

THE INFLUENCE OF CULTURAL FACTORS IN TEACHING KOREAN (ON THE EXAMPLE OF UNITS OF ADDRESS NAMES IN KOREAN)

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Abstract

Before learning a foreign language, if the culture, values, and traditions of the people who speak that language are studied, it will be easier to understand the problems encountered in the process of learning the language. This article presents the rules for learning the Korean language correctly by examining the types and stylistic forms of address units, which are such a delicate point of the Korean language and Korean culture.

Keywords: Address names, cognitive linguistics, speech etiquette, linguoculturology, etiquette units, category of respect, hierarchy.

Introduction

Address names are a sharp, effective tool that is widely used in our daily life, in the speech activity - speech process, serves for interaction, expresses the speaker's attitude towards the listener, carries various connotative meanings - semantic "tones". [Husanov B., Gulyamov V, 2009: 48] The speaker attracts, focuses and encourages the listener's attention to something through address units (forms, expressions, names). Address forms express spiritual and educational processes directly related to the spirit, such as closeness, sincerity, respect, trust, affection, emphasis, warning, gratitude, satisfaction, caress, affection, discontent, anger. Address units, according to their methodological function, express the tone of communication, the functional aspect of communication-intervention. Address forms are of great importance in the necessary conduct of communication, in which the address reflects the social group to which the listener belongs, his place of residence, age, the task he performs, and other factors.

Asosiy qism

Forms of address are one of the means of expressing the speaker's attitude towards the listener, his respect and his level of culture. Address names are a means of showing the worldview, national character, level of spirituality, morality, intelligence, in particular, attitude to reality, speech culture of the speakers of the language. Naturally, the nationality and mentality of the speaker of the language are also important.

National character is understood as a set of characteristics that have been passed down from generation to generation among a certain social group for centuries. The religion, environment and social lifestyle of a particular nation have a significant impact on national character, and this is manifested in its own communicative behavior. For example, character traits can be manifested when speaking, in actions at various ceremonies, when greeting, saying goodbye,

and even in facial expressions in a look. Korea's several thousand years of history, cultural heritage and traditions are reflected in today's lifestyle. One Korean scholar said that Korea itself is a museum. The Korean people are distinguished by their unique speech behavior and culture of communication. Like the Uzbeks, the Korean people attach great importance to respect for elders and respect for the younger. In Korean culture, especially in official forms of address, the sign of respect is strong, and a person's status, position, duty, profession, title and age are observed. [Usmanova Sh., Kalanova D, 2012:162] In this national culture, address units are implemented as etiquette rules. Address names in the Korean language are much stronger and require more attention than in other national languages. Our ultimate goal is to examine through this research work whether the Korean people pay close attention to the rules of etiquette and thereby express their national identity.

The Korean people have preserved their own customs and traditions for centuries. This country has been a nation that has been brought up with such noble feelings as etiquette, communication, and respect for elders from time immemorial. It is absolutely impossible to study the issue of etiquette without taking into account the national character, the nation's unique customs, values, and traditions. Because etiquette is an integral part of the nation's character and is closely related to each other.

The category of etiquette is used as a rule in the Korean mentality and is one of the most necessary tools for speech in expressing thoughts concisely, clearly, and figuratively. Consequently, etiquette, which has been confirmed thousands of times in the centuries-old social experience of the Korean people, has been giving meaningful beauty and a unique gloss to speech every day and every moment of the life of this nation.

In Korea, as well as in Eastern countries, the culture of address is considered a separate section of education. Address etiquette is a set of actions that indicate a person's upbringing, and it requires a high moral level and aesthetic knowledge from a person. There is a wise truth in ancient Eastern wisdom that says, "Do not look at a person's face, but at his words." After all, if language is a product of human thought, then communication is a mirror of culture. Education is a means of revealing the intellectual beauty and qualities of a person's inner world. Communication is a quality that connects people with each other, brings them closer, and encourages them to do good deeds, big and small. Communication plays a great role in a person's living a beautiful life, finding their place in society, and achieving the respect of others. A person's sincerity testifies to their upbringing, while their eloquence, appropriate use, and meaningfulness of words indicate their education and knowledge.

In the Korean mentality, a person is judged by his communication. If his thoughts and ideas are understood through his words, then through his address, one can understand a person's manners, origin, lineage, education and upbringing given by his parents and teachers. Koreans believe that a person's inner world, personality, mind and emotions are fully reflected in his appearance, including his eyes, face, figure and facial expressions and body movements during a conversation, and believe that the more perfect his inner world is, the more civilized his behavior will be.

