

## LANGUAGE AND CULTURE AS A MEANS OF COMMUNICATION

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### ABSTRACT

The article describes the issue culture of speech in cross-cultural communication of EFL learners. It covers approaches used for the study of language and intercultural communication, in particular, in the area of comparing English and Kazakh discourse structures. The situation demonstrates that the issue of interpersonal communication should be explored in terms of particular instances of human action and reaction. After reviewing the previous studies, the authors summarize the differences of style, etiquette, behaviors and communication system in different culture context and find the barriers of cross cultural communication. The findings of this study indicate that the barriers of communication come from the national culture's influence on the behaviors of people with different identity. Moreover, culture also influences people's way of thinking and behaving and result in different understandings toward vision and purposes.

**KEYWORDS:** Language, Culture, Linguoculturology, Culture of Speech

### INTRODUCTION

The growing number of intercultural encounters that has followed globalization has led to rising interest in intercultural studies. Language is a symbol of national culture. The national culture, social changes and personal behaviors are reflected through language, as language is spiritual and social aspect of the people, and reflection of the ethnic origin. The founder of the theory of cognitive linguistics V.von Humboldt stated "The nation is strong with its language, spiritual values, for me its difficult to imagine something else to be compared with this phenomena." [1,23]. Every national identity, way of life, stereotypes can be observed with the relation of culture, as culture is the way of national recognition. Therefore, anthropological paradigm in modern study, which is based on the factors "human→language→culture" and "human→language→way of thinking" shows that linguistics goes alongside with human factors and human values". The language is closely related to the culture of the ethnic group: it is absorbed, developed and find reflects in it ". The emergence of new science on the basis of this idea - formed as a separate direction in the 90s of the XX century as linguoculturology [2, 9]. And this is the result of research in the field of anthropological linguistics paradigm. It takes its origin in the nineteenth century by V. von Humboldt, in his work "The structure of human languages and their influence on the spiritual development of mankind" he for the first time established the nature of the connection between the nation's character and nature of language. The term Linguo-Culturology came from Latin Lingua-language, Cultura - culture, Logos – science that studies culture through language. By giving priority to the importance role of the person, the human thought (the way of thinking) which leads to the further development of the society, in his work was paid attention to the

coexistence of language and values. The period of the Soviet linguistics there wasn't paid much attention to importance of the world marking, it wasn't related with culture, values, the structure of the meaning of the name. It was far from focusing to identify the language and cognitive skills and knowledge. For the Soviet linguistics it was important to determine the nature of the formal grammatical construction. Linguoculturology studies not only relation of language and culture with each other, but also determines the language in the form of national identity of the world, and focuses on the national mental reveal; It pays great attention to priority of the language in the world marking picture to define the specificity of the nation.

The development of linguistics should be noted by two stages: the first stage – the development prerequisites of science. To this stage the works of such scholars as V. von Humboldt, A.A.Potebnya, E.Sapir were devoted. The second stage of research culture of linguistics would be a separately as profession in the tradition an official recognition of “linguoculturology” as separate field of science. The important question is that linguoculturology can identify world marking in national language

One can observe that, V. Vorobyov's, V. Maslov's, V.Telia's scientific conclusions were close to American scientists E.Sapir's and B.Whorf's view ‘the ethnic specificity in the worldview of ethnicity is observed through language, which was given in "The linguistic theory of the of probability”.

As Kazakh linguistic A.Seilkhan: stated "Linguoculturology – is a science which describes ethnic culture and word stock of native speakers, national character, and which is very close to the ethnolinguistic science. It is a complex discipline which has social, esthetic, philosophic nature. It helps to recognize the spirit of the country and national flag " [6,34]. Agreeing with this statement Russian scholar V.A.Maslova who consider linguoculturology is a science which describes the culture of the people gives the following definition: “Linguoculturology – it is science, emerged at the intersection of linguistics and cultural studies and explores the expression of the culture of the people, which reflected and fixed in language [7,8]. “Linguoculturology is the part of ethnolinguistic which studies and describes synchronic process of the relationship between culture and language” stated Russian linguistic V.N.Telyia [9,3].

