

Culture-Language binomial in intercultural communication

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Abstract

In Intercultural Communication, identities cannot be understood without knowing and understanding linguistic and cultural elements and social context. These elements are really important and create that is called "identity". Language cannot be divided by culture and national identity, as it is created and still lives together with it.

The aim of the study: In Intercultural Communication, an identity is being understood by its language and culture and its social context. Both these elements are indivisible factors in understanding a certain identity and are put in service of intercultural communication realized by semantics aspect.

Culture and language are two elements that coexist since the human existence. The culture of the identity needs to be proved in order to survive and the evidence is accomplished through language.

The research question: How does the language and culture cooperate in intercultural communication?

Language and culture are established and developed at the same time with the development of self-identity. In intercultural communication, they cannot be understood apart from one another and separated from the social context.

Keywords: Culture, Language, social context, interpretation, communication, identity.

Introduction

Traditional customs and culture can be expressed through written and spoken language. It is closely related to the political, economic, historical and social organization of a certain nationality and its social context. It leads the history of the nation. It remains an important tool of cultural and intercultural communication and has always been in the service of identities development. A concept or phenomenon of a particular society has been created, developed and transmitted only through language. A concept or phenomenon has been labeled and survived in the relevant society through the act of speaking and writing. Also, the creation, beginning or ending of a history of a certain identity is transmitted from one generation to another through the act of writing or speaking, so through language. The language itself identifies the representative element of an identity. Different identities have different languages. Different concepts and phenomena are named differently in different countries. Language has always been and remains an indispensable mediator in the recognition and communication between many identities that have different histories, traditions, customs, and beliefs. The importance of the "language" is related to the fact that an identity different from ours becomes known and understandable only through the act of speaking and writing. All images, images, landscapes, and all "language of gestures" in the context of a particular culture need to rely on the

language element to become understandable. The importance of understanding and developing an identity not only lies in its linguistic codes, but also in cultural elements. As different identities have different linguistic elements and cultural elements cannot be the same in different places. All countries have been created and developed from different cultural elements. Different identities have different history, beliefs, religions, traditions and customs. Communication between these different identities it is realized through language that is relied on cultural elements.

Since language and culture identities are created and developed together, it is clear that they cannot be studied separately. To understand an individual cannot rely only on the language he uses, but also on his "cultural" formation, his origins, education, beliefs and inclinations. The same can be said for identity; where the latter cannot be understood only if language materials are translated into communication. It is known that a certain identity has its history, background, tradition, belief, and so on. All of these elements together form the identity itself. The culture and history of a nation cannot be recognized only through its language, as a nation's language cannot be recognized and understood unless its culture and history are known. Language and culture are two elements that coexist from the early beginnings of mankind. Both are created and developed in a particular social context. In analyzing an identity, the above elements are incredibly important for understanding, recognizing and developing an identity. However, the social context has an important role. The same identity was not developed in the same way in different time periods. The language is closely related to humans and is an indicator of human behavior. It is a communication tool between two or more individuals as well as between two or more identities. On the other hand, culture is also related to humans and is an indicator of his behavior. Mankind around the world has different cultural elements, as their predecessors are not the same at times and distance. The intercultural communication of distant or prominent identities in culture and language needs a good understanding of their linguistic and cultural elements, without ignoring the social context in which communication takes place. An identity cannot be understood without knowing those elements.

Aims and study objectives

Methodology

Analytical review of language, culture and social context interaction. The analysis of the same interaction, confirms their importance in intercultural communication. Communication between two or more identities cannot be achieved only through language or culture, and bypassing the social context in which intercultural communication is taking place.

Hypothesis: Culture, language and social context are an essential element in understanding identities with different languages, traditions, customs, and cultures and cannot be studied separately in intercultural communication.

