

**THEORETICAL FOUNDATIONS OF THE LINGUOCULTUROLOGICAL STUDY OF
CONGRATULATORY TEXTS**

<https://doi.org/10.5281/zenodo.21307196>

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Abstract. *This article discusses the theoretical foundations of studying congratulatory texts from a linguoculturological perspective. Congratulatory texts are considered an important speech genre that expresses socio-cultural relations between people. They reflect the national mentality, values, traditions, religious and spiritual views, speech etiquette, and communicative behavior of a nation. The article theoretically analyzes the essence of linguoculturology, the connection of congratulatory texts with cultural markers, their characteristics as speech acts, and the common and distinctive features of congratulatory expressions in Uzbek and English. It also examines, on a scientific basis, the manifestation of national-cultural concepts, evaluative units, formulas of blessing and wishing, the category of respect, and communicative strategies in congratulatory texts.*

Keywords: *congratulatory text, linguoculturology, national-cultural feature, speech genre, concept, pragmatics, communicative strategy, speech act, cultural code, language and culture.*

Introduction. In contemporary linguistics, language is studied not only as a means of communication but also as an important system that expresses a nation's cultural memory, worldview, values, and social experience. In particular, the development of anthropocentric linguistic approaches has increased the need for an in-depth study of the relationships between language and the human being, language and thought, and language and culture. From this perspective, linguoculturology has emerged as one of the important fields of modern linguistics.

Linguoculturology studies cultural meaning, national worldview, customs, traditions, values, and mental characteristics embodied in linguistic units. The lifestyle, social relations, moral norms, and aesthetic views of every nation are reflected in its language. Congratulatory texts are among the speech genres that vividly demonstrate such cultural markers.

Congratulatory texts are expressions of positive attitude, joy, wishes, and recognition conveyed on the occasion of an important event, holiday, achievement, ceremony, or social occurrence in human life. They are not merely simple speech units with the meaning of "I congratulate you"; rather, they represent a complex textual phenomenon that expresses a people's cultural thinking, social etiquette, religious-spiritual views, and

communicative traditions. For example, Uzbek congratulatory texts often contain expressions such as “may you live long,” “may grace and abundance fill your home,” “may you witness your children’s maturity,” and “may your intentions be fulfilled.” These units reflect such values of the Uzbek people as family orientation, collectivism, respect for elders, blessings, and abundance. In English congratulations, however, short, direct forms focused on individual achievement are more commonly used, such as “Congratulations!”, “Best wishes!”, “Wishing you success!”, and “You deserve it!” This shows that English culture places strong emphasis on personal achievement, individual freedom, and positive motivation.

Therefore, studying congratulatory texts from a linguoculturological perspective is of great importance for deeply understanding the relationship between language and culture, identifying how national mentality is expressed in speech, and determining an appropriate communicative approach in intercultural communication.

The aim and objectives of the study. The main aim of this study is to explain the theoretical foundations of the linguoculturological study of congratulatory texts and to identify their national-cultural features.

- To achieve this aim, the following objectives were set:
- to explain the theoretical essence of linguoculturology;
- to characterize congratulatory texts as a speech genre and a speech act;
- to identify the expression of national-cultural concepts in congratulatory texts;
- to conduct a comparative analysis of the linguoculturological features of Uzbek and English congratulatory texts;

to substantiate the role of congratulatory texts in intercultural communication.

The theoretical essence of linguoculturology. Linguoculturology began to develop actively at the end of the twentieth century as a discipline that studies the interrelation between language and culture. This field is directly connected with linguistics, cultural studies, ethnolinguistics, psycholinguistics, pragmatics, and cognitive linguistics. The main object of linguoculturology is the cultural meanings, national mentality, and cultural codes reflected in language.

Language is considered a means of preserving a nation’s historical experience, values, and social consciousness. Every linguistic unit may carry certain cultural information. For example, Uzbek words such as “baraka” (blessing/abundance), “duo” (prayer/blessing), “savob” (good deed/reward), “xonadon” (household), “nasiba” (destiny/share), and “oq fотиha” (blessing of approval) have not only lexical meanings but also express the people’s religious-spiritual views, moral values, and social relations.

