Culture within Language

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"I don't want to build a wall around the walls of my home or cover its windows. I would like all the cultures of the world to blow freely into my home and among my family. However, I will not let them cut the ground from under my feet. I don't want to live as a slave and beggar in the homes of others."

Mahatma Gandhi

Abstract. This article emphasizes the fundamental role of language in culture and vice versa. Language is an important key in extending culture and making it popular in the world. Some cultures are more popular because of the popularity of their languages. Language is a connector among cultures as translation among words and sentences. All cultures change overly through the time. Pop-culture can influence a society and civilization without improving it. Pop-culture of a nation is better expressed in its own language. Provided that another language tends to explain it, there may be unintentional devaluation of its values. In this study we suppose some dimensions which effect on pop-culture such as religion, language, multimedia, sports, films, book and business, etc.

Keywords: language, pop-culture, religion, multimedia, books

1. Introduction

Language is the most powerful way in communication world. On the other hand, it improves the quality of life and shows how people from different places live and think. Because of sociability of human being, language is one of the vital factors that influence human life progress. Not only language and culture link together but also act as a significant feature in intercommunication so we can claim that language is a vital factor in cultural interaction. In this paper we try to describe language and culture from different points of view such as multimedia, films and books, religion, sports and Olympic, tourism, exchange and business. The relationship between religion and culture is inevitable. They are inter-related and impact on each other in different ways. Both of them extend through language. Change in place is equal with changing in language and culture and even religion. Kramsch identifies three ways how language and culture are bound together. First, language expresses cultural reality (with words people express facts and ideas but also reflect their attitudes). Second, language embodies cultural reality (people give meaning to their experience through the means of communication). Third, language symbolizes cultural reality (people view their language as a symbol of their social identity). [1]

Noam Chomsky claimed that "Language is a process of free creation; its laws and principles are fixed, but the manner in which the principles of generation are used is free and infinitely varied. Even the interpretation and use of words involves a process offree creation." [2] But Yule argues that "We use the

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term culture to refer to all the ideas and assumptions about the nature of things and people that we learn when we become members of social groups. It can be defined as "socially acquired knowledge."" [3]

Because of the relationship between language and culture Geertz defined culture as "Interprets symbols through 'thick description' with a goal of 'enlarge the possibility of intelligible discourse between people quite different from each other.' [4] He offers a famous definition of religion as a cultural system: 'a system of symbols' which 'establish powerful, pervasive and long-lasting moods and motivations' and naturalize 'conceptions of a general order of existence.'" [5]

2. Methodology

This study has done by using digital library books, papers.

3. Language and Popular Culture

Language is a cultural component which can be described as a cultural communicating system that is used by people of a particular country in order to convey their purpose. Language changes every day. According to Larson language is defined as "a complex set of skewed relationships between meaning (semantics) and form (lexicon and grammar)." [6] Gao says that "language is a product of the thought and behavior of a society." [7] Language is formed from cultural fragments and used to describe its culture completely. That language is different and total identity of meaning is usually impossible. The important role of language is that it connects different cultures. Language and culture are intertwined to such an extent that one cannot survive without the other.

Culture is what brings us together as human beings, as social creatures. Culture gradually converts to personality; and all personalities, all together, form culture. Culture cannot be formed by itself. The most sensible feature of culture is that it is formed unwarily i.e. the process is invisible. Change in culture is completely unobservable and nonmaterial. Therefore, we claim that cultures change overly through time and at the same time they change all aspects of a society. Due to its complex nature, the word culture is very difficult to define. The concept of culture is something that everybody implicitly understands but nobody can define precisely. Hinkel believed that there are "as many definitions of culture as there are fields of inquiry into human societies, groups, systems, behaviors and activities." [8] In its broadcast meaning, culture is a "humanly created environment for all our thoughts and actions." [9] "Culture is in language, and language is loaded with culture." [10]

None of these cultures are complete by themselves; however, all cultures are linked together and they complement one another. Different cultures work together following the merely same goals but may have different interpretations. Each culture is evaluated by its literary works of art. Cultural studies desire to recover pop-culture to express people, give voice to the culture of marginalized people, study of mass culture as ideological imposition, dwells in the tension between the analysts desire to analyze culture as a set of codes and practices that a lineate people from theirs in it. As cultures cannot be translated (easily), so it is difficult to know how one can be familiar with all cultures and pop-cultures in one region. Those regions that are nearby are closer in cultural conventions. They impact on each other, share and transfer norms more easily than those that are too far from each other.

Those ideas, perspectives, attitudes, and other phenomena in a particular society that is well known and popular to most ordinary people in that society can be described as pop-culture. The growth of popular culture coincides with deeper social transformation in society. [11] Because of popularity of some cultures they are called pop-culture. They are much more shown and repeated than others. But what is the aim of studying pop-culture? It is essential to know the importance for the lives of ordinary people and show how people are manipulated by culture.

Pop-culture of a nation cannot be compared with another one because each cultural value system is respected in a particular time and location; such comparisons are based on a strange value system that may lead to devaluating it. Popular culture changes all the time and occurs uniquely in a different place and time. Items of popular culture most typically appeal to a broad spectrum of the public. In each region there is some religious pop-culture that is respected by its people.

4. How Language Put Effect On Pop-Culture

Language is rooted in culture and culture is reflected and passed on by language from one generation to the next. [12] The relationship between language and culture is deeply rooted. Language is used to maintain and convey culture and cultural ties. Different ideas stem from differing language use within one's culture and the whole intertwining of these relationships start at one's birth. [13] There are some important elements which effect on pop-culture through the language such as multimedia, films and books, religion, sports and Olympic, tourism, exchange and business, etc.

4.1. Multimedia, Films And Books

The media hold the greatest responsibility in extending language and culture. Nowadays without media we could not have ability to closely link nations and civilizations together and survey them in order to be familiar with different languages and cultures. In fact, human being is overwhelmed by the speed and extent to which commercial media takes control of human's life.

Films can be mentioned as vital elements that help to extend culture though films' language. The language offilm is a kind of language that reflects in films. For instance if we take notice to interrelating between Iran and India and their cross-cultural effect on films we can see some similarities in their films. In one sentence we can claim that film reflects culture.

The other factor that has a great effect on transferring culture is books. Different types of books helped extending culture. One of the best ways that transfer culture through books is translation. Cultural translation is one of the most important concepts in cultural theory today. Translated texts reflect almost all aspects of a culture so it is mentioned as a significant factor for publishing culture. At the end we found that multimedia, films, books, press, and newspapers cause to popular the culture through the language.

4.2. Religion

Religion is another cultural component, and there are hundreds (if not thousands) of ways that different culture groups practice and are characterized by that trait. Religion as a cultural system and without the medium of language has no meaning. A change in place is equal with changing in language, culture, and even religion. Geography has an important effect on language, culture, and religion. Variety in languages of one country cause different cultures as religious sects. It is obvious that multi-cultural societies have multi-religions or multi-sects. In religion, language often performs practical actions rather than merely communicating information. In other words, language is predetermined by some religions and cultures, a Muslim says his prayer in Arabic or some Mantras of meditation are in Hindu. Different religions mean distinction between languages and different cultures. In background of each religion, culture has an important role.

In each language some cultural ritual ceremony becomes pop-culture. Religion can be extended through language and culture of that society. That is because we have similarities in culture and religion. There are