



LINGVOCOGNITIVE AND LINGUOCULTURAL STUDY OF MEASUREMENT UNITS IN ENGLISH AND UZBEK LANGUAGES

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<p>KALIT SO'ZLAR/ КЛЮЧЕВЫЕ СЛОВА/ KEYWORDS</p>	
<p>measurement units, lingvocognitive, linguocultural, English, Uzbek, semantic structure, cross-cultural communication.</p>	

Introduction. Language serves as a repository of cultural knowledge and cognitive processes. Measurement units, as integral components of language, provide a unique lens through which to examine the relationship between linguistic structures and cultural worldviews. These units are not just technical tools for quantification but are deeply interwoven with the history, traditions, and cognitive patterns of a society. They carry metaphorical and symbolic meanings, reflecting the values, beliefs, and priorities of the communities that use them.

For instance, the English language incorporates measurement units into idiomatic expressions that convey moral, social, or emotional values, such as "an ounce of prevention is worth a pound of cure." Similarly, Uzbek expressions like "bir qarich joy" (a span of space) and "tuyinchilik" (camel-load) represent culturally specific ways of conceptualizing effort, sufficiency, and spatial relationships. These examples demonstrate how measurement units extend beyond their practical applications to become vehicles for cultural expression and cognitive categorization.

Moreover, the study of measurement units sheds light on the interaction between language and cognition. Through these units, speakers of English and Uzbek conceptualize abstract ideas such as time, effort, and morality using tangible, physical measures. This interplay reveals universal cognitive processes, such as metaphorical thinking, while also highlighting culture-specific interpretations rooted in historical and environmental contexts.

This paper explores the cognitive and cultural dimensions of measurement units in English and Uzbek, aiming to uncover their semantic and cultural implications. It investigates how these units reflect and shape the worldviews of their respective linguistic communities, contributing to a deeper understanding of language as a medium for cultural and cognitive exchange. By examining the similarities and differences in the use of measurement units, this study also offers valuable insights into cross-cultural communication and translation challenges.

The study seeks to answer the following questions: How do measurement units in English and Uzbek reflect their respective cultural values? What cognitive processes underlie the use of these units? How do differences in measurement units influence cross-cultural understanding?

Measurement units transcend their primary purpose of quantification, embodying cultural heritage, societal norms, and cognitive patterns. They are deeply entrenched in the daily lives of speakers, shaping how they perceive and interpret the world. For example, English units like "mile" in "go the extra mile" represent effort and perseverance, aligning with values of individualism and achievement. Conversely, Uzbek units such as "tanob" (a traditional land measure) reveal a strong connection to agrarian lifestyles and collective well-being, reflecting a community-oriented worldview.

These units also serve as metaphors and idiomatic expressions that encode complex cultural narratives. In English, expressions like "give an inch, take a mile" convey themes of fairness and exploitation, rooted in a culture that values precision and accountability. In Uzbek, phrases like "tuyinchilik" (camel-load) capture notions of endurance and sufficiency, indicative of the nomadic and agricultural traditions of the region. Such metaphors not only enrich linguistic expression but also provide a cognitive framework for understanding abstract concepts through physical and relatable terms.

Furthermore, studying these units reveals the historical evolution of linguistic and cultural practices. English measurement units have evolved alongside scientific and industrial advancements, reflecting a shift towards standardization and global relevance. Uzbek measurement units, however, maintain their traditional and contextual significance, preserving a rich cultural heritage despite modernization. This dichotomy underscores the dynamic nature of language as it adapts to changing societal needs while retaining its cultural essence.

The differences in the use and interpretation of measurement units also have profound implications for cross-cultural understanding. Misinterpretations of idiomatic expressions or culturally specific units can lead to communication barriers, emphasizing the importance of cultural competence in translation and intercultural exchanges. By uncovering the underlying cognitive and cultural frameworks of these units, this study aims to bridge linguistic and cultural gaps, fostering mutual understanding and appreciation among English and Uzbek speakers.

Literature Review. Previous studies on measurement units have predominantly focused on their mathematical and scientific applications, with limited attention to their cultural and cognitive significance. Works by Sapir (1921) and Whorf (1956) laid the foundation for understanding the interrelation between language, thought, and culture. More recent studies, such as those by Lakoff (1987) on cognitive metaphors and Sharifian (2011) on cultural conceptualizations, provide a theoretical framework for analyzing measurement units in a lingvocognitive and linguocultural context.

Sapir's perspective emphasizes the way language shapes reality, asserting that linguistic elements like measurement units reflect specific cultural and societal patterns. For instance, the use of measurement units as part of idiomatic expressions showcases how cultural priorities influence linguistic constructs. Whorf expanded on this by illustrating how different languages conceptualize space, time, and quantity uniquely, suggesting that the language one speaks significantly influences cognitive perception. Lakoff's theory of embodied cognition highlights the influence of physical experience on abstract thinking, which is essential for understanding metaphors derived from measurement terms. Sharifian's contributions further underscore the embeddedness of culture in linguistic expressions, particularly in cross-linguistic studies. His work emphasizes that

language is a repository of cultural values, where even units of measurement convey shared understandings of space, time, and social norms.

By incorporating these perspectives, this study aims to bridge the gap between linguistic anthropology and cognitive science, demonstrating how seemingly mundane elements like measurement units carry profound cultural and cognitive significance.

