

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 fascinating exploration into the intimate relationship between cognition and communication. His research reveals how cultural beliefs profoundly mold the way we understand the world and, consequently, how we articulate our perceptions linguistically. This article will examine key aspects of Sharifian's contributions, highlighting their significance for communication studies and cross-cultural interaction.

Sharifian's framework is based in the mental linguistic perspective, which emphasizes the intellectual processes underlying language use. He argues that language is not merely a means for transmitting knowledge, but rather a expression of our cognitive frameworks. These frameworks, in turn, are deeply shaped by our societal backgrounds. This implies that language is not a objective channel, but rather a socially laden tool that uncovers the values and outlooks of its speakers.

One of the central concepts explored by Sharifian is the notion of cultural models. These are common interpretations of the world that influence our deeds and communication. For example, the cultural model of time can change significantly across cultures. In some cultures, time is viewed as chronological, while in others, it is considered cyclical. This difference in perception is reflected in the verbal expressions used to talk about time. A linear conception of time might be reflected in the use of precise temporal markers, whereas a repetitive 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 analogies in shaping cultural conceptualisations. He demonstrates how analogies are not merely figurative expressions, but rather strong tools that shape our understanding of abstract concepts. For instance, the analogy of "time is money" prevalent in some Western cultures shows a communal principle placed on efficiency and productivity. This metaphor not only influences our interpretation of time, but also shapes our actions regarding time management.

Sharifian's work possesses considerable effects for a variety of fields, including language teaching, cross-cultural communication, and translation studies. In language teaching, understanding cultural schemas is crucial for designing effective programs that tackle the difficulties of intercultural communication. Similarly, in cross-cultural communication, consciousness of different cultural schemas can aid individuals to avoid misunderstandings and build stronger interpersonal relationships. In translation, appreciating cultural conceptualisations is essential for precise and significant conveyance of sense across languages and cultures.

In conclusion, Farzad Sharifian's exploration of cultural conceptualisations and language provides a precious supplement to our understanding of the detailed relationship between language, thought, and culture. His work highlights the relevance of considering communal aspects in the study of language and emphasizes the potent role that language plays in influencing our interpretations of the world. By understanding these interconnections, we can enhance our ability to interact effectively across cultures and develop a more understanding 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 provide numerous results, including articles, book chapters, and potentially his university affiliation.

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