

влади через засоби впливу на свідомість як електорату так і тих, хто дотичний до прийняття політичних рішень. Мовні засоби, сформовані завдяки політичній комунікації не тільки передають інформацію, але і мають емоційний вплив на адресата та здатні змінити картину світу, що сформована у свідомості людей, впливаючи таким чином на їх політичні уподобання.

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## **LANGUAGE AS A MEANS OF CULTURAL IDENTITY**

There are roughly seven thousand languages in the world. It is the language that is the primary tool for expression and communication. The only way to understand what we are, where do we come from and where we are going to is to study our native language, namely words and phrases we unconsciously choose and combine. Language is considered to be a cultural, social and psychological phenomenon of the nation.

Linguistics scholars seek to determine what is unique and universal about the language we use, how it is acquired and the ways it changes over time. Linguists have been investigating many aspects of language, including its semantics and syntax, phonetics and phonology as well as its social and psychological aspects.

It is by means of language that we perceive the world around us, our past and present. Although there is a lot in common among languages, each one is unique in the way it reflects the culture of the people who speak it. [1].

What makes a country unique? No doubt it is a state border, an official name, a flag, a currency, and of course its national language. It represents the national identity of a country. Language is a sensitive issue. It's also part of a nation and a person's heritage. To understand and penetrate deep into a community one must be able to speak and understand the language of the community.

On the other hand, there are many countries where one can find many languages spoken. Not just one language is given an official status but many of them. And such language diversity only strengthens the nation's uniqueness.

National language is a driving force behind unity of the nation's people, and makes them distinct from other nations – provided you give your language respect.

Giving respect to other national languages if it happened so due to historic or cultural circumstances means that it should not be just one's primary language but one should know as many languages as one can absorb.

It is language that defines cultural identity of the nation. When we say culture we usually refer to the customs, practices, languages, values and world views. Cultural identity is not exclusive. People may identify themselves with more than one culture. It is extremely important for people to feel the national identity. Especially if they belong to multicultural society. We have all met multilinguals and marvel at their ability to change from one language to the another easily. Multilingualism is regarded as the strong point of the whole nation and the European Union as well. The connections between nation, language and culture are complex and diverse [2].

Defining a national identity is not a simple matter. We are a diverse nation, made up of many cultural groups, with many different customs and traditions. The identification of the ethnicity in censuses may not reflect real situation. How people define themselves may vary from person to person. For example, they might see a Ukrainian identity in aspects of Ukrainian history, in achievements, in artistic or other endeavours, through a sense of national characteristics or traits, or through national symbols and icons. The culture may form one aspect of national identity, since it is unique and forms part of our identity in the outside world.

Cultural identity is an important contributor to people's wellbeing. Identifying with a particular culture gives people feelings of belonging and security. It also provides people with access to social networks which provide support and shared values and aspirations. These can help break down barriers and build a sense of trust between people - a phenomenon sometimes referred to as social capital - although excessively strong cultural identity can also contribute to barriers between groups.

Conversely, members of minority cultures can feel excluded from society if the majority of those in authority obstruct or are intolerant of their cultural practices.

Culture can also play a part in promoting social wellbeing in other ways. A strong national culture or identity, and strength in artistic endeavours, can be a source of economic strength and higher material standards of living [3].

We share a strong national identity, have a sense of belonging and value cultural diversity. Our power lies in our diversity. We are able to pass different cultural traditions on to future generations. Our diverse culture should be valued and protected.

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