



CULTURE AND LANGUAGE

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ABSTRACT :

There are many languages in the world but the closest one is our mother tongue. She is dearest to us. It feels like belonging. No matter how much we tear this English, Siva will give it in mother tongue only. The marrow it contains is nowhere to be found. A few days ago I went to Europe to travel. Traveled to five to six countries. Each European country has a different language. Tiny little countries and their tiny little amazing, unforgettable places. There I heard many different words in my ears. What I found most interesting about it is that pineapple is called pineapple in every language, but in English it is panapple. Everyone's gesture, manner of eating is so different. Culture is also different. Some saluted by joining hands, some by holding hands.



KEY WORDS: particular language , alphabet, meaning, grammar rules .

INTRODUCTION

Language always deals with meaning and context: the meaning of a particular language reflects the culture of a particular social group. To communicate with a language, it refers to doing so in terms of culture as its reference point. We could not understand their culture without direct access to their language due to its relation to culture.

A particular language is associated with the culture of a particular social group. Therefore, learning a language is not only learning the alphabet, meaning, grammar rules and arrangement of words but also learning the behavior of a society and its cultural ways. Thus; Language learning must always have some clear reference to culture, from which a particular language is drawn.

The process of human communication is complex, as many of our messages are transmitted through the senses. These complementary communication techniques are related to culture, so communicating with people from other communities or ethnic groups is fraught with the risk of misunderstanding if the larger framework of culture is ignored. Growing up in a particular society, we informally change how we use gestures, eye contact, tone or voice, and other auxiliary communication tools, or emphasize what we say and do. We have studied these culturally specific technologies for many years, through extensive observation and imitation. The most obvious form of paralanguage is body language, or kinesics, which is sign language, expression, and posture. However, the tone and character of the voice can also change the meaning of words.

LANGUAGE IS CULTURE AND CULTURE IS LANGUAGE

Language and culture have a complex, integral relationship. Language is deeply entwined with culture (the two have evolved together, influencing each other in the process, ultimately shaping what it

means to be human). In this context, A.L.Kröber (1923) said, "Culture began when speech existed, and since then this culture has further developed in another sense."

What happens when a language becomes extinct? Actually, this is not a sudden process. It happens gradually. Its transmission from the previous generation to the next generation decreases and stops completely in the next few generations. The use of that language as a medium ceases. Expressing and communicating through that language also stops. This language, which was an integral part of the emotional life of the previous generations, becomes unknown to the next generations. This is actually the death of language; But it's not just about language. It is also the death of a particular folk culture. Because language is the carrier of culture. It expresses the culture. If the four hundred languages of a country as diverse as India are at risk of extinction, the cultures associated with them are also at risk of disappearing into the bowels of time. Therefore, senior linguist Prof. Ganesh Devi's warning about the extinction of four hundred languages should be taken seriously. We will also lose some part of our diverse culture in the form of these languages.

Although there is practicality in dealing with this reality saying that change is the permanent nature of life, for the study of history, folk culture; Also, in order to understand these speakers, there will be a need to know these languages. Therefore, there is a need to compile and translate all the words, sayings, phrases, songs etc. of these languages. From this point of view Prof. Devi and her nearly three thousand associates is valuable. He has undertaken a major project of surveying the languages of the country, through which 780 languages of 27 states have been studied. Regarding the effects of globalization and modern technology on languages, The observation recorded by Prof. Devi at the end of the study is very valuable. He points out that their languages are being lost due to new technologies and large companies in fishing, the migration of traditional coastal communities and the new language they are learning in new places.

Regarding some tribal languages The observation reported by Prof. Devi is encouraging. Santhali, Gondi, Bheli, Mizo, Garo, Khasi, Kotbarak languages are slowly flourishing and this is good news. Educated people in these languages are expanding the scope of their languages, expressing themselves through them, creating literature as well. If this process continues like this, the transactions between these languages will definitely increase. The Bhojpuri example given by Prof. Devi in this regard is telling. As the number of films in Bhojpuri language is increasing, so is the language and it is the fastest growing language in the country. That English is not a threat to Indian languages. Nirvala given by the goddess is comforting for those who are more sensitive about it. The history of the eight major Indian languages including Marathi, their literature, growing media, films will keep the flow of these languages and the cultures associated with them flowing continuously. It is necessary to increase this flow.

Language Affects Culture Language is formed to present our ideas or concepts; these can change depending on which cultural elements are dominant at any given moment. Whenever language expands, the culture changes. An obvious advantage of human language as a learned symbolic communication system is that language has infinite flexibility. This means that the meaning of a word can be changed, and then a new symbolism is created. For example, the English word "Nice" now generally means pleasing, agreeable, polite, and kind. But, in 15th century "Nice" meant foolish, wanton, lascivious, and even wicked. This simple example reveals that languages can evolve in response to the changing historical and social conditions. As we know, the culture of the United States is made up of many different cultures and languages. Each of these individual cultures is impacting on, shaping, and redefining the American culture. Many new words are being added normal American daily speech. For example, the sentence "long time no see" is not standard English. It was translated from Chinese; others like sushi and tofu also appear in American society. People accept and understand them because these adaptations have already become a part of the "local" culture and blended into people's lives (Allison & Vining, 1999). Culture Affects Language Culture can be defined as a learned system of values, beliefs and/or norms among a group of people (Greay, 1994). Broad definitions of culture include ethnic background, nationality, gender, disability, race, sexual orientation, and religion. Culture not only changes people's values and habits, but also affects people's language and behaviors. Cultural

knowledge is crucial in achieving linguistic proficiency, and the culture of a society can be changed depending upon the language used. For instance, some old words remain even when they are no longer used cultural. New words emerge as they become identified with particular cultural activities. The slang words used by our parents were very likely different from those we use today. Different eras often have differing “pop languages”. These languages are mostly likely to be influenced by TV programs, politics or music, and little by little they create their own cultural trend. Examples of this can be seen with the Beatles and most recently in Hop Pop music. In brief, language is always cultural in some respects. Language should be conceptualized an integrated as part of a society and its culture.

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