

A Scrupulous Demonstration of The Prominence of Language and Culture Entices Language Instructors

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ABSTRACT: *It is quite customary that the longing for learning new languages with which one can communicate and be integrated with has enormously invaded everybody's sphere of cravings. Notwithstanding, multiculturalism does inevitably permit the presence of a manifest interaction between cultures of the people of divergent parts. There are sundry ways to learn a language; the recent one is through videos from the Net. It is practical albeit very ineffective concerning cross-cultural dialogue (and implied meaning). Thus, it seems excessively trite. The aim of this work is to elucidate the idea that a language of a particular parish represents its culture. Therefore, it is vital to know its culture. This paper highlights the fact that the arenas of teaching foreign languages, translation and business have to be acquainted with the pivotal correlation between language and culture. One needs to possess a relatively real vivid image about the county's backdrop. This cannot be present unless teaching a foreign language fosters the deepened study of the cultural side of the area. The new foreign language teaching tendencies in schools lack the cultural touch. That is why some learners learn the words of the language but they do not know what they connote.*

KEYWORDS: Language, Interrelated, Culture, Denotation, Teaching

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Introduction

It is world widely known that people hold manifestly opposing languages and behaviours over widely scattered areas. The meaning of the word culture incorporates the heritage of an entire population including, beliefs, demeanours, creed, preferences and attitudes. Lacking the intercultural side generates divergent issues, for instance people can misunderstand some points that are strictly related to the culture of the place. Thereby, learning the language needs to be side by side with understanding the atmosphere. The definition of Culture goes beyond its 7 letters. Selinker and Grass approve this: "Second language acquisition is complex, being influenced by many factors, both linguistic and nonlinguistic." (M. Gass, Selinker, 2008, p.445)

Language, on the other hand, is significantly interrelated to culture in the sense that the presence of changes within Cultures will automatically lead to a change in languages (as far as modifications and addition of words are concerned). Cultures are unremittingly changing and so do languages. Therefore, language speeds up the acquisition of any cultural change. Language use: how to use à language and where is enormously effective than learning the theories. "The external focus for the study of SLA has emphasized language use, including the functions of language which are realized in learners' production at different stages of development." (Saville-Troike , 2012, p. 26)

Universal Fact about Language (in Relation to Culture)

In fact, we can say that language, not surprisingly, is deemed as one of salient elements which pave the way for culture to be unleashed. This is true of all peoples and all languages; it is a universal fact about language. Indeed. Culture is transmitted to a great extent through language. Pr. Som Bidisha reinforces this central point in her talk: she insisted on the fact that when we look at any language, we automatically shift to the internal side() cognitive facet) and the external side which is the cultural underpinnings. (Pr. Som, 2021) No other example can best enhances the latter point than the one of animals. In other words, what is known today or is recorded in history could be maintained only among people utilizing and understanding a language in common use. The critic Claire KRAMSCH, who is writer of the famous book *Language and Culture*, endorses this idea in book *Context and Culture in Language Teaching*. He avers:

Foreign language instructors, on the other hand, who teach a second or third foreign language to students in educational settings, generally transmit with that language a view of the world that mainly promotes, the values and cultural assumptions...as other fields of inquiry, like cultural studies or literature studies, are redrawing the boundaries of their disciplines, it would be appropriate for foreign language study to re-examine its disciplinary base and its cultural presupposition. Its main goal can no longer be the one-sided response to national economic interests, and the pursuit of communicative happiness; it must include the search for an understanding of cultural boundaries and an attempt to come to terms with these boundaries. (Kramch, 2004, p.12)

As an example of the intricacy of the word culture is The denotation of the word Breakfast which differs from one language to another. It is not as plain as it shows. Actually, it can unveil creed, behaviour, substances preferences and ways of seeing things. In short, it extends the literal meaning. The talented

writer, Greenberg, endorses this in his book: "we could simply assert that à communicative system is not à language unless it is manifested by human being." (Greenberg, 1963, p. 5)

On closer scrutiny, one can consider the branch of linguistics Pragmatics when dealing with the language-culture notion. As it highlights the language in contexts, we can say that the pragmatic analysis can be prominent as far as language analysis is concerned. Let us make the following example as a first-hand testimony of what I am saying: If we say, I am celebrating the new year's day. This needs to be put in juxtaposition with literal meaning since it does possess divergent denotations in different cultures and societies. "the question for pragmatically oriented linguistics has been to make in the face of an appreciation of a language so comprehensive and daunting in its evident complexiy." (Senft, Ostman and Verschueren, 2009, p. 256). Language is a part of culture and culture is a part of language. (Kashan, 2021)

The Link between Language and Culture from a Translation Lens

It is commonly known that the culture of the particular group shapes the evolution of language. In the translation scope of research, getting acquainted with the cultural contexts is vital vis à vis language acquisition. Adding to the fact they underpin the language you are learning, they can lead you to invaluable insights into certain sentences that natives of a particular cultural group communicate with. These are called "factors influencing the individual." (Boas, 1940, p. 178)

If you want to increase your chances of mastering the language of any parish, you endeavour to dive into the cultural nuances. According to Dr. Ahmed K, when we translate from a language to another, we need to focus on the cultural environment of the units rather than the units of translation themselves. (Dr. Khuddro, 2021) Therefore, the word-for-word translation is not at all recommended. It will certainly end up with meaningless utterances or misleading understandings.

In fact, when we translate, we deliver a whole culture code and society system. Indeed, it is not only a language structure.

As languages and culture are complimentary of each other, and cultural features of every region is different, translators not only should concentrate on how to convey the same meaning, but also attempt to show the dissimilarities between two cultural perspectives. As Kramersch (1998) states language is a system of signs that is seen as having itself a cultural value. (Morena Braçaj, 2014, p. 332)

No wonder, once we use language, we are surely communicating meaning. In other words, we are not decoding language codes. As it is stated in the article: "Languages are used as resources to convey meaning in conversation." (Benhattab, 2011, p. 223)

To establish the validity of the fact that language cannot be innate is the fact that language of a specific area is shaped by its community. With the same token, the gifted writer Goodenough wrote: "To describe the content of such a body of knowledge is to describe the community's culture, according to one of the several meanings anthropologists give this term." (Goodenough, 1967, p. 1203). "...the pervasive and oft times evasive role of culture is given its rightful place as central to the translation process. The author's stated purpose is that the book serves as a framework for teaching culture in translation courses." (Grill, 1999, p. 193)

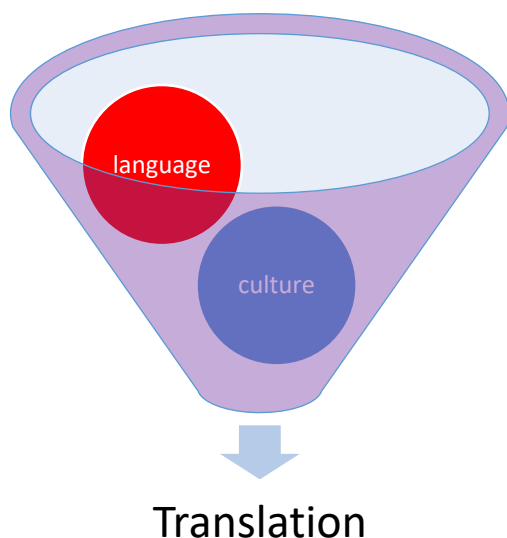


Figure1. Translation requires language and culture

Business Work versus Language and Culture

Indeed, the blossoming and outstanding success of a business or a work in general and in any field owes its existence to the tactful dissemination of this work. The expansion of a business needs a means of communication that can be understood by a large number of people around the world or different people in the same group. The best example to be elucidated is the English language, especially if you're conducting business meetings where people from divergent countries are present. In this case, if you would like your presentation to be potent, you have to master the cultural side of a language. What establishes the validity of what is said is the fact that different phrases mean different things in a wide range of Languages. It is customary, for some people, to use the English language in their prominent meetings to ensure the effectiveness of the data displayed. "when these organizations hold inter-national competitions, the language automatically becomes the lingua franca of the gathering. English is used as the sole official language in relation to a wide range of topics." (Crystal, 2003, p. 88)

In some countries, to lower the tone when speaking is necessary, while in other countries it is not important. In particular, if you are meeting someone for the first time. The latter idea is niftily elucidated in the following lines:

It is obvious that in interlingual communication involving members of two different cultures this common knowledge may be seriously limited which will be an obstacle to understanding. In other words, the translated message is transferred not only to another language but also to another culture. This fact cannot but influence the translating process. In addition to overcoming the linguistic barrier the translator has to surmount the cultural barrier, to make sure that the receptors of the target text are provided with the presuppositions required for their access to the message contents. (Komissarov, 1991, p. 32)

In view of the fact that technology and scientific advancements are unremittingly changing, the lives of people have changed significantly. Thanks to the rise of international organizations, businesses have become more global. "Common language, behaviour patterns, and values form the base upon which members of the culture exchange meaning with one another in conducting their daily affairs." (Brennett, p.1) Many of them have offices in various nations. Also, English is used as a global language for various industries such as education, technology, and travel. Due to the increasing number of companies and organizations globally using English, the popularity of English among the masses makes it the most popular diplomatic language. (Brannen, 2017, pp. 136-162)
Eventually, cultural understanding is a key factor as far as language learning is concerned.

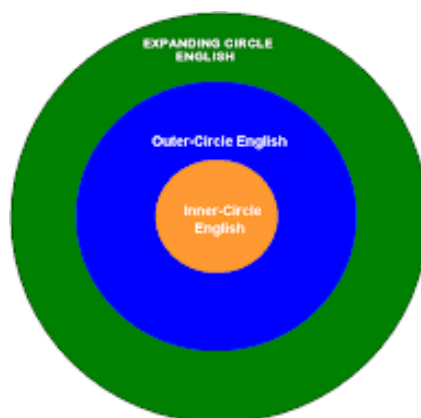


Figure2. Kachru s Model

According to Kachru (1985), English is well expanded and it will be constantly extending. Thus, it is the language that is used as a means of communication by most of us.

Conclusions

In a nutshell, I would fearlessly say that an entire intricate social organization is transmitted through a well-structured communication code and lacking the cultural side generates sundry issues." It can thus be concluded that it is of primary importance to make L2 learners aware of the functions and effects of linguistic devices as well as social context and politeness strategies used by L1 speakers in an informative but not prescriptive manner".(Ficzere, 2014, p. 32) Fostering the consideration of the correlation between language and culture in language analysis is quite deep-seated.

As it is stated in the following lines: "Acquiring a second language is not devoid from the substantial set of reflections the language mirrors. Learners may construct their representations of a language from politics, religion, technology, literature, social media and so on." (GLAMALLAH, 2016, p.207)

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Author's Biography

BOUTOUIL Sarra, a Lecturer at the University of Sciences and Technology Oran USTO (English for computing ESP) and I have a track record of successful teaching for a decade (from 2012) at divergent departments (department of English Oran, ENS Oran department of English Higher National School of Teachers and Computer Science department). I am teaching in parallel at the department of English (Master 2 didactics and Approaches). I graduated from the Department of English Oran in 2011 and I was Ranked First. I finished my Magister dissertation in 2014 and obtained my doctorate thesis in 2018. I participated in diverse conferences and seminars in many cities and I succeeded in publishing some articles in the field of literature which is my selected track. I am a member in the selection Committee of Erasmus. I gained university accreditation (Habilitation Universitaire) to ensure a basic level of quality. Also, I am dissertation supervisor of doctorate student and many Master memoires. I am a reviewer in two journals: Dirasat Fania, Faculty of Letters, University of Tlemcen AbouBakr Belgaid. ALTRALANG, Faculty of Foreign Languages, Oran2. Adding to that, I am currently teaching the engineers, workers from divergent hospitals and departments, English for administrative management.