



## LINGUISTIC AND NON-LINGUISTIC FACTORS OF UNIVERSAL VALUES

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**DOI:** <https://doi.org/10.5281/zenodo.15174106>

### ABSTRACT

This article explores the complex interplay between linguistic and nonlinguistic factors that shape universal values across diverse cultures. By examining the role of language as a means for expressing core human values, we identify how linguistic structures, vocabulary, and pragmatics influence cultural perceptions and moral frameworks. Additionally, we investigate nonlinguistic factors such as social norms, historical contexts, economic conditions and psychological underpinnings that contribute to the formation of universal values. Through a multidisciplinary approach that integrates insights from linguistics, anthropology, psychology, and sociology, this study highlights the complexity of value systems and argues for a holistic understanding of how these factors coalesce to form shared human principles. Our findings suggest that while certain values may be universally recognized—such as fairness and respect—their expressions are profoundly affected by linguistic nuances and contextual variables. This research contributes to the ongoing discourse on cross-cultural communication and ethical understanding in an increasingly interconnected world.

**Keywords:** universal values, linguistic factors, nonlinguistic factors, cross-cultural communication, moral frameworks.

### INTRODUCTION

Value is a concept used to show the universal, social, moral, cultural and spiritual significance of certain events in reality. The theory of values appeared in the 19th century when the process of people's transition from traditional culture to personal culture began. It is clear that no society can exist without values. Values are reflected in the thought and goals of a person's life, actions in society, ideals of society. However, accepting this value or not is up to each individual. Universal values include life, freedom, science, health, humanitarianism. These values have been passed down from generation to generation and they continue to serve people's well-being. When talking about its factors affecting universal values, it is permissible to take into account the national culture, historical experience, religious beliefs, family values, education system, social life, globalization of a certain nation. Because these factors play an important role in the life of society.

Rich cultural heritage, traditions and customs of the nation can be the basis of universal values. Several areas in the formation of universal values; literature, music, dance, art play an important role. The history, past, relations with different peoples, and their influence are among the main factors in the formation of values. Different



countries have different religious beliefs. This, in turn, determines the moral rules and values of the nation

Moreover, universal values represent the highest goals and aspirations in the mind of mankind. Peaceful coexistence of people, full provision of human rights and freedoms, prevention of various wars, construction of a world without wars and violence, creation of conditions for effective use of science and advanced technologies, prevention of ecological destruction related to humanity, the prevention of negative social consequences of science and technology, various epidemics, diseases, etc., all depend on ensuring the priority of universal values.

However, international terrorism, drug addiction, and demographic explosions are causing various problems that are against the common interests of mankind. In conclusion, universal human values are important not only for the history and past, but also for the future of humanity.

## LITERATURE REVIEW

Multiple research has been conducted to study linguistic and non-linguistic factors of universal values. One of them is G. Hofstede who stated that the main factors influencing values can be childhood thinking and its educational system. The same idea was given by Kuehn (2016). He thinks that value based education can help to increase pupil's problem solving ability. The article "Inculcating universal values via English language education" by Haja Mohideen Bin Mohamed Ali gives information about the National Institute of technology in India which promotes universal values on the basis of technological education. According to Robert Cialdini non linguistic factors of universal values can be also social norms. He analysed deeply different social behaviors of different nations. Another factor can be state laws of a particular nation. Constitution of Uzbekistan was analysed as an example, which reflect important values of uzbek people. One of the most important factors influencing values is analysed by Geerts. He explains the importance of nation's traditions analysing balinise cockfighting.

Besides, there are also linguistic factors of universal values that has been explored by scholars. One of the linguistic factors is explored by Naomi Chomsky who worked out his own theory of "Universal grammar". In addition universal values are expressed in the works of many scholars, writers like G. Lacoff and Johnson. M.

## RESEARCH METHOD AND PROCESS

This research was carried out by means of comparative analysis. This research method was used to compare and contrast the factors influencing universal values in different countries. Different nation's cultures and traditions are compared. As linguistic factors of universal values metaphors are compared in both languages. This comparative analysis enabled the researcher to examine the influence of grammatical structure, semantic opportunities of the language in expressing values. Comparative method facilitated the identification of a number of linguistic nuances in expression of values in different languages.