Every identity names a concept or phenomenon with a proper name recognized by the culture itself in order to put it to the service of life and mankind. Different objects, concepts or phenomena are named by the linguistic elements of any identity. After being named, are put at the service of mankind and are used by their respective

identities according their way of living and learning. Different forms of the language use are related to cultural elements of identity. We Albanians are used to call the "door" the surface of the board or the metal that opens or closes the home environment, the shop office etc., because this has the prominent code used in our country. The ancestors of our culture agreed that the surface of the board or metal that opens and closes the home or office environment is called a "glass". Foreigners, for example French, the word "door" is directly related to their identity or culture. For them, the "door" has a language code like "La Porte". The same element, or the same concept, different identities named with different language codes that are directly related to the communication service between the communities. "For those who are interested in the process of intercultural communication, the emphasis does not fall so much on equivalence, but on the bridges that people build to switch from one language to another (Martin & Nakayama, 2010, 174). When it comes to communication outside the community, so between identities with different languages and cultures, it is the role of the translator who makes the difference. The translator before conveying the correct message from the source language and culture to the other language and culture, apart from the linguistic elements, is also based on the cultural concept elements that should be translated, as well as in the social context in which communication is taking place. In intercultural communication, it is not only the linguistic but also the cultural material, as well as the social context. "Each language contains several linguistic units that reflect the social characteristics of a particular mankind, at the same time languages create and determine the interpersonal relationship and identify people" (Dhima, 2013, 108). Language cannot be separated from culture because it is the most visible element in identifying identities between them. The primary and most visible element that makes visible the identities between them is language. The discrepancy of language codes for different elements is logically linked to the linguistic differences of identities.

Identities are always evolving, and the predecessors of each nation have always taken care of history, tradition, beliefs, customs, in other words all their culture, to be transmitted to the next generations. Thus, identity was developed and history was conveyed. The language remains the essential element to be transmitted, developed and securing the cultural heritage of an identity, as a consequence it is a companion of culture. To recognize Albania, it is not enough to know only Albanian. It is understood that the Albanian language is an element of Albania, which makes it different from another identity and an assistant to convey culture, customs, traditions and history to another identity with different cultures, customs, traditions and stories. The same thing is said for other countries that have their own language as an identifying tool. *The group that maintains and develops a certain socio-cultural system is called "society". It should be a distinct group from the territorial point of view; its members speak the same language and maintain a common sense of identity compared to other societies (Dhima, 2016,180).*

The importance of the language and cultural interaction in the social context is clearly shown after analyzing the creation, developing and maintenance of different cultures and different identities from their language. On the other hand, language ensures the culture preservation and future in the world. The language of an identity changed

and developed over the centuries as its own culture evolved. A source culture is transmitted to a sign- culture through spoken and written language codes. The language was and will remain an integral part of cultural identity.

Language and culture, like every element that was born, lived and died needs to be constantly refined. It also differs depending on the social context in which it occurs. The perfection of each of them goes parallel to certain times.

The language of identity is closely related to its culture or vice versa. Since the identity culture is not created from nothing, it is clear that it is consciously formed and developed with the help of language.

"Depending on the social context, every culture has its own language strategy. "Every society or its environment has its own language strategy, that exercises primarily through the school and the press organs, various publications and other means of mass communication: radio national television, theater, film, etc." (Shkurtaj, 2006, 27).

Depending on the social context, the language with its codes, norms and standards, apart from transmitting the culture of an identity, develops and improves it. Since culture and language are extremely related, the human being should follow both of these elements without overlooking the social context. The histories of a nation cannot be acquired only through the language. The history transmission varies from period to period. The behavior of an identity to a certain phenomenon cannot be understood only through language recognition. It is important to know its culture and social context. Precisely for this reason, a certain identity cannot be understood by disconnecting the language from culture and from the social context.

Literature Review

Culture and language phenomena are interdependent on each other: The language is understood and experienced by the culture of a certain identity as it is learned to understand and use it. Being a cultural transmitter, it cannot stay away from it. As it develops and transmits at a certain time, it cannot be understood without relying on the social context in which it occurs. On the other hand, the culture of a certain identity seeks to rely on the language to be conveyed, perfected and developed both internally and externally. Historical economic, political, social and cultural developments of an identity are part of his culture. Society development needs to be written or spoken. The language plays a crucial role in this task. The cultural elements of an identity are interdependent in its own language. Everything written or spoken traces in time and space. The culture of a nation could not be taught by anyone, not even by the people of that nation, unless there was a written or spoken language. The historical traces of identity have survived in time only through the act of speaking and writing. No one would know his ancestry if the language did not exist. No one could even give his contribution to improving the social life of their descendants. It should not be forgotten that all these developments should be reflected in the language, that it is definitely affected by them. As a consequence, language and culture, as they are related to and relied on the process of human life developing will be interdependent.

