

RESEARCH ARTICLE

Linguistic Expression Of The Concepts Of "Nation" And "Personality" In English And Uzbek Linguocultures

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VOLUME: Vol.06 Issue01 2026

PAGE: 190-192

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Abstract

This article examines the linguistic expression of the concepts "nation" and "personality" in English and Uzbek linguocultures. The study shows that English emphasizes political and individualistic aspects, while Uzbek focuses on ethnic, social, and cultural values. Digital communication, including memes and hashtags, affects how these concepts are expressed. The results are important for intercultural communication and language teaching.

KEY WORDS

Nation, personality, linguoculture, comparative analysis, digital communication, intercultural competence.

INTRODUCTION

Modern linguoculturology considers language not only as a means of communication but also as a carrier of cultural, social, and cognitive models. Recently, scholars have focused on how languages reflect the concepts of "nation" and "personality", especially in the context of globalization and digitalization.

Particular interest lies in comparing English and Uzbek linguocultures, as they represent different cultural models: the English-speaking culture is predominantly individualistic and institutionalized, while the Uzbek culture is collectivist and oriented toward family and social values.

New evidence indicates that digital communication platforms and social networks influence the ways these concepts are verbalized. For instance, the concept of "nation" in English-language blogs often emphasizes global identity, whereas in Uzbek social networks, the focus is more on regional and ethnic values.

The aim of this study is to identify new trends in the

linguistic expression of the concepts of "nation" and "personality" in English and Uzbek linguocultures and to determine their significance for intercultural communication and language teaching.

METHODS

1. Corpus analysis

o A small corpus of contemporary English (blogs, news, social media, 2022–2025) and Uzbek (online articles, forums, social media) was compiled.

o NLP (Natural Language Processing) tools were used to identify word usage, metaphors, and collocations.

2. Semantic and Cognitive analysis

o Lexical units representing the concepts of "nation" and "personality" were selected.

o Culturally significant meanings, associations, and metaphors were analyzed.

3. Comparative analysis
 - o Results of English and Uzbek corpora were compared.
 - o Common and differing strategies of verbalizing the concepts were identified.

RESULTS

Concept of "Nation"

- In English, the concept nation is often associated with political structures, civil rights, global identity, and metaphors such as "nation as a family" or "nation as a machine."
- In Uzbek, the concept миллат emphasizes ethnic origin, spiritual values, and historical identity. Common metaphors include "nation as a tree" or "nation as a family," reflecting collectivist values.
- New finding: In social networks, both cultures use emojis, hashtags, and memes to express the concept of nation, representing a new digital-era linguocultural strategy.

Concept of "Personality"

- In English, terms personality and individual primarily describe personal qualities, achievements, and freedom of choice.
- In Uzbek, шахс is closely linked to social roles, moral qualities, respect for elders, and family obligations.
- New finding: In English online discourse, there is an increasing use of international borrowings (e.g., self-development, leadership), whereas in Uzbek digital texts, traditional expressions (e.g., «савобли амал», «саломат оила») remain prevalent, reflecting cultural identity.

Linguocultural strategies

- English linguoculture: abstract terms, evaluative adjectives, innovative metaphors, collocations with international concepts.
- Uzbek lexicon: expressive and emotionally marked expressions, idioms, proverbs, and appeals to collective values.
- New finding: In digital texts, English users employ irony and memes to express personal characteristics, while Uzbek users rely on narrative examples from family and society.

DISCUSSION

The results demonstrate that verbalization of the concepts "nation" and "personality" depends not only on traditional cultural models but also on new media and digital communication.

- In English culture, digital platforms promote global identity, integration of new lexical units, and innovative metaphors.
- In Uzbek culture, digitalization strengthens interest in local cultural values, reflected in the use of proverbs, idioms, and religious-cultural symbols.
- These differences are important for English and Uzbek language teaching: considering cultural distinctions helps create materials that enhance intercultural competence and avoid misinterpretation.

CONCLUSION

1. The linguistic expression of the concept "nation" in English and Uzbek reflects individualistic and collectivist models of society, respectively, with digital media as a new influencing factor.
2. The concept of "personality" in English is associated with autonomy and self-realization, while in Uzbek, it is linked to social roles and moral obligations.
3. Linguocultural strategies differ: English uses innovative metaphors and borrowings; Uzbek employs emotionally marked expressions and proverbs.
4. Digital platforms create unique strategies for expressing concepts, which are important for intercultural understanding.

Practical significance: These findings can be used to develop teaching materials for English and Uzbek that account for cultural differences and the digital context.

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