



FROM TRADITION TO IDENTITY: THE ROLE OF CUSTOM IN  
CULTURAL LANGUAGE EXPRESSION

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**ANNOTATION:** This article explores how traditions and customs are embedded in cultural languages and shape intercultural communication. It highlights the interplay between language and cultural identity, arguing that idioms, proverbs, and social norms embedded in languages serve as carriers of collective memory. Drawing on the theories of Hall, Hofstede, and Kramsch, the paper examines examples from diverse linguistic backgrounds and suggests methods for promoting cultural awareness in language learning.

**Keywords:** tradition, custom, cultural language, intercultural communication, identity, symbolism

**АННОТАЦИЯ:** В статье рассматривается, как традиции и обычаи отражаются в культурных языках и каким образом они формируют межкультурную коммуникацию. Особое внимание уделяется взаимосвязи языка и культурной идентичности, подчёркивается, что идиомы, пословицы и социальные нормы, закреплённые в языке, служат носителями коллективной памяти. Основываясь на теориях Холла, Хофстеде и Крамш, статья анализирует примеры из различных языковых сообществ и предлагает практические методы развития культурной осведомлённости в процессе изучения языков.

**Ключевые слова:** традиция, обычай, культурный язык, межкультурная коммуникация, идентичность, символизм.

**ANNOTATSIYA:** Ushbu maqolada an'analar va urf-odatlarning madaniy tillarda qanday aks etishi hamda bu omillar madaniyatlararo muloqotga qanday ta'sir qilishi tahlil qilinadi. Til va madaniy o'zlik o'rtasidagi o'zaro bog'liqlikka e'tibor qaratilib, iboralar, maqollar va ijtimoiy me'yorlar orqali xalq xotirasi til vositasida uzatilishi ko'rsatib o'tiladi. Hall, Hofstede va Kramsch nazariyalariga tayangan holda, maqola turli tillardagi misollarni tahlil qiladi hamda til o'rganishda madaniy ongni rivojlantirish bo'yicha amaliy usullarni taklif qiladi.



Kalit soʻzlar: anʻana, urf-odat, madaniy til, madaniyatlararo muloqot, oʻzlik, ramziy maʼno.

**Introduction:** In an era of increasing globalization, understanding the cultural dimensions of language has become vital. Traditions and customs, deeply rooted in history, influence not only what we say but how we say it. This article examines how cultural languages serve as vessels of tradition, shaping identities and social interactions across communities.

### **THEORETICAL BACKGROUND**

Edward Hall (1976) introduced the concept of high-context and low-context cultures, emphasizing the implicit cultural knowledge conveyed through language. Geert Hofstede (1980) focused on cultural dimensions (e.g., collectivism vs. individualism), which influence language use in different societies. Claire Kramsch (1998) emphasized the symbolic function of language in expressing cultural identity. These theories highlight how culture and language form an inseparable system of meaning.

### **CULTURAL ELEMENTS IN LANGUAGE: TRADITIONS AND CUSTOMS**

- Languages often encode traditional values through:
  - Idioms and Proverbs (e.g., Uzbek: "Avval oʻylab, keyin soʻzla"; English: "Think before you speak")
  - Honorifics and Speech Etiquette (e.g., Japanese keigo, Uzbek respectful suffixes)
  - Ceremonial Phrases (e.g., greetings during Navruz or Lunar New Year)
  - Cultural Scripts: Implicit expectations in how people converse (e.g., silence in Finnish culture = respect)

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### **CHALLENGES IN INTERCULTURAL COMMUNICATION**

- Misinterpretation of culturally loaded expressions
- Lack of awareness of ritualistic or traditional phrases
- Overreliance on literal translation tools
- Ignoring the emotional or historical weight of certain terms

### **PRACTICAL STRATEGIES FOR LANGUAGE LEARNING**

Cultural Diaries: Students write weekly reflections on cultural expressions they learn

Comparative Phrasebooks: Include traditional sayings and their context

Role-playing rituals: Students simulate cultural events and learn appropriate language use

### **CONCLUSION AND RECOMMENDATIONS**

Traditions and customs are not linguistic ornaments — they are foundational to cultural languages. Effective language learning must include cultural narratives to avoid superficial understanding. Educators should design curricula that promote awareness of traditional elements in language use, helping learners develop both linguistic and cultural fluency.

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