Culture and language are inseparable tools in the interconnection of speaking and writing act with society: Language is a tool used in a certain social community, but on

the other hand, culture is an identifying tool of a particular community. Culture and language are essentially social phenomena of an identity. The values of a particular society are built by the inseparable combination of language and culture. The culture of a nation cannot be understood without its language. Both of these elements live and develop as a single organism, experiencing different phases of time and expressing the identity values that they belong to. It cannot be understood that the culture of an identity develops apart from language. Every cultural element of a given identity is the identifier of a community that grows and develops along with its language. National identities are different among them through the two main elements, who are also their representatives: language and culture. Different countries speak different languages and have different culture. In intercultural communication, the foreign word or cultural element is transmitted from one identity to another through translation and interpretation. A word, a concept or a phenomenon fits in the host identity according to its linguistic or cultural codes. Only then it can become understandable for the marked language and culture.

Culture and language are developed at the same time: The process of linguistic development of an identity should not be understood as a separate process, separated from its cultural development process. At different times, the language is not the same and within a single identity. The language develops and is in a continuing adaptation and renewal process. It aims to fulfill the expressive needs of human society. Development, progress, renewal, or any language change never stops. For example: Introducing a new technology in a particular society brings for the first time a label and its use. New things in society, brings culture and language development. What is new to linguistics is new to the culture of an identity. In addition, the development or change of the language does not happen by itself without the help of human culture. It is precisely the human society that makes possible this continuous process. The development and advancement of spoken and written language is part of the development and advancement of the culture of a certain identity.

Culture and Language are tools: Language is a tool of human society that serves to convey the experience and culture from one generation to another in the spoken or in writing form. But also culture is a tool of human society that serves to build and develop the generations of human society. All these means are at the service of the continuous development of an identity. Written or spoken language as a means of communication is put into the service of society development. On the other hand, cultural elements such as history, tradition, faith, religion, etc. are in the service of the identity development from ancient times to the present day. This cultural service is achieved through the language in two variants: written language and spoken language. Language serves as a tool for understanding an identity, but on the other hand, even culture serves as a tool for understanding an identity. Can the behavior of a certain identity be understood without understanding its cultural elements? Not, Of course. Therefore, the cultural element becomes a tool of understanding a certain identity. You cannot determine the values of an identity without knowing, for example, the cultural element called history.

The culture of an identity as a tool of human society is established and is in continuous development since its beginnings to this day. This tool is transmitted from generation

to generation for centuries in various forms in certain identities.

Culture and language are movement elements: The language moves because every new entry element in human society requires a new meaning and message. It needs to find the right language code to express the new element in society. It should not be forgotten that many unknown elements or phenomena for an identity come from another identity and, as they are taught by the latter, coexist by adapting to the linguistic and cultural environment of the host identity. The language remains in a continuing process of enrichment and purification simultaneously with the incorporation of new cultural elements and wider." The purity of the Albanian language and its continuous enrichment is not one of the values that can be managed through institutional decisions" (Fuga, 2008, 212). Since the world is always moving, language codes are always moving. New concepts or facilities bring the appropriate language code in the society. This is a necessary condition to accept them in an identity, as it may not be understood and used by the latter. Since human society is always moving, then language elements are always moving. A new element needs to be labeled by the linguistic element in order to be understood and used for that particular need. Culture moves because every element of it is perfected through the latest changes approaching the human community. Human being is always evolving and faced with new emerging situations. These situations take place in culture. It is acceptable that every identity welcomes every new element that is created to facilitate human life. Human being is always searching the invention on behalf of the society. As a result, language and culture can never be elements that lie in silence. They are always in movement and developing. They are always in rejuvenation and ready to respond the needs of the society. The world moves and creates unceasingly objects and phenomena in the service of mankind. This is achieved through two very important elements: language and culture. The needs and requirements of human society need to be renewed and improved according to the culture, but they also need to be published or written according to the respective language. Inventions, discoveries, achievement and progress of a certain identity require time to adapt to its culture. This is achieved through writing. Everything new has a certain purpose and it must be put to the service of mankind. It is the language and culture that makes this phenomenon possible.

