

Islamic traditions, most Kyrgyz drink alcohol freely, at least with guests. If you do not drink strong alcoholic beverages, mainly vodka, warn about this in advance, no one will impose anything here. During Ramadan, it is not recommended to drink alcoholic beverages, at least openly. When entering a house or a teahouse, you should take off your shoes. The style of clothing is quite democratic, however, when visiting places of worship, you should not wear too open or short clothes. Despite everything, it is not recommended to wear shorts, especially in rural areas. [8, с. 114]

So, summing up the work, we can draw the following conclusions:

The idea of punctuality changed depending on the historical period, culture, religion, the development of physics, biology, psychology and other sciences. Any kind of perception is of great importance for a person. The most important features of perception are objectivity, integrity, structure, constancy and meaningfulness. Punctuality is a figurative reflection of such characteristics of the phenomena of the surrounding reality as cyclicity, duration, flow rate and sequence. But it really shows we need to make some improvement and we should never put ourselves in the first place. Being punctual should be a habit and a good manner embedded in our mind.

Therefore, it is considered quite natural that in the worldview of different peoples there is an identical reflection of universal phenomena, and one can also see the national

coloring inherent in only one of the languages. Each ethnic group cognizes the world in its own way and creates a kind of "linguistic picture of the world". All this is a reflection of national characteristics, therefore it is based on national and cultural foundations, because the development of civilization is also an inseparable phenomenon from the language. The national culture and means of the national language are one.

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THE NOTION OF "PUNCTUALITY" IN GERMAN AND KYRGYZ LINGUISTIC VIEW OF THE WORLD

Abstract

The significance of the completed article lies in the fact that its results can be used in theoretical courses in German lexicology, stylistics and text interpretation, in special courses on linguistic culturology and intercultural communication, as well as in classes in German and Kyrgyz as foreign languages.

In connection with a new stage in the development of closer economic, cultural and social relations between our country and the world community, the need arose for a slightly different attitude to the study of German and Kyrgyz as a connecting link of interethnic communication.

The significance of this article lies in the fact that it answers the most pressing questions, the solution of which will allow more practical and rational training of specialists who not only understand the language, but also speak it at a higher level, which will allow them to be correctly understood during business presentations or other negotiations at various levels.

Key words: *concept, linguocultural concepts, communicative environment, communicative consciousness, cultures, German, intercultural communication, Kyrgyz, punctuality, stylistics, time.*

КОНЦЕПТ «ПУНКТУАЛЬНОСТЬ» В НЕМЕЦКОЙ И КЫРГЫЗСКОЙ ЛИНГВОКУЛЬТУРАХ

Аннотация

В связи с новым этапом развития более тесных экономических, культурных и социальных отношений нашей страны и мирового сообщества возникла необходимость несколько другого отношения к изучению немецкого и кыр-

гызского языка как связующего звена межнационального общения.

Значимость выполненной статьи заключается в том, что ее результаты могут найти применение в теоретических курсах немецкой лексикологии, стилистики и интерпретации текста, в спецкурсах по лингвокультурологии и межкультурной коммуникации, а также на занятиях по немецкому и кыргызскому языкам как иностранным.

Значимость данной статьи заключается в том, что она отвечает на актуальнейшие вопросы, решение которых позволит более практично и рационально подготовить специалистов, не только понимающих язык, а и владеющих им на более высоком уровне, что позволит им быть правильно понятыми при презентации бизнеса либо других переговорах различного уровня.

Ключевые слова: концепт, лингвокультурные концепты, коммуникативная среда, коммуникативное сознание, культуры, немецкий язык, межкультурная коммуникация, кыргызский язык, пунктуальность, стилистика, время.

ТАКТЫК КОНЦЕПТИ НЕМИС ЖАНА КЫРГЫЗ ЛИНГВОМАДАНИЯТЫНДА

Кыскача мазмуну

Биздин өлкө менен дүйнөлүк коомчулуктун көбүрөөк тыгыз экономикалык, маданий жана социалдык мамилелеринин өнүгүүсүнүн жаңы этабына байланыштуу немис жана кыргыз тилдерин окуп үйрөнүүгө, улуттар аралык баарлашуу катарында, бир аз башкача мамилеге зарылдык пайда болду.