## DATA ANALYSIS

One of the factors which plays a crucial role in universal values is education system. The education system helps to shape and instill important values for human. It promotes empathy and respect for diversity. This understanding can lead to a greater appreciation of universal values that transcend cultural boundaries. The future generation is informed about universal values with the help of the educational system. The essence of values allows a person to be satisfied with himself. It is a fundamental belief that a person has, through which a person's needs, preferences or dreams, ideals and inner happiness are related to their goals. Value-based education is the basis for the development of universal values such as respect, tolerance, and peace. It emphasizes the spirituality and values that are valued by the society. These values, which are accepted by almost everyone, are love for man, the attitude of man to animals, opposition to violence, a sense of tolerance for the religious beliefs of others, mutual solidarity among members of the community, a sense of understanding for disabled people, and the weak and vulnerable, support, etc. Values are the basis of human existence and positivity is embodied in them. It gives moral responsibility to people and society. National Institute of Technology in India promotes universal values along with technological education. The main purpose of this is to contribute to the comprehensive development of a person, to ensure healthy relationships in the family, and to achieve social and economic satisfaction. Universal values are synonymous with spiritual (moral) values.

Geert Hofstede, a Dutch sociologist and psychologist, based on his research and research in the 1960s and 1970s, proposed the idea of the generality of indicators that show the cultural characteristics of different nations. He states that one of the main reasons for this is that his childhood thinking is strengthened in the process of the mentality of the family and its educational system.

Kuehn (2016) states that teaching such values to young people in the school education system will increase the ability of young people to solve problems in society more intelligently. Condemnation of anti-values such as insults, threats, cheating in exams, universal values are taught. When its bad consequences are explained to them, they become the best model students. Value-based education affects the formation of responsible citizens, it encourages people to live in harmony with nature and humanity. It should be noted that due to the rapid development of science and technology, some values are being lost. Therefore, it is necessary to warn the young generation about the main problems and issues of society.

Arizona State University scientists Robert B. Cialdini and Melanie R. Trost write that society changes its social life under various influences. Social norms affect values in different countries. Greeting manners and customs that reflect respect, which is a universal value, are different in different countries. However, its expression is different. In some countries, greeting - greeting with hand, greeting with open palm, greeting with a kiss on the cheek, etc.

Social norms are rules and standards understood by a certain group, and their implementation is not necessarily controlled by law. These norms are formed during the interaction of people with each other, and sometimes they may not be clearly

manifested. But it is passed down from generation to generation, it is preserved because it is supported and appreciated in the culture of the society.

If we consider another universal value "marriage" traditions, the sign of marriage is different in different nations. In India it means a "sindoor" on the forehead, in many countries it can be a ring on the fourth finger, or in some countries it can be a jewelry on the foot, etc.

Another non-linguistic factor of universal values is national consciousness and self-awareness. National consciousness, like all forms of social consciousness, is created on the basis of social existence, it always develops under the active influence of social existence in socio-historical processes, national consciousness also has relative independence at certain stages of social development and is important in the spiritual life of people. Being aware of the etiquette and rules of hospitality, by following them, feelings of friendship and humanity are formed in people. Family traditions are important in this regard. Because stability in the family serves as a factor determining the economic, social, political, national security of the society, its development and progress. Most of the ancient customs and wedding ceremonies of our people are a factor of universal human values. For example, in Uzbek families, a rich table during weddings and ceremonies is an age-old tradition of our people. This value is a tradition of a progressive and democratic nature that has been formed over thousands of years and is acceptable to all. The family as a social place is important in the development of a child and forms his attitude to universal values. In family relations, religious faith serves to unite people, a certain society. Religious faith is equally important in social, political, spiritual, cultural spheres, relations and relationships between nations, and in the family. In Uzbekistan, the concept of family is honored by our society. In our society, family relations go back to the deep historical roots of Islamic and national values. The "Holy Qur'an" and hadiths, which are considered the main sources of Islam, provide information about family life, marital relations, and sharia laws. The role of husband and wife is defined in the verses of the Holy Qur'an. A person's religious orientation is important for ensuring family stability and raising a mature generation. Because this factor affects the religious knowledge of children, the importance of religious values in the family and the attitude towards them. As an important factor, Islam plays an important role in regulating community life.

