unique paradigm based on a subjective world view and a unique value of knowledge with a variety of tools for expressing social and individual life. One of these tools is the metaphor, whose intricate structure makes meaningful language units stand out in the eyes of the human mind. Metaphorization is used in scientific and fictional discourse according to modern linguistics. The fiction is written in a variety of genres and styles, all of which are fascinating due to the way their histories have developed historically. It is undeniable that fairy tales are among the most widely read genres of literature for both adults and children. The fairy tale, which narrates actual events in a magical language, uses a specific creative method to represent the characters, their deeds, and their thoughts. This creates a mental schema that helps people understand the idiosyncrasies and variances between other languages and cultures.

6. Conclusion

Thinking, language, and cultural processes are intimately related to the problem of national and linguistic worldviews. The national image of the world, which is shaped historically in the minds of representatives of a specific linguistic culture and reflects common knowledge about the world, is a component of the social and cultural worldview that shapes the surrounding reality for each individual as well as for all representatives of culture. A person forms an

image of the area being explored by becoming familiar with the foreign view of the world, learning the elements of the national consciousness of the culture being studied, and adjusting to the surroundings. As a result, while every culture has a set of related categories, each culture interprets them according to its own unique worldview, which makes cross-cultural communication challenging.

Metaphors are universal and serve a variety of functions in language, including nomination, which can help one become well-versed in the linguistic environment of a foreign culture. The nomenclature of metaphor has permeated almost every aspect of our culture, rendering the acquisition of new ideas invisible. Fairy tales were selected as the source of national cultural consciousness after all potential challenges in distinguishing the linguistic units of various linguistic cultures were considered. Linguistic and ideological formulas are used by speakers of another language to recreate the national identity, worldview, and traditions of that nation. In these phenomena of the linguistic picture of the world that reflects the peculiarities of the linguistic representation of certain concepts—the representation of which has drawn the attention of numerous scholars—there is a link between language, culture, and thought.

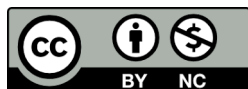
Acknowledgement

This paper has been supported by the Kazan federal university strategic academic leadership program.

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