Аткарылган макаланын маанилүүлүгү анын натыйжалары немис лексикологиясы, стилистикасы теориялык курстарында жана текстти интерпретациялоодо, лингвомаданият таануу жана маданияттар аралык коммуникациялар боюнча атайын курстарда, ошондой эле немис тили менен чет тили катарындагы кыргыз тили сабактарында колдонулушу мүмкүн экендигинде.

Бул макаланын маанилүүлүгү тилди түшүнүп гана тим болбостон, аны кыйла жогору деңгээлде билген адистерди көбүрөөк тажрыйбалуу жана рационалдуу даярдоого мүмкүндүк берүүчү маселелерди чечүүгө жооп бере турганында, бул маселелердин чечилиши адистерге бизнести таанытырууда же дагы башка ар түрдүү деңгээлдеги сүйлөшүүлөрдү жүргүзүүдө аларды туура түшүнүүгө мүмкүндүк берет.

Түйүндүү сөздөр: концепт, лингвомаданият концептилер, коммуникативдик чөйрө, маданият, немис тили, коммуникативдик аңсезим, маданият аралык байланыш, кыргыз тили, тактык, убакыт, стилистика.

The Germans enjoy a reputation as a nation of good character. They are characterized by honesty and efficiency. Of all civilized nations, the Germans are the easiest and longest and longest able to submit to the governments under which they live, the most far from the thirst for change and resistance to existing orders. But at the same time, the German is a man of all localities and climates. He does not have a passionate attachment to his homeland, and he easily moves to other places. In foreign lands where the Germans settle, they soon conclude with the local peoples something like a civil union, which, thanks to the unity of language, and partly of religion, turns the settlers into a small people, which, under the authority of the authorities, with a calm, just government, compares favorably with other peoples by diligence, cleanliness and frugality.

According to their temperament, the Germans should be classified as phlegmatic. They are characterized by cold prudence and endurance in the pursuit of goals, as well as the ability to endure the difficulties associated with this. In wit and artistic taste, the Germans are somewhat inferior to the British, French and Italians. A characteristic feature of a German in everyday life is modesty. He is more than other nations, studying foreign languages. In the sciences, they are often a pioneer. His results are often later used by others. The Germans have no pronounced national pride. The negative side of the Germans is a tendency to imitate, a low opinion of their originality, a passion for method, pedantry, and the invention of various titles. As a rule, the Germans are distinguished by a synthetic mindset, they show amazing patience and conscientiousness in studying the details, and they are courageously steadfast in the struggle. There is little

sincerity in the German manner of behaving in society. When two familiar Germans meet each other, they usually content themselves with a dry greeting and disperse, raising their hats. The behavior of the German is always rude. Dexterity, the ability to behave, refined delicacy and politeness are not at all in the character of a German. They have a way of speaking loudly, loudly and erratically.[1, с. 47]

In restaurants or at home dinners, it is not customary to keep your hands on your lap, they are kept above the table. If you have not finished your meal, then you should not cross a fork and a knife. Tipping is customary in restaurants. But they are already included in the cost of the order and make up about ten percent of it. Let's talk about the culture of drinking. Germans do not like to drink strong alcohol, but they love to drink well-brewed beer. If the owner of the house offers you a pint of beer, then it is indecent to refuse in such a situation, you will offend the person. Usually Germans keep a whole collection of mugs that match their beer.

Germans are real workaholics. They devote quite a bit of time to rest, but they do it with soul and scope. No chaos is allowed in the conduct of business. Everything should be extremely clear, competent and correct. This trait is expressed even in mere trifles. To avoid unambiguous situations, German businessmen never say definitely yes or no. This is necessary in order to determine the future tactics of behavior with the companion. If the deal doesn't suit, the Germans say Nein. For these reasons, all business documents are usually submitted in two languages - German and the language of the counterparty involved in the transaction. It is not customary to come to meetings at the wrong time. Being late is considered a sign of disrespect for the interlocutor.