In addition, one of the factors affecting universal values can be state laws, normative legal documents. Such laws ensure the priority of one or another value in a given society. For example, in the Constitution of the Republic of Uzbekistan, freedom, humanity, and science are shown as high values. The norms of our country's society allow and ensure that these values are prioritized.

For example: Article 25 "The right to life is the right of every person and it is protected by law. Attempting to kill a person is the most serious crime. The death penalty is prohibited in the Republic of Uzbekistan"

Article 35 "Freedom of conscience is guaranteed for everyone. Everyone has the right to believe in any religion or not to believe in any religion. Forced indoctrination of religious views will not be allowed.

One of the urgent problems of today is the problem of health, which has become a universal value for society. Therefore, it is important to have quality medical services in



the country. It is very important that citizens can rely on the state for medical services when necessary. Therefore, the Constitution of the Republic of Uzbekistan stipulates that citizens have the right to receive medical care at the expense of the state. Article 48 of the Constitution states that "Everyone has the right to use health care and qualified medical services. Citizens of the Republic of Uzbekistan are guaranteed medical assistance"

It is notable that the financing of health care from the state budget, during the years of the Kovid 19 pandemic, specialized medical complexes were built at the expense of the state budget to prevent the spread of infection and treat the sick, reduce the risk of illness and provide qualified medical care to patients. In those years, the free medical service was significantly beneficial for the population.

Similarly the constitutions of Germany, Sweden, and France, which are one of the most developed countries in Europe, entrust the health care system to the state, and there is a requirement to provide quality medical care to every citizen.

Moreover, it should be noted that nation's culture can be an important factor which plays an important role in the formation of universal values. Anthropologist Clifford Geerts analyzes the Balinese (Indonesia) cockfighting game as an important cultural event. This study gives a deep understanding of the beliefs, social structure and values of that society. Geert explains that cockfighting is a window into Balinese people's identity, status, and social relationships. This is not only an entertaining game, but also a complex social ritual with deep symbolic significance. It reflects concepts such as masculinity, respect, and the status of the Balinese people. Battles serve as a way for participants to display their wealth and social status. The stakes are often high, not only financially, but also in terms of prestige and honor among peers. Geertz emphasizes the theatricality of the event. The organization of the fights, the rituals surrounding them, and the participation of the spectators reveal an aesthetic quality that goes beyond mere competition. Cockfighting embodies the multicultural experience and beliefs of Bali. They can be seen as a reflection of social tensions, conflicts and alliances between different groups. By analyzing how people behave at this event, Geerts - how they interact with each other during a fight - shows concrete examples of social behavior and cultural norms in Balinese society. Geertz analyzes Balinese cockfighting through an anthropological approach where understanding culture requires looking beyond surface behaviors to understand the underlying meanings that shape these behaviors. This analysis shows how deeply these cultural practices are tied to identity, power dynamics, and community cohesion. Anthropologist Clifford Geerts analyzes the Balinese (Indonesia) cockfighting game as an important cultural event. This study gives a deep understanding of the beliefs, social structure and values of that society. Geert explains that cockfighting is a window into Balinese people's identity, status, and social relationships. This is not only an entertaining game, but also a complex social ritual with deep symbolic significance. It reflects concepts such as masculinity, respect, and the status of the Balinese people.

Semantic possibilities of language are considered as one of the linguistic factors of universal values. Values are expressed differently in different languages. Expressing the words "liberty", "justice", "love" in some languages can affect the promotion or interpretation of these values. Languages that emphasize collectivism may have

different verb forms or pronouns that reflect group identity rather than individualism. For example, in Native American languages, plural and singular are not differentiated, just like in English. This in turn affects the culture. Worf also analyzes the Hopi language, which he argues has a different conceptualization of time that fits a more general worldview. He wrote the article "Some verbal categories in Hopi" in 1935. Hopi focuses on events and processes rather than chronological order. There is no past, present, future tense system in this language. Hopi speakers can describe the event or the future without placing it in a strict temporal frame. In this language, the focus is not on when the event happened, but more on whether it happened or is expected to happen.

