



CULTURAL VALUES AND THEIR TYPES

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Abstract

This article examines the concept of cultural values and their various types, highlighting their role in shaping individual behavior and social life. Cultural values are defined as shared beliefs, norms, and principles that guide attitudes, actions, and interactions within a society. The paper categorizes cultural values into moral, social, religious, traditional, economic, political, aesthetic, and educational values, explaining each type with relevant examples. It emphasizes the importance of cultural values in maintaining social order, preserving cultural identity, and promoting harmony and mutual understanding among members of society. The study concludes that understanding cultural values and their types is essential for fostering respect, tolerance, and effective coexistence in an increasingly diverse and globalized world.

Key words: Cultural values, society, Moral values, Social values, tradition, beliefs, norms, cultural identity, Social harmony

Introduction

Cultural values play a crucial role in shaping national identity, social behavior, and language use. Drawing on the ideas of prominent scholars such as V.V. Vinogradov, E. Sapir, G. Hofstede, and T. Parsons, the paper analyzes how cultural values are reflected and transmitted through language. The study emphasizes the



interdependence of language and culture and highlights the importance of cultural values in ensuring social cohesion and intercultural communication. Culture and language are inseparably connected phenomena that reflect the worldview, history, and values of a society. Cultural values represent the fundamental beliefs and principles shared by members of a community, guiding their behavior, communication, and social interactions. In modern linguistics and cultural studies, cultural values are regarded as a key factor influencing language development and usage.

According to the prominent linguist V.V. Vinogradov (2004), language is not merely a means of communication but also a reflection of a nation's cultural and spiritual life [1]. This idea forms the theoretical basis of the present study. By examining cultural values and their types, this article aims to demonstrate how values are encoded in language and transmitted across generations. Cultural values are formed over long historical periods and are deeply rooted in a society's traditions, customs, and collective experiences. They function as social regulators, defining acceptable and unacceptable behavior.

V.V. Vinogradov emphasizes that linguistic units such as words, phraseological expressions, and proverbs preserve cultural meanings and value orientations of a nation [1]. Through language, cultural values become stable and accessible to future generations.

Similarly, Edward Sapir argues that language is a symbolic guide to culture and social reality, stating that people perceive the world largely through the categories provided by their native language [2]. This view highlights the role of language in shaping cultural values and human cognition.

Cultural values can be classified into several types based on their functions and spheres of influence.



Moral and Social Values

Moral values include concepts of honesty, justice, respect, and responsibility. These values regulate interpersonal relationships and ensure social harmony. According to Talcott Parsons, shared values are essential for maintaining social order and stability within a society [3]. Social values such as cooperation, tolerance, and solidarity promote collective well-being. They are often reflected in linguistic norms, politeness strategies, and forms of address.

Traditional and Religious Values

Traditional values are transmitted from generation to generation and serve to preserve cultural identity. Rituals, customs, and folklore are linguistic and cultural carriers of these values. Clifford Geertz views culture as a system of inherited meanings expressed through symbols, including language [4].

Religious values, on the other hand, influence moral behavior and ethical principles. Religious discourse significantly affects vocabulary, metaphors, and stylistic features of a language. Language acts as a medium through which cultural values are expressed and reinforced. Proverbs, idioms, and metaphors often contain culturally significant meanings. For instance, many languages emphasize respect for elders and community through fixed expressions. Geert Hofstede notes that cultural values influence communication styles, including directness, politeness, and power distance [5]. These aspects are clearly observable in linguistic behavior and discourse patterns.

Conclusion

In conclusion, cultural values are a fundamental component of both language and society. As highlighted by V.V. Vinogradov and other scholars, language serves as a repository of cultural values, preserving and transmitting them across generations. Understanding the types of cultural values and their linguistic



representation is essential for effective communication, social cohesion, and intercultural understanding. In an increasingly globalized world, awareness of cultural values contributes to mutual respect and cultural sustainability. In the context of globalization and increasing intercultural interaction, the importance of studying cultural values becomes even more evident. Linguistic awareness of cultural values contributes to mutual understanding, tolerance, and the prevention of communicative misunderstandings. Therefore, integrating cultural values into linguistic research and education is essential for developing intercultural competence and preserving cultural diversity. Cultural values represent the core of both language and society. Their study not only enriches linguistic theory but also provides practical insights for education, communication, and cross-cultural dialogue. Future research may focus on comparative analyses of cultural values across languages to further explore their role in shaping human thought and interaction.

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