

## **WORLDVIEW AS A LINGUISTIC AND COGNITIVE PHENOMENON: CULTURAL, ETHNOLINGUISTIC AND PSYCHOLINGUISTIC DIMENSIONS**

Language has a crucial role in determining human's understanding of the world. While it may initially appear as a neutral tool for exchanging information, language in fact operates as a powerful mechanism through which individuals and communities interpret, construct, and navigate their social and cognitive realities. The notion of worldview—the culturally and psychologically conditioned framework through which people make sense of their existence—is central to understanding the deeper functions of language. This concept is widely explored across various linguistic disciplines, each offering distinct but complementary perspectives on how language encodes, reflects, and even generates diverse interpretations of reality.

Linguistics, as a field of study encompasses a wide range of branches, each dedicated to analyzing language from a particular angle. These branches are not only theoretical, they represent practical and epistemological functions that contribute to a fuller understanding of how language operates in human life. Among them, cultural linguistics, cognitive linguistics, ethnolinguistics, and psycholinguistics are especially significant in the context of worldview formation [2, p.89].

Each of these fields explores a unique dimension of how language interacts with cognition, culture, ethnicity, and psychological processes to influence how people see and describe the world around them. In the following discussion, we will examine the significance of these four branches of linguistics in shaping worldviews and consider their relevance and impact in the context of the modern world.

Cultural Linguistics is a one of the subdivisions of linguistics that examines the relationship between language, culture, and conceptualization. It is mainly focused on a cultural knowledge specific meaning, which is reflected and communicated through language. This discipline draws heavily on cognitive linguistics, emphasizing that cognition is culturally embedded. The term and foundational ideas of Cultural Linguistics were first introduced by Ronald Langacker, who highlighted the importance of cultural knowledge in meaning. It was Gary B. Palmer who explicitly developed Cultural Linguistics as a distinct field, applying cognitive linguistic principles to the study of language and culture in his 1996 work *Toward a Theory of Cultural Linguistics* [1, p.34].

The direct relevance of Cultural Linguistics lies in its role as a branch of linguistics that investigates intercultural communication between nations through the lens of language and its usage. This function significantly facilitates human interaction, particularly in the context of international communication. The interpretation of words and traditions by linguistic culture enables a transition to a new level of interconnection between the real and cultural worlds, fostering mutual understanding between actual and conceptual entities.

Cultural Linguistics plays a vital role in world by exploring how language shapes cultural knowledge. It is especially important in the context of globalization, where communication across cultures is more necessary than ever. This field reduces misunderstandings and helps to create an effective intercultural communication. Overall, it

builds a foundation for mutual respect, cultural awareness, and deeper human connection by emphasizing the inseparable link between language, thought, and culture.

Cognitive linguistics is the study of how language and thought are connected to each other. Unlike traditional linguistics, which often concentrates on grammar and syntax, cognitive linguistics looks at the mental concepts that shape how language is used. Cognitive linguistics may also investigate various aspects of language, including sentence structure, semantics, subtle word meanings, metaphors, and ways of organizing information. The primary data source for this research is language corpora — large collections of texts or spoken language that reveal patterns in communication.

Nonetheless, despite its innovative focus, cognitive linguistics still embraces some traditional aspects, since it is rooted in class

This area of study developed in the late 20th century, thanks mainly to the work of researchers like Ronald Langacker, George Lakoff, and Leonard Talmy. Together, they helped establish the idea that language is closely linked to human thought, and that meaning comes from how we mentally represent our experiences and bodily interactions with the world.

Cognitive linguistics plays a leading role in shaping the understanding of a person's worldview through the lens of language. This field uncovers the connections between verbal expressions and nonverbal cognition using specialized methodologies. Additionally, cognitive linguistics greatly supports psycholinguistics by identifying specific human and mental behavioral tendencies, which complement each other and deepen our understanding of how language and thought interact.

Ethnolinguistics is the study of how language connects to culture and ethnicity. It looks at how people in different cultures use language to show their values, beliefs, and ideas about the world [4, p.67].

The study of ethnolinguistics started in the early 1900s with linguists like Edward Sapir and Benjamin Lee Whorf. They suggested that the language we speak can affect how we think and perceive our world.

Ethnolinguistics also studies how language changes when cultures change. When people move, learn new things, or change their society, the meanings of words can change too. Language is not only part of culture but also its guide that shapes culture.. It studies how people keep their culture alive through language or how they change it over a long period of time. Nowadays this kind of linguistics is connected with other ones [5, p.67].

Ethnolinguistics plays an important role in the global context. It analyzes how language influences the development of culture both globally and locally. Thanks to the knowledge in this field, humanity can understand how language and its development can affect changes within society.

These changes often include either degradation or progress in human behavior, shifts in relationships between different social groups, and their impact on cultural development worldwide.

Another important function of ethnolinguistics is to preserve traditions and cultural history. It helps us remember the past while constantly providing new foundations for various types of future research in the linguistic and cultural context.

Psycholinguistics is a branch of linguistics and psychology that focuses on the relationship between language and the human mind. It explores how people understand, produce language on a mental level. One of the most interesting aspects of psycholinguistics is that it seeks to uncover the hidden mental processes involved when

people speak, listen, read, or write. The field became especially influential in the mid-20th century with American linguist Noam Chomsky. Chomsky's ideas marked a major turning point in both linguistics and psychology, laying the foundation for modern psycholinguistics. However, the term "psycholinguistics" was first used earlier in the 20th century. Nowadays psycholinguistics is an interdisciplinary field, combining linguistics, cognitive science, neuroscience, and education to better understand how language functions in the humans minds [3, p.140].

In the modern world, this branch of linguistics plays a significant role, just like the other fields mentioned above. It helps study language from a psychological perspective, which is an important driving force in researching various aspects of life. For example, psycholinguistics helps to understand the features of language development in children, which in turn improves fields such as methodology for studying children's speech processes. It is also important to note that psycholinguistics is closely connected with neurolinguistics, which studies language alongside the brain functions responsible for speech. Although these sciences approach the brain from different angles, they still harmoniously complement each other. This is a crucial step for the psycholinguistic world, as it lays the foundation for many new and significant studies globally. It is also important to remember that psycholinguistics is an interdisciplinary integration of fields such as linguistics, psychology, cognitive science, and neuroscience.

In conclusion, the fields of cultural linguistics, psycholinguistics, ethno linguistics, and cognitive linguistics collectively deepen our understanding of the complex relationship between language, culture, and society. Together, these branches illustrate that language is not merely a tool for communication but a fundamental part of a culture. They demonstrate the inseparable links between thought, language, and cultural context, and they inform a wide range of applications—from improving language learning and translation to advancing neuroscience and artificial intelligence. As our world grows increasingly interconnected, the interdisciplinary insights from these fields become ever more crucial.

## REFERENCES

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