The concept of “concept” occupies an important place in linguoculturological research. A concept is a notion with cultural and spiritual content formed in human consciousness and manifested through linguistic units. In congratulatory texts, concepts such as “happiness,” “health,” “life,” “blessing,” “family,” “success,” “respect,” “goodness,” and “peace” are actively used. These concepts may carry different semantic

and pragmatic meanings in each national culture. For example, in Uzbek culture, the concept of “baraka” combines the meanings of material prosperity, spiritual peace, family harmony, and divine blessing. Although there are close English equivalents such as “blessing,” “prosperity,” and “abundance,” they do not fully cover all the cultural layers of the Uzbek word “baraka.” Therefore, in studying congratulatory texts, it is necessary to analyze not only the direct meaning of linguistic units but also their cultural meaning.

Congratulatory texts as a speech genre. As a speech genre, congratulatory texts perform a specific communicative function. Their main function is to express a positive attitude toward the addressee, to congratulate the addressee on a particular event or achievement, and to convey good wishes. Congratulatory texts usually consist of such semantic components as positive evaluation, sincere attitude, joy, recognition, and wishes.

The main features of congratulatory texts are as follows:

- they have a positive emotional tone;
- they are directed toward the addressee;
- they are connected with a particular situation or event;
- they contain components of wishes and blessings;
- they reflect cultural values;
- they are used in formal or informal styles;
- they serve to strengthen social relations.

According to speech act theory, congratulations belong to the group of expressive speech acts because they express the speaker’s joy, recognition, and positive attitude toward the addressee. For example, in the sentence “I sincerely congratulate you on your birthday,” the speaker expresses a sincere attitude toward the addressee. In the sentence “May your achievements continue,” a wish for future success is expressed.

According to form, congratulatory texts are divided into oral and written types; according to style, into formal and informal types; and according to content, into personal, family, professional, religious, festive, and social congratulations.

Linguoculturological features of congratulatory texts. Congratulatory texts are closely connected with the cultural values of every nation. They express national mentality, social relations, religious views, and moral norms. The following linguoculturological features are observed in Uzbek congratulatory texts:

First, Uzbek congratulations frequently contain units expressing blessings and abundance. Expressions such as “May God grant you a long life,” “May you be blessed,” “May grace and abundance never leave your home,” and “May your intentions be fulfilled” are connected with the people’s religious and spiritual worldview.

Second, the concepts of family and household occupy an important place in Uzbek congratulations. For example, expressions such as “I wish you family happiness,” “May you witness the maturity of your children,” and “May peace reign in your home” reflect the Uzbek people’s family-oriented values.

Third, the category of respect has special significance in congratulatory texts. Forms of address such as “Honorable teacher,” “Esteemed colleague,” “Dear friend,” and “Respected parents” are chosen according to the addressee’s social status, age, profession, or degree of closeness.

Fourth, the spirit of collectivism is strong in Uzbek congratulations. Often, congratulations are expressed not only to one person but also in connection with their family, relatives, team, or nation. For example, in the sentence “We wish you and your family members peace and tranquility,” the addressee’s family is also included in the content of the congratulation.

In English congratulatory texts, however, brevity, clarity, and emphasis on personal achievement are prominent. Expressions such as “Congratulations on your success!”, “Well done!”, “Best wishes for your future!”, and “You deserve this achievement!” are aimed at recognizing the addressee’s individual accomplishment. In English congratulations, sincerity, simplicity, and directness are preferred over excessive solemnity.

A comparative analysis of Uzbek and English congratulatory texts. Although Uzbek and English congratulatory texts share a common communicative function, there are significant differences in their linguoculturological expression. In both languages, congratulatory texts perform the functions of expressing a positive attitude, conveying joy, and offering good wishes. However, the linguistic means and cultural content of this function are manifested differently.

In Uzbek, congratulations are often expanded, figurative, solemn, and blessing-oriented. In English, they are expressed in a short, clear, and person-oriented form. For example, the Uzbek congratulation “Tug’ilgan kuningiz muborak bo’lsin! Ilohim, umringiz uzoq, rizqingiz mo’l, baxtingiz butun bo’lsin” can be translated into English as “Happy birthday! Wishing you a long, happy, healthy, and prosperous life.” Here, units such as “rizq,” “baraka,” and “baxtingiz butun bo’lsin” are rendered through functional equivalents in English.