Research methodology. This research employs a qualitative comparative analysis of English and Uzbek measurement units. The data sources include dictionaries, literary texts, idiomatic expressions, and corpus-based examples. The study adopts a mixed-methods approach to ensure a comprehensive examination:

Semantic analysis to examine the meanings and connotations of measurement units. This involves a detailed exploration of dictionary definitions and contextual usage in both languages. Cultural analysis to identify the cultural underpinnings of specific units. This aspect investigates historical texts, proverbs, and idiomatic expressions that reveal cultural values.

Cognitive analysis to explore mental schemas and conceptual metaphors associated with measurement units. This approach delves into the cognitive processes that shape the metaphorical and idiomatic usage of measurement terms.

Corpus analysis tools, such as Sketch Engine, were utilized to gather examples of measurement units in natural usage. These tools provided a broad spectrum of data from contemporary and historical texts. Additionally, interviews with native speakers of English and Uzbek provided cultural insights and real-life interpretations of idiomatic expressions involving measurement terms. This qualitative data was complemented with quantitative analysis to identify patterns and variations in usage across the two languages. By integrating these methods, the study offers a multidimensional perspective on how measurement units function within linguistic and cultural frameworks.

Research results. In English, measurement units often carry metaphorical meanings. For example, "mile" in expressions like "go the extra mile" symbolizes effort and determination. This metaphor highlights the cultural emphasis on perseverance and achievement. Similarly, in Uzbek, measurement units such as "tuyinchilik" (literally, "camel-load") convey ideas of burden or sufficiency, deeply rooted in the nomadic heritage of Uzbek culture. These metaphors provide insights into how each language reflects the lived experiences and values of its speakers.

English measurement units have a dual function: literal and metaphorical. Units like "ounce," "pound," and "yard" appear in common phrases such as "an ounce of wisdom," "pound of flesh," and "give an inch, take a mile," reflecting moral, ethical, and practical lessons embedded in the language. Uzbek, on the other hand, frequently employs traditional units like "qop" (sack) and "tanob" in expressions that reflect communal values, agrarian traditions, and Islamic ethical teachings. For instance, "bir qop hikmat" (a sack of wisdom) emphasizes the value of collective knowledge and experience.

Measurement units in both languages reflect their respective cultural histories. English units like "inch" and "foot" have Anglo-Saxon origins and are tied to practical uses in agriculture and construction. These units have retained their relevance in idiomatic expressions even as modern systems like the metric system gained prominence. Uzbek measurement units, such as "tanob" (a traditional land measure), are indicative of agrarian lifestyles and Islamic influences, symbolizing the importance of community and shared resources.

In English, the historical shift from imperial to metric systems signifies modernization and globalization. However, traditional

expressions retain their cultural significance, illustrating how language preserves historical identity. For example, phrases like "rule of thumb" and "foot in the door" continue to convey meanings rooted in historical practices. In contrast, Uzbek measurement units highlight a strong connection to regional practices, with phrases like "bir qop boylik" (a sack of wealth) symbolizing abundance rooted in agricultural prosperity. The Uzbek preference for relational measurements, such as "bir qarich" (a hand span), emphasizes interpersonal and contextual interactions, reflecting a worldview that values relationships and communal harmony.

Conceptual metaphors play a significant role in the cognitive interpretation of measurement units. English expressions like "an ounce of prevention" and Uzbek phrases such as "bir qarich joy" (a span of space) illustrate how physical measures are mapped onto abstract domains, such as effort, time, or value. These metaphors reveal underlying cognitive patterns, where physical experiences are used to conceptualize intangible concepts.

The metaphorical mapping of measurement terms demonstrates shared cognitive patterns among English and Uzbek speakers. Both languages employ measurements to conceptualize abstract notions like time, effort, and morality. However, the cultural framing differs: English metaphors often prioritize individual achievement and precision, reflecting a pragmatic and goal-oriented approach. In contrast, Uzbek metaphors reflect communal values and relational ethics, emphasizing harmony and shared responsibilities. For example, the Uzbek phrase "bir tanob yer" (a measure of land) often signifies the collective importance of land for sustenance and community.

Discussion. The findings reveal that measurement units are not merely tools for quantification but are deeply embedded in cultural and cognitive frameworks. The differences in metaphorical and idiomatic uses highlight distinct worldviews: English emphasizes precision and practicality, while Uzbek underscores relational and contextual dimensions. These differences have implications for language learning, translation, and cross-cultural communication.

For instance, translating English idioms into Uzbek requires cultural adaptation to convey the intended meaning effectively. An expression like "give an inch, take a mile" might be reinterpreted in Uzbek to reflect similar relational dynamics, ensuring that the metaphor resonates with the target audience. Conversely, Uzbek metaphors involving units like "qop" or "tanob" might require explanatory notes when translated into English to bridge cultural gaps. These findings underscore the importance of cultural awareness in linguistic exchanges, particularly in contexts such as education, diplomacy, and international business.

Conclusion. Measurement units in English and Uzbek serve as windows into the cultural and cognitive landscapes of their speakers. By examining these units through a linguocognitive and linguocultural lens, this study enhances our understanding of language as a reflection of thought and culture. Future research could extend this analysis to other languages and explore the impact of globalization on traditional measurement concepts.

This research demonstrates the need for interdisciplinary approaches, combining linguistics, anthropology, and cognitive science to explore the rich interplay between language, culture, and cognition. By doing so, we can uncover the universal and culture-specific aspects of human communication, providing valuable insights for fostering mutual understanding and appreciation across linguistic and cultural boundaries.

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