"Communication is such a form of interpersonal relationship that people communicate with each other morally, aesthetically, culturally, politically and spiritually, influence and are influenced by each other." [Husanov B., Gulmov V, 2009:8]

The culture of address is the most important aspect of Korean daily life, requiring politeness. Since address etiquette is the beginning of mutual respect and communication between people, there are special rules for its implementation. When addressing another person in neutral relationships, adding “님”, “씨” and other address suffixes to the Korean address units, people’s mutual respect and goodwill towards each other is clearly felt.

Correctly chosen address names are the key to two languages that are talking to each other, and the respect shown by a person to another person ensures the beginning of mutual communication between people. As we mentioned above, Korean culture has its own rules for communication, in which the following always apply first:

- younger people to older people;
- employees to managers;
- the person entering the room is addressed to everyone there;
- a person of lower rank to a higher rank;
- in public places, using second-person pronouns;
- in a circle of people of equal age and service, a well-mannered person should first start by greeting and using the form of address to the interlocutor. Before addressing a person who is not familiar with each other, one should apologize and then address him.

In fact, addressing is done in different ways, depending on where, with whom, when, and also on the relationship between this person and the interlocutor. Address names are not only a sign of respect, but also an important tool for achieving the goal. The appeal is directed to an individual or a group, depending on the situation, circumstances, community, environment. However, all appeals can only give a positive result if they are subject to moral standards.

Although the units of appeal reflect the same purpose in all languages, it is impossible to express it in the same form in another language. Since the essence of the units of appeal is the issue of national character, the specific customs, values, and traditions of the nation, it is impossible to study the units of appeal of a nation without taking these aspects into account when analyzing them. Because the units of appeal are an integral part of the character of the nation, they are closely related to each other.

As diverse and diverse as the nature of the Earth is, the ethnic characteristics of the population living on it are also so diverse. Under the influence of the factors listed above, the unique character traits of each nation are expressed. Failure to take such aspects into account in the process of interaction between representatives of different nationalities can lead to various misunderstandings, disagreements and even conflicts. In particular, taking into account the fact that Korean society has its own long-standing hierarchy and unique system of state administration, we can say that this society has such a classification of address units that it is impossible to translate them directly into our language.

In Korean, address is divided into several types based on ethnic status: formal, confidential, intimate and informal.

In human relations, the words spoken are based only on moral standards. This means that the units of address used in relations between relatives, lovers, spouses, friends - brothers, officials and employees are different. The address is essentially a type of relationship that has socio-political, spiritual and educational significance, and they are oral or written. Below, based on the Korean social environment, we will examine the units of address that are unique to this nation by classifying them. In the Korean sphere, the second-person pronoun "여러분" is used when addressing the public. In this case, the profession of the members of the staff is also taken into account. If the staff consists of workers, "직원 여러분", if it consists of students, "학생 여러분", and when addressing a team of medical personnel, "의사 여러분" is used. Given the rapid development of Korean industry and the diversity of professions, this list can be continued for a long time. An important point is that the unit of address "여러분" can be at the same time equivalent to such appeals as "friends", "dear", "brothers" in our language.

When addressing a leader in a work team, the unit of address "사장님" is used, and if the leader is a woman, the unit of address "사모님" is used. The use of a separate unit of address for a female leader is a rare case, which is another aspect that indicates the significant role of units of address in the culture of the nation. Also, in manufacturing enterprises, there are separate names of address for each employee, which can be a reason for studying the names of address as a separate discipline in the Korean nation. Depending on the position held by the heads of departments and leading specialists of the enterprise, the units of «부장님», «과장님», «이사님» and others are used. The scope of formal address also includes educational institutions, and it is permissible to use titles such as «교수님», «선생님» to address teachers in these institutions.

Formal addresses are also used at events of state importance, where a person is addressed according to his age or to everyone in general.

Conclusion

Units of address are a whole world in themselves. The more you enter into it, the more they become polished and begin to show their beauty. Regardless of the language in which they are in, they demonstrate the pride, character, past, lifestyle, ethnic composition, and morality of the nation. Sometimes, through just one address of a person, it is possible to evaluate an entire nation. The Korean language is fundamentally different from other languages precisely in the variety of its units of address, there is an address for each field, including each profession. Sometimes there are cases when it is difficult to translate Korean address names into another language. In this case, it is necessary not to translate the word directly, but to choose an equivalent word that corresponds to it. To understand the address names in Korean, it is necessary to think in Korean, be aware of the lifestyle of Koreans, feel like them and live their lives.

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