### **Main Part**

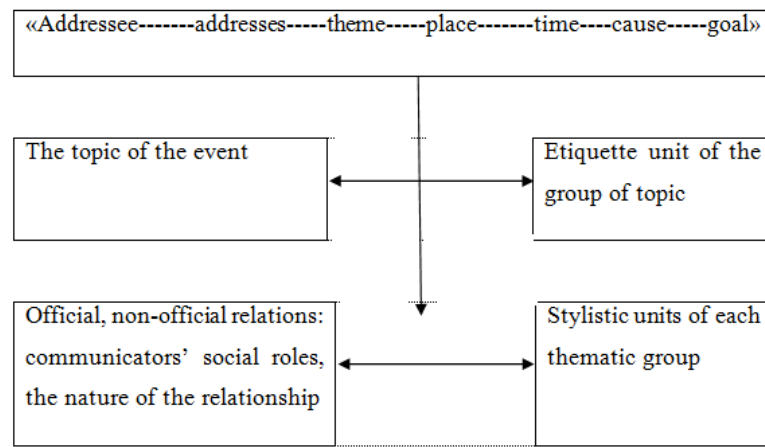
The culture of speech deals with communication. Thus, first of all, we have to tell about a role of communication in human life. L.A.Vvedenskaya's definition states: "The communication is a the scope of human life [10,6], The author of articles about genres of style and the general theory of linguistic problems M.Bakhtin says ..."to be is to communicate in the form of dialogue ", that is, the individuals participate as a part of a chain in communication [10,23]. It does not matter how important the Cultural derivative is, if there is no uses of this derivative for several reasons, it misses from the sphere. The house will be empty if no one lives there, the railroad is simply a heap of wood and iron if the train does not move on it, if the book is not read, and it remains as dusted paper. Thus the communication is the basis balk cultural relations" he told. The person develops by group of people who live on environment and society, according to its requirements he changes his thoughts and behavior. Human being interacts with other members of the group and recognizes world".

The communication is the part of the live of human being. According to the explanation of psychologists communication is the form of public relations through which an exchange of ideas and interests are maintained. In order to achieve the goal in active interaction the subject will relate with an object.

In the communication process two or more individuals are involved: speaker (A 1 addressee) and listener (A 2-addressees). To establish communication and language act, the topic of the speech (D) should be set up. At the same time, the communication goes with language (L). To engage with the topic (D), the participant (A1), expresses opinion to the addressee (A2). And this process is carried by means of language (L). To this scheme can be included communication style, as a key component of an effective communication. [11,5]

People communicate daily. To cooperate with representatives of other cultures there is not enough that know only language. In the process of communication there can appear cultural misunderstanding on base of body language and facial expression. This kind of misunderstanding between the communicators leads to culture shock. Therefore, the communicator has to know the worldview, the values, and the correct etiquette. Communication culture should be known by every communicator as it results with correct communication. Following the etiquette norms communicators shows adequate attitude of speaker to the listener, also is one of the preconditions of successful communication. N. Valiyev in his work "Culture of speech" states that "Culture of speech is not only correct etiquette norms, also adequate language standard [8,5]. Scientist and journalist R.Syzdyk says that "Language culture is the correct use of words (lexical), correct structure (syntax), the correct fitting (morphology), right pronunciation (orthoepy), correct writing (spelling), vivid use of language (linguasylistic) standards should be established and improved", [13,9]. Language is the most important tool which covers every aspect of human life. Cultural values can be saved in word stock, grammar, phrases, proverbs, folklore, art and scientific literature oral and written forms of the speech.