Therefore, you must not forget about your own punctuality. Many companies have a strict dress code. It is best to start a conversation with your business partner with a handshake. This is a sign of respect in the business area. [2, c. 55]

Representatives of German culture are known throughout the world for such qualities as punctuality, discipline, pedantry, diligence and rationality. Their love for order and cleanliness occupies a huge place in the national spiritual wealth, and these distinctive features are an integral part of the people of Germany.

To establish business relations, you can use the practice adopted in Germany to organize cooperation through agency and intermediary firms. High professionalism and unconditional fulfillment of the obligations assumed contribute to the establishment of long-term business relations with German companies. The time of the upcoming meeting must be agreed upon. This can be done over the phone. A telephone conversation begins with an introduction. All promises made in the course of a telephone conversation, as a rule, are kept. German business etiquette is characterized by punctuality and clarity. Business meetings are agreed in advance. If for some reason you cannot come to the meeting at the agreed time, warn about this in advance and apologize.

Prudence, rationality and frugality are manifested in all economic actions - from drawing up the state budget to planning family purchases. Many German families traditionally keep a separate notebook of income and expenses.

The Germans greatly value and respect tourists who know their language, history and culture. You will be considered the most welcome guest of the city, and even the country, if you show interest in local attractions, visit museums, theaters, exhibitions, go on excursions.

Shopping is nonsense for Germany. And the Germans, in turn, are very attentive and considerate towards their foreign guests. [3, c. 101]

Germany is a very special country in every sense of the word, and although I am a real fan of German culture and way of life, it must be admitted that Germans are not without weirdness. Therefore, if you are planning to go to study in Germany, then it is better to prepare in advance for some unusual things that await you there.

In Germany, there is simply a real cult of punctuality, and being late is considered bad form, especially when it comes to lectures and seminars. The German bureaucratic machine evokes contradictory feelings: from admiration for logic and thoughtfulness of little things to outrage at the inexorability of their execution.

The punctuality of the Germans is such that in a small town (like one of our Moscow region), where it is good to pass through the streets if one car in 10 minutes, you will not be allowed to cross the street at a red light. On a deserted street, disciplined Germans will stand at the crossing and wait for the green light. And they will be very surprised when our Muscovites, out of habit, will go as they like.

The Germans are rather closed people, so when talking, you should try not to approach them especially close, so as not to physically invade the so-called private zone. And although they are considered a restrained nation in emotions, when meeting, even with not very close friends, they may well begin to hug and even kiss.

Also in Germany they do not like everything that disrupts the usual course of life. An unscheduled visit is considered

unacceptable. It is quite possible not to give a guest tea, for example: "We did not plan this." From birth, small children are given a «Terminkalender» (diary), where all planned visits are recorded, and the child, mastering the literacy, gets used to building his life according to the schedule.

Carefulness and delicacy are inherent in the Germans. From your German friends, you will receive very warm congratulations on time for all the holidays. It is customary for the Germans to give each other pleasant cute little things, and not necessarily purchased ones. It can be some kind of funny postcard or an elegant little thing that reminds you of something important.

According to another version, the main reason that justifies the tendency of Kyrgyz to be systematically late is our daily habit of postponing things for later, which many of us have been forming since childhood. For example, every morning, putting off our alarm clock for a conditional five minutes and coming up with various kinds of excuses for ourselves in order not to solve pressing problems, we ourselves create an ideal environment for ourselves to develop unnecessary habits, one of the consequences of which is the chronic non-punctuality of fellow citizens. But the most offensive thing about this is that for many of us, constant procrastination becomes part of a lifestyle in which we no longer see anything wrong. [4, c. 21]

So, first of all, a number of our fellow citizens note the fact that the habit of being late is nothing but a derivative of "Kyrgyz show-offs." Or in other words, each latecomer seeks to show his significance and importance in society in front of others by the simple fact that they are waiting for him and without him they do not start an event, meeting or meeting. After all, the one who is forced to wait, by default, is lower on the social ladder, as, for example, the younger ones are waiting for the elders or the subordinates are waiting for their boss. To some extent, we can say that such people are late on purpose to be expected as dear and very important guests. It just so happened due to our cultural characteristics that a great event cannot start without the presence of the most respected guest, and the host cannot but miss the opportunity to please the most important visitor without postponing the start of the event for a certain time.