The following table presents some distinctive features of Uzbek and English congratulations:

Criterion of analysis	Uzbek congratulatory texts	English congratulatory texts
Main value	Family, respect, blessing, prayer, collectivism	Personal achievement, success, motivation
Style	Solemn, emotional, expanded	Short, clear, sincere
Form of wish	Through blessings and good intentions	Through direct wishes and motivational expressions

Form of address	Hurmatli, aziz, muhtaram, qadrli	Dear, respected, congratulations
Cultural units	Baraka, rizq, xonadon, farzand kamoli	Success, achievement, happiness, best wishes
Pragmatic orientation	Strengthening social and family relations	Personal recognition and encouragement

These differences show that congratulatory texts are not simple linguistic units but speech expressions of a particular cultural worldview. Therefore, in their linguoculturological study, one cannot be limited only to grammatical or lexical analysis. It is also necessary to take into account the cultural context, social relations, the relationship between addresser and addressee, the situation, speech etiquette, and national values.

The expression of concepts in congratulatory texts. Conceptual analysis plays an important role in the linguoculturological study of congratulatory texts because the most important cultural values of a nation are manifested through concepts in such texts. In Uzbek congratulations, the concepts of “happiness,” “health,” “life,” “blessing,” “sustenance,” “family,” “child,” “peace,” and “respect” are actively used.

The concept of “happiness” in Uzbek congratulations is often associated with family harmony, prosperity, and spiritual peace. For example, expressions such as “I wish you family happiness” and “May your happiness be complete” signify not only personal happiness but also the well-being of the family and household.

The concept of “health” is considered one of the most important wishes in Uzbek congratulations. Expressions such as “First of all, I wish you health” and “May strong health be with you” show the national view that health is valued above all other blessings.

The concept of “baraka” is directly connected with the religious and spiritual worldview of the Uzbek people. This concept has a broader meaning than material wealth. It embodies the meanings of peace, prosperity, sustenance, contentment, family harmony, and divine blessing.

In English congratulations, concepts such as “success,” “happiness,” “achievement,” “future,” “joy,” and “luck” are actively used. These concepts are distinguished by their orientation toward personal development, future opportunities, and individual achievements.

Pragmatic features of congratulatory texts. From a pragmatic point of view, congratulatory texts perform the functions of strengthening social ties, exerting a positive influence on the addressee, and expressing respect and sincerity. Every congratulation occurs in a specific communicative situation. For instance, birthday congratulations, wedding congratulations, professional holiday greetings, and congratulations on scientific achievements or promotion each have different pragmatic purposes.

In formal congratulations, respect, recognition, and social status are usually important. For example: "We sincerely congratulate you on your professional holiday. We wish you strong health, family happiness, and great success in your responsible work." In such texts, formal style, solemn tone, and social respect are strongly expressed.

In informal congratulations, closeness, sincerity, and emotional warmth prevail. For example: "Happy birthday! Always keep smiling and be happy!" In this type of text, brevity, directness, and a friendly tone are of great importance.

Pragmatic analysis shows that the success of a congratulatory text depends not only on its grammatical correctness but also on its suitability to the situation, the addressee's status, cultural norms, and the rules of speech etiquette.

Methods of linguoculturological research on congratulatory texts. Several methods can be used in the linguoculturological study of congratulatory texts. First, the descriptive method is used to identify the structure, lexical-semantic composition, and stylistic features of congratulatory texts. Second, the comparative method helps analyze the common and distinctive features of congratulatory texts in different languages. Third, conceptual analysis is used to study the cultural concepts expressed in congratulatory texts. Fourth, pragmatic analysis helps identify the communicative function of congratulatory texts, their influence on the addressee, and their connection with the speech situation.

In addition, identifying cultural codes is important in linguoculturological analysis. A cultural code refers to a system of symbols, values, images, and meanings characteristic of a particular national culture. For example, units such as "oq yo'l" (a blessing for a safe and successful journey), "baraka," "duo," "xonadon," and "farzand kamoli" in Uzbek congratulations are interpreted as national cultural codes.

Conclusion. Congratulatory texts are an important source for linguoculturological research because they embody a nation's national mentality, cultural values, social relations, and speech etiquette. Through congratulatory texts, the interrelation between language and culture, a people's worldview, value system, and communicative behavior become clearly visible.

While concepts such as blessing, abundance, family, household, respect, health, peace, and collectivism are dominant in Uzbek congratulatory texts, English congratulatory texts more frequently demonstrate features such as brevity, personal success, individual achievement, positive motivation, and confidence in the future. These differences are connected with the cultural thinking and communicative traditions of both peoples.

The linguoculturological study of congratulatory texts has important scientific significance for linguistics, translation studies, intercultural communication, and pragmatics. Such studies help to understand the cultural content of linguistic units more deeply, to identify how national values are expressed in speech, and to improve the effectiveness of communication between representatives of different cultures.

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