

## **The Concept of the National-Cultural Code in Linguistic Perspective**

***Narzieva Gulnoza Akbarovna***

*Senior teacher of the Department of “Languages” of Samarkand branch of Tashkent University of  
Information Technologies, Samarkand, Uzbekistan*

*ngulnoza1985@gmail.com*

**Abstract.** *This article explores the concept of the national-cultural code as reflected in language and media discourse. It emphasizes the role of language in transmitting cultural values, traditions, and worldview across generations. The study analyzes linguistic means representing cultural codes in Uzbek, Russian, and English online media, revealing both semantic equivalence and cultural specificity. Drawing on the works of prominent linguists and semioticians, the article discusses the theoretical foundations of cultural codes, their classifications, and their role in shaping national identity. The research highlights the symbolic nature of cultural codes, which are manifested through rituals, myths, traditions, and media texts.*

**Key words:** *national-cultural code, media discourse, linguistics, semiotics, cultural identity, Uzbek language.*

### **Introduction**

Every language reflects the culture, history, worldview, and traditions of a nation. Language serves as the primary form of national culture, transmitting unique values, customs, and experiences across generations. The concept of the national-cultural code refers to the set of information associated with a nation’s spiritual and material culture. In media and the Internet, cultural codes manifest in specific ways, often through new formats and communicative tools. Preserving and promoting cultural values in global networks plays a crucial role in maintaining national identity.

It is well known that “language is a complex structure manifested in national culture, directly linked to the national spirit; the greater the influence of the national spirit on the language, the richer its development becomes. The relationship between language and an ethnic group is evident, as it encompasses the memory and history of a people, their culture and accumulated knowledge, worldview and psychology, as well as the wealth of knowledge about nature and space consolidated across generations.” Media language also plays an important role in social life due to its national-cultural features. By “media language” one understands the linguistic means used by mass media to deliver news, information, opinions, and various reports to the audience. The field that studies media language is referred to as “medialinguistics”. Medialinguistics is a branch of linguistics that examines the functioning of language in the media sphere, including print, audiovisual, and media-internet communication. Within the framework of medialinguistic theory, the concept of “media text” applies to any text or message created and distributed through mass media such as television, radio, newspapers, journals, the Internet, and social networks. Medialinguistics combines linguistic and media analysis approaches to examine the language of mass media and its role in shaping the consciousness of language communities. This concept encompasses communication between the text producer and its audience across various media platforms.

The linguistic representation of national-cultural codes is especially evident in Uzbek, Russian, and English online media platforms. While these languages often display semantic equivalence, they differ in their cultural and linguistic expressions. This article examines the phenomenon of national-cultural codes in media discourse based on materials from electronic press outlets such as kun.uz, daryo.uz, qalampir.uz, uzdaily.uz, gazeta.uz, press.natlib.uz, and marifat.uz.

## **Methods**

The study adopts a comparative and descriptive method, focusing on the linguistic representation of cultural codes in different languages. By analyzing media texts in Uzbek, Russian, and English, it identifies culture-specific linguistic units and investigates their symbolic meaning. The theoretical framework is grounded in semiotics and cultural linguistics, drawing on the works of I.A. Arnold, R. Barthes, Y.M. Lotman, V.M. Savitsky, and others. Definitions of 'code' are examined from semiotic, linguistic, and cultural perspectives. The study also considers classifications of cultural codes proposed by various scholars (e.g., anthropomorphic, biomorphic, everyday life, mythological, geographical, and color-related codes).

## **Results**

The analysis shows that national-cultural codes are represented differently in languages due to distinct historical, cultural, and social contexts. These codes appear in various symbolic forms such as national symbols, rituals, colors, traditional images, and folklore elements.

- Uzbek media often emphasizes national symbols and traditions.
- Russian media reflects historical-cultural codes with strong intertextual elements.
- English-language media tends to universalize cultural codes, focusing on globalization and intercultural dialogue.

The findings confirm that cultural codes are dynamic systems shaped by history, ethnos, and collective memory. They regulate behavior, transmit norms, and preserve cultural heritage across generations.

## **Discussion**

The study confirms that cultural codes function as a system of signs that structure perception and communication within a cultural community. They act as “keys” to understanding national identity, worldview, and mentality. Semiotic interpretations show that cultural codes are not biological but socially transmitted models of behavior, functioning as a 'mega-program' regulating thought and action in society. National-cultural codes reveal symbolic worldviews and allow entire cultures to be perceived through linguistic and semiotic means. Differences in cultural codes across languages explain the existence of ethnographic lacunae - concepts unique to one culture but lacking direct equivalents in another.

Thus, the study highlights the importance of cultural codes in media texts as a means of preserving national uniqueness while participating in global communication.

## **Conclusion**

National-cultural codes are central to the study of language and culture, as they transmit unique cultural traits, regulate behavior, and preserve national identity. Their analysis in media discourse demonstrates how languages both reflect and shape cultural values. Understanding these codes provides deeper insights into intercultural communication and highlights the symbolic dimension of linguistic expression.

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