Others note that the Kyrgyz do not have basic ethics and respect for other people's time at all, and it is so lacking that the massive unethicalness of citizens is reflected in ossified expressions like "in Kyrgyz", which is very concise and at the same time understandable describe the features of our Kyrgyz identity, and not from the best side. [5, c. 215]

One of the unshakable traditions of local life is hospitality. The ability to receive a guest is valued in Kyrgyz society much higher than the wealth of the table itself or the prosperity of the family. It is not customary to refuse an invitation to lunch or dinner; punctuality is a very important aspect for a guest. Going to visit, it is advisable to take small souvenirs or sweets for children with you. The hosts meet distinguished guests at the gate, greet them, take an interest in business and life, and invite them to come into the house. Guests are usually received in a spacious central room, or invited to go into the courtyard - the local climate allows for feasting in the courtyard for almost eight months a year. Shoes must be removed upon entering the premises. The table ("dastorkhon") is usually laid in the center of the room or, in the case of a courtyard, under trees or in another shady place. [6, c. 45] The guest must follow the instructions of

the host, but there is usually an eternal confrontation here - the host also wants to please the guest! And in this case, humor and a polite attitude towards all participants in this, rather theatrical, process is highly valued. However, it should be remembered that places far from the entrance or gate are considered the most honorable. Women usually do not sit at the same table with men, but in urban areas this rule often does not apply. At the table, it is not customary to admire the beauty of women and pay close attention to them. But to take an interest in the affairs of the family and the well-being of its members is quite appropriate. Any meal here begins and ends with tea drinking. At first, sweets, pastries, dried fruits and nuts, fruits and vegetables are served on the table, then there are snacks, and only at the end - the obligatory plov and other "heavy food". Local plov is very satisfying and prepared according to a rather complicated recipe, so it is not recommended to lean on it right away. The abundance of fat in food also does not contribute to digestion, so it is recommended to drink as much green tea as possible (which, in general, Kyrgyz have been doing since time immemorial). Be sure to have hot cakes on the table, which in no case should be turned over. Dropping a piece of bread on the ground, or even just putting it there, even wrapped in cloth or paper, is also considered bad luck. Chaikhana (teahouse) is the same unshakable element of local traditions as tea itself. Public life here is concentrated in mosques, in the bazaar and, of course, in the teahouse. Here they simply communicate and negotiate, relax and share news, have breakfast and lunch, discuss the problems of life and the world order. They usually choose a place for a tea house somewhere in the shade of trees and closer to the water, which, along with tea, should give the conversation peace and non-fussiness. The decor of the tea house is quite traditional - low tables are surrounded by the same low and necessarily covered carpets and sofas. Somewhere in the corner, the owner or servants are bustling about, and the main place is occupied, as one would expect, by the hearth over which water is boiled or food is cooked, and the teapots themselves. The rituals accompanying tea drinking are quite complex and incomprehensible to the uninitiated, so it is easier to observe the locals and do as they do - you can be sure that they will also appreciate such a respectful attitude towards their customs. Despite strong Islamic traditions, most Kyrgyz drink alcohol freely, at least with guests. If you do not drink strong alcoholic beverages, mainly vodka, warn about this in advance, no one will impose anything here. During Ramadan, it is not recommended to drink alcoholic beverages, at least openly. When entering a house or a teahouse, you should take off your shoes. The

style of clothing is quite democratic, however, when visiting places of worship, you should not wear too open or short clothes. Despite everything, it is not recommended to wear shorts, especially in rural areas. [7, c. 114]

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