According to Naomi Chomsky's theory of Universal Grammar, language ability is innate to humans, which may mean that some fundamental values or concepts are also universally understood. Concepts such as kinship, community, and morality are often expressed in different languages.

Although these ideas may not correspond directly to traditional notions of "values," they reflect key principles in Chomsky's linguistic theory, which are important in understanding human nature, cognition, and social interaction. may have a wider meaning

Another linguistic factor of values is metaphor. The novel "Bygone days", a work created by the writer Abdulla Qadiri, contains many metaphors and universal values. Through this novel, the common values of humanity, such as love, loyalty, patriotism and the beauty of life are described.

In "The Metaphors We Live By", George Lakoff and Mark Johnson argue that our conceptual framework is largely shaped by metaphorical language, which reflects and influences our thoughts, actions, and values. They argue that metaphors are not just linguistic expressions, but fundamental aspects of how we understand the world. Lakoff and Johnson argue about how different metaphors represent universal values and shape our perception. They explore how these metaphors reveal core beliefs about life, relationships, time, and more.

Through these examples, Lakoff and Johnson demonstrate how metaphors are deeply embedded in our language and thought processes, reflecting universal human values such as progress, managing conflict, and valuing time, ultimately shaping our social interactions and understanding of complex concepts.

It is worth noting that mythology and folklore also serve as a means of expressing universal values. Mythological stories and folklore works that exist in every culture are an important source for expressing universal values.

Mythology is rich in stories that convey universal values and lessons. Here are some examples from different mythological traditions:

In the Epic of Gilgamesh (Mesopotamian mythology), friendship and death are expressed as follows: The friendship between Gilgamesh and Enkidu is the central theme of the epic. Their bond teaches Gilgamesh about friendship, love, and the human experience of loss. After Enkidu's death, Gilgamesh embarks on a quest for immortality and eventually realizes that death is an integral part of life.

Achilles' inner conflict over honor and personal loss shows the value of glory in battle as well as the personal consequences of pride. With little credit for his own honor, his withdrawal from battle results in great losses for his comrades and ultimately

teaches him that team is more important than personal pride. These examples of how myths in different cultures encompass universal values such as friendship, honor, duty, justice, heroism, and death show the importance of this work as a linguistic agent of values.

Over the years, masterpieces of world literature have served as a linguistic factor of universal values.

## DISCUSSION

Having analysed all the factors of universal values it is possible to observe difference in cultures. There is a big difference between cultures. Many universal values are influenced by shared religious beliefs or philosophies that promote concepts such as justice compassion, honesty across different societies. Values are deeply embedded in cultural practices traditions, and social norms. This includes rituals, ceremonies, and local customs that embody universal principles like respect or hospitality. Linguistic nuances in both languages help us to find similarities in prioritizing universal values. Metaphors are given as an example from the novel "Bygone Days" by Abdulla Qodiri and from "Metaphors we live by" by G. Lakoff and M. Johnson, some examples are given from myth. Surprisingly origin of English mythology is connected with Greece and other nations. Metaphors play a crucial role in understanding which values are important within a particular culture. This research also gives opportunity to consider other key aspects of the language.

## CONCLUSION

In conclusion, studying linguistic and non-linguistic factors in universal values show the interrelation of language, culture, and human experiences. Nonlinguistic factors, such as social norms, environment, education, traditions shape people's values and gives the opportunity prioritize them. As it was mentioned every nation have their own traditions and behaviour. Linguistic factors, such as semantics, syntax play a crucial role how values are communicated and understood across different cultures. Meanwhile non-linguistic factors such as social structures and individual experiences may have further influence how values perceived and prioritized. All these factors make understandable this complex phenomenon. However it is important to highlight certain global principles such as justice, respect. Interpretation and application of this concepts can vary significantly across different contexts. Acknowledging this complexity is vital for fostering cross-cultural dialogue and understanding. By appreciating both linguistic nuances and rich sources of non-linguistic influences that shape our values, we can better dive in the challenges of a diverse world. It gives us opportunity to deliver further research on this topic.

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