The culture of speech is set of requirements of the characteristics belonged to specific culture. Etiquette is a historical phenomenon. Depending on the dynamic change, rules of people's behavior will be varying in accordance with the requirements of the time. Etiquette appeared at the same time with monarchy. The career and life of the person were depended on how the person obeyed the rules. This kind of rules had a place in ancient Egypt, China, Rome and the Golden Horde. The consequences of the breaches of etiquette were very dramatic, and led wars among tribes. The etiquette is an important factor in society. In modern life, people are still obeying to the rules of etiquette strictly in Far East. The word Etiquette has a French origin (Etiquette). The word etiquette associates with reign of Louis XIV (1638-1715). Before it was a label (etiketka) hanged at the edge of languages and goods, then they called ceremonial. This word appeared in German, Russian, Polish and other languages after having ceremonial at the Wien Palace. The famous researcher of the speech of culture, N.I Formanovskaya says: "That's a collection of stereotyped system, rules of behavior which have usages in daily communications. Etiquette is a code of rules, which have collection of saying "good bye" politely, apologize with good manner and etc. The style of speech refers to successfully ended communication process. In order to have a effective communication, applicants deal with language postulates.



**Figure 1**

The replica of reaction is a unit of culture of speech, non responsible for returned remarkable replica .

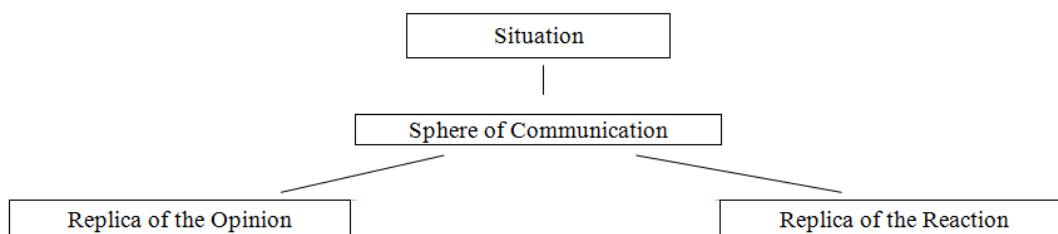
- Replica of the expression: Excuse me, do you speak English?

Mind the steps!

- Replica of the reaction: Could you please speak a little more slowly?

Take it easy.

Depending on environment, applicants should consider right form of interaction (depends on age, gender, relation to interlocutor). L.P Stupin and K.S Ignatyev define the goal and objectives of the culture and show them in the form of the following scheme.



**Figure 2**

According to this scheme, during researches of the standard of speech, it is necessary to give attention to official and neutral style of language packages. In addition, certain condition on the basis of the relationship is not only linguistic behavior, also human behavior, the usage of body language, facial expressions and gestures. In society it defines as culture of behavior. This aspect has a great influence on the national identity. Therefore it is important to consider the culture of speech, features and distinctions of the Kazakh and English people.

Etiquette has a national exception. For many centuries, each nation created its own unique roles of behavior as well as language. Every nation has its own customs, traditions, culture, political and state structure. All of this affected on self-handling rules and culture of speech. Knowledge of the general etiquette including knowledge distinction of the standard of speech always helps the people to go into relationship with people of other cultures.

The actual content of etiquette is closely related to the type of society, and plays main role in society. In the XX – century Kazakh people led to changes: nomads were forced to collectivization, and joining to settled way life destroyed people’s custom and tradition. Industrialization and construction in Kazakhstan brought migrants from Russia and other foreign culture which influenced the rapid modernization process. All of these changes made to alter the standards in the relations and behaviors. The etiquette of English language is a collection of usage of polite of words and phrases in English, these words and phrases are set of rules of practice that used in a variety of situations and relationship. Using of the standard of speech in the daily relation- is appreciated in society as a sign of education. In England and other English-speaking countries there were lack historical crises, the English language has a long and prestigious tradition, therefore to go beyond the limit of speech; etiquette in English society perceived as breeding or rudeness. English style of speech is important not only for Englishmen but also who studies English as foreign language too. English etiquette has its own rules and regulations apart from other style of speech. If a man of Kazakh culture did not use their manner while s/he is speaking English among native speaker, it would show the person’s ignorance.

### Analyse of Style of Speech

In the reflection of narrow sense the style of speech can be described as operating system of communication. This system can be found in different parts of the language levels:

- At the level of vocabulary and phraseology: special words and phrases (*Thank you! You are welcome! I am sorry. Excuse me! etc.*) also signal words (*separate words: Sir, Madam, Professor, Sorry; phrasal words: Mr. Brown, Look here; phraseology packaging: I like that, Go on with you*)
- On the base of Grammar: Using of interrogative sentence instead of orders. (Can you close the door?)
- On the base of Stylistic: requires competent and cultural performances; using of euphemism instead of obscene and embarrassing words.
- The level of accents: to apply modest intonation.
- The level of organization and communication: to forbid interfering to others conversation and etc.

Because of a microsystem of language units, on the base of the culture of communication are based fundamental services of language: if the first is obvious in etiquette of communication, the second is closely connected with him.

Communication has special services of speech on the basis of language. They are: Function of communication.

«Function of communication is a setup of the language in terms of social group and establishment of personal contacts. As a connection a) Establishment of friendly relations; b) set up and save of formal and polite relation[15,34] The concept "establishment connection" treats all thematic groups, including at the beginning of the relation, a greeting and in farewell part of communication.

- The following special culture speech is routing function. The implementation of speech etiquette depends of the relations between people in the society. In comparison with Kazakh language, there is not degree of politeness in the grammar of English language. In Kazakh the sign of politeness is shown by using the word “you”.
- Regulatory function, show the relationship between the recipient and addressee during communication all

dimension of culture speech.

- Emotive function plays an important role to determine groups of communication in communication culture. For example: I am glad to see you, Nice to meet you.

Etiquette of communication is carried out through the collection of these functions. Linguists and methodologists define the components of verbal etiquette situations as following scheme:

«who→to whom→what about→where→why»

In the English-speaking environment relationship between educated people carried out at three levels. They are: formal, neutral, familiar. Each level has their own speaking style, so polite words and phrases subdivided into stylistic groups.

You – you/ II -singular pronoun.

*Excuse me, could you tell me the time please*

In the English language the word “you” will not be allocated as in Kazakh. The plural and singular meaning of this word gets into the pronoun “you”. In Kazakh language the word “**you**” used in the situation, for example, to the older, to strangers, to official person. Using the word “you” to younger by the older, first of all, when speakers unfamiliar often used in a formal setting. In the Kazakh traditions children speak to their parents by using this word.

To treat to the person by surname or position. “Surname + position” or “status + surname”.

*Doctor Brown, Professor Bernstein*

*Professor Smith*

*Yes?*

Even if this form of attraction exist in Kazakh language, in the official case used “name +last name ”, for example Kairat Bekenovich.

At the same time “Mr. + position”, for example .Mr. Director!

*Comrade policemen!*

Treatment in the polite way to the unfamiliar in the English language “*Excuse me , Pardon me , I beg you pardon*”. When you are unfamiliar with person first relationship begin from apologize for the uncomfortable situation then makes a question or requests.

*Excuse me, are you getting off at the next stop?*

*Pardon me, would you please help me cross the street?*

*In the Kazakh language: Sorry..., Excuse me..., Pardon me...[18,13]*

## CONCLUSIONS

There are various cultures in the world with unique customs, values, and languages. Imposing one's own cultural values on others while neglecting variety is not the best way to communicate or establish relationships. As English teachers, we constantly deal with our students' use of language and attempt to help them make it more appropriate to their situation and goals. Just as they need to know how to "moderate" their opinions as they increase English language proficiency, and how to be polite in various situations, students should also learn to appreciate the extent to which many words and expressions are derived from cultural norms. As we have noted two languages has two different cultural root. It is formed by the culture, language and concepts of two countries. If in the Kazakh language speech culture based on linguistic norms, communication functions, in the English language mainly pay attention to the official relations. A learner survey and analyse of cross-cultural topics chosen by students for presentation in class confirmed the need for a cognitive approach. The findings might be of use for developing student-centred, cross-cultural approaches for university classes where the focus is on meaningful independent student-research and presentation of it. It is essential for all EFL learners to become more sensitive to the infinite variety of gestures and body language that surround us.

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