

# THE ROLE OF LINGUISTIC RELATIVITY IN SHAPING WORLDVIEWS

**Tukhtaeva Umida**

*Chirchiq State Pedagogical University Faculty of tourism, student of Stage 3*

**Diana Valeryevna Abduramanova**

*Scientific supervisor: Doctor of Philosophy in Philological sciences (PhD),  
act.assoc.prof., ChSPU*

**Abstract:** *It is through this article that every reader will have a keen understanding of the role of linguistic relativity in shaping worldviews. In addition to being a tool for communication, language affects how we see the outside world. Both linguists and linguistic anthropologists concur that language learning affects how people perceive the world and the norms and values they take for granted.*

**Keywords:** *norms, values, affects, arguing with language, attention, Edward Sapir, experiences, Benjamin Lee Whorf.*

**Introduction:** One could contend that language moulds people's worldviews. Linguistic relativism is the concept that explains these beliefs. What is the Linguistic Relativist Principle? Two thinkers from the early 20th century are linked to the idea of linguistic relativism: Edward Sapir and Benjamin-Lee Whorf. The relationship between culture and language has been highlighted by early anthropologists like Franz Boas, demonstrating the significance of comprehending language's role for human societies beyond solely utilitarian purposes.

## **RESEARCH MATERIALS AND METHODOLOGY**

Edward Sapir, a student of Boas's and one of the most well-known linguistic anthropologists of all time, expanded on these concepts. According to Sapir, language affects how we perceive the world by drawing our attention to some concepts and experiences more than others. Benjamin Lee Whorf, a student of Sapir's, advanced this theory further by arguing that languages influence how people perceive the outside world to the extent that they influence how they think. This theory holds that concepts and grammatical categories found in a language influence how humans understand the outside world. People may become more conscious of genders and gender distinctions, for instance, if language uses strictly gendered pronouns. Those who speak a language without these pronouns might not be aware of this. The Sapir-Whorf hypothesis is the term given to these concepts, but it's crucial to understand that Sapir and Whorf never collaborated to develop a particular theory. Whorf referred to it as "the linguistic relativity principle" and connected it to the then-newly proposed theory of physical relativity by Einstein.

## **RESEARCH RESULTS AND DISCUSSION**

The linguistic relativity theory is not governed by rigid guidelines, in contrast to hypotheses in the natural sciences. Rather, it highlights the relationship between language and worldview and encourages scholars to investigate the significance of

this relationship. It is feasible to argue that worldview, language, and culture are all connected, shaped, and influenced by one another. The example Whorf gave about the Hopi language, which is spoken by a Native American tribe in the southwest of the United States, is arguably the most well-known—or infamous, given subsequent disagreement. Whorf focused especially on the Hopi concepts of temporality and time. Whorf claimed that the Hopi people comprehend and contextualise time extremely differently from Europeans since this language has very different grammatical structures and vocabulary to signify time compared to European languages. Hopi language distinguishes between two different temporal states: one pertains to things that have existed in the past and are currently existing, while the other pertains to things that may or may not exist at all. Thus, future events and things, along with all kinds of imagined events and things, fall into one conceptual category according to Hopi speakers, whereas past and present events and things belong to another. It is more complicated and challenging to characterise advertising as discourse than any of these methods. Therefore, it is important to keep in mind that analysis that tries to cover too much ground runs the risk of becoming diluted. Speaking in general, and speech as complicated as advertising in particular, there is always more to say and more to analyse. However, this need not be a reason for hopelessness. It would be disheartening and self-deceptive to think that one could explore every facet of the genre and provide a solution for every issue it raises.<sup>1</sup> The nature of the conversation surrounding advertising is examined in this study. The emphasis is on consumer advertising, which aims to spread awareness of a good or service among the broader public.

### **CONCLUSION:**

This is in stark contrast to the way time is typically understood in the English language, which divides time neatly into the past, present, and future. Hypothetical situations are not clearly classified in this way. Whorf contended that neither the Hopi language nor the idea of temporality are unique to the aforementioned example. He contends that the grammatical structures of all languages have an impact on how people think and act, and that this has an impact on many cultural norms, beliefs, and values.

### **REFERENCES:**

1. [https://en.wikipedia.org/wiki/Linguistic\\_relativity#:~:text=Linguistic%20relativity%20asserts%20that%20language,perceptions%20of%20their%20surrounding%20world](https://en.wikipedia.org/wiki/Linguistic_relativity#:~:text=Linguistic%20relativity%20asserts%20that%20language,perceptions%20of%20their%20surrounding%20world).
2. <https://www.culturefrontier.com/linguistic-relativism/>
3. <https://www.tajucoaching.com/blog/exploring-sapir-whorf-hypothesis-does-language-shape-our-thoughts-and-perception>

---

<sup>1</sup> Cook (2001, p. 5)

4. <https://digitalcommons.lmu.edu/cgi/viewcontent.cgi?article=1551&context=honors-thesis>
5. <https://www.languagepartners.nl/en/blog/language/how-language-shapes-the-way-we-see-the-world/>