Culture and language are transmitted phenomena: Language is taught and transmitted from generation to generation. Albanian learns Albanian language from childhood until it dies. Language acquirement does not end only with school knowledge or at a given age. Human being is always in the process of learning his own language, since we are always faced with new phenomena and objects in the service of social life. Everything created by man, from ancient times to the present day, is based on spoken and written language. It is transmitted from generation to generation and is preserved based on the identity form. Every invented element in the culture of an identity is written or spoken through language.

Every progress, discovery, creation of human society, needs to be reflected in the spoken and written language in order to withstand time. The history of each nation is transmitted through telling or writing and therefore different identities have their own stories that are transmitted to the younger generation. Every identity has its

predecessors and descendants because language and culture have been conveyed through generations. An identity could not exist unless there were written or taught stories. Culture is also transmitted from generation to generation. It also varies from one identity to another and it has its own specifics of learning. "*The unique character of culture in human beings depends on the way of learning*" (Dhima, 2016, 184). Every culture is created and developed within an identity based on the written and spoken languages as well as different identities have its own way of language and culture acquisition. The form, way or worldview that different nations give to different phenomena, objects or social phenomena is called identity culture.

Culture and language are simultaneously affected by political and social change: Labels of different social phenomena vary depending on their use at different time periods as well as on the socio-political changes. For example: In the 16th and 17th centuries, in France, the second person plural was used in the written and spoken language of the royal court, but also in the everyday language. In the 20th and 21st centuries, the second person plural is no longer used in the everyday language. Changing the French identity from the Kingdom to the Republic brought changes in culture and language. Another example is: words or concepts that changed in Albania after the 90s. Before the 90s, many words and concepts could not be used in Albanian language and culture, as they belonged to the so-called "bourgeois culture". These words and concepts were: God, **Mrs.**, Ms., etc. After the 90s, these words began to be commonly used in spoken and written language as well as in Albanian culture. Even the words: udheheqes and udheheqje are used before the '90s; after 90s they were replaced by lider and lidership. The meaning of both words is the same; the only difference is that the society of the post-90s society uses this concept in its language and culture just to be away from communism. The above examples are indicative of language and culture changes by the political - social factors.

Culture and language are part of the tradition of an identity: They express their cultural and spiritual values. To understand an identity must understand the way of expression through writing and reading his culture. Language and culture are an inseparable dualism and their development and progress within an identity is very important. It is thought that language and culture are identifiers of a single individual by placing the latter in a certain social position, this thing happens even in other identities of the world. A good indicator of an identity is the way of expressing and writing it. From writings, speeches, novels, poems and prose of authors at different times, we were able to understand the cultural values of many identities.

Conclusions

Culture of a certain identity has been created and inherited from generation to generation based on spoken and written language. It is not possible to inherit identity traditions and customs from one generation to another without relying on language. Cultures and languages are two elements that are formed and are in continuous development. Both are human beings that were born, progressed, changed, and developed continuously. They do this only to help the development of human society. Language is a human need that was born and developed with the human culture

throughout the course of time. Developing the language of an identity cannot be understood without the development of its culture. Language is created and developed because the respective social community is created and developed. It cannot be understood that the culture of a certain identity progresses without development of its own language. The language is a witness of the historical, traditional, economic, political and social development of an identity. The culture of an identity develops and survives in time only thanks to the language. To learn about an identity culture needs to learn about his or her language, or vice versa. Culture needs language in order to be created, developed and inherited. On the other hand, language also needs culture in order to convey the message from one identity to another. Language in itself cannot convey the message. It needs to rely on culture, and only in this way is achieved an intercultural communication. The latter always needs the inseparable duality culture-language. A foreign language of an identity cannot be studied without its culture, as well as an identity cannot be studied without its culture. Culture and language are two essential elements in intercultural communication.

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