

Cultural Conceptualisations And Language By Farzad Sharifian

Delving into the Detailed World of Cultural Conceptualisations and Language by Farzad Sharifian

Farzad Sharifian's work on cultural conceptualisations and language offers a captivating exploration into the deep relationship between understanding and utterance. His research illuminates how communal values profoundly mold the way we perceive the world and, consequently, how we articulate our perceptions linguistically. This article will explore key aspects of Sharifian's contributions, highlighting their importance for language studies and multicultural interaction.

Sharifian's approach is rooted in the intellectual linguistic perspective, which emphasizes the mental processes underlying language use. He argues that language is not merely a instrument for transmitting data, but rather a expression of our conceptual frameworks. These systems, in turn, are deeply affected by our cultural backgrounds. This indicates that language is not a objective vehicle, but rather a culturally charged instrument that exposes the values and worldviews of its speakers.

One of the principal concepts explored by Sharifian is the notion of cultural models. These are shared understandings of the world that influence our deeds and communication. For example, the cultural framework of time can differ significantly across cultures. In some cultures, time is viewed as sequential, while in others, it is considered cyclical. This difference in conceptualisation is reflected in the spoken statements used to talk about time. A chronological conception of time might be reflected in the use of precise temporal markers, whereas a recurring notion might be expressed through metaphors that emphasize the recurring nature of events.

Another important contribution of Sharifian's work is its emphasis on the role of similes in molding cultural conceptualisations. He shows how analogies are not merely ornamental expressions, but rather powerful instruments that shape our interpretation of abstract concepts. For instance, the metaphor of "time is money" prevalent in some Western cultures reveals a cultural belief placed on efficiency and productivity. This metaphor not only shapes our perception of time, but also affects our deeds regarding time management.

Sharifian's work possesses considerable consequences for a variety of areas, including language teaching, cross-cultural communication, and translation studies. In language teaching, understanding cultural conceptualisations is vital for designing effective courses that address the problems of intercultural communication. Similarly, in cross-cultural communication, consciousness of different cultural schemas can assist individuals to sidestep misunderstandings and develop stronger interpersonal relationships. In translation, appreciating cultural models is crucial for exact and important transmission of sense across languages and cultures.

In conclusion, Farzad Sharifian's exploration of cultural conceptualisations and language provides a valuable supplement to our understanding of the complex relationship between language, cognition, and culture. His work highlights the importance of considering cultural elements in the study of language and emphasizes the strong role that language plays in molding our interpretations of the world. By grasping these relationships, we can improve our ability to interact effectively across cultures and develop a more inclusive world.

Frequently Asked Questions (FAQs):

1. **Q: How does Sharifian's work differ from other approaches to language and culture?**

A: Sharifian's work strongly emphasizes the cognitive linguistic perspective, focusing on how cultural models shape our mental representations and linguistic expressions. This differs from solely sociological or anthropological approaches which might prioritize external societal structures over internal cognitive processes.

2. Q: What are some practical applications of Sharifian's research in language teaching?

A: Instructors can use his insights to design culturally sensitive materials, teach students about cultural models influencing language use, and promote cross-cultural communicative competence.

3. Q: Can Sharifian's theories be applied to fields beyond linguistics?

A: Absolutely. His work has relevance for anthropology, sociology, psychology, and even marketing and international business, where understanding cultural nuances is critical for success.

4. Q: What are some limitations of Sharifian's approach?

A: While robust, some critics might argue for a greater focus on the dynamic and contested nature of cultural models, which are not always static or universally shared within a single culture.

5. Q: Where can I find more information on Farzad Sharifian's research?

A: A simple online search for "Farzad Sharifian" will produce numerous results, including publications, book chapters, and potentially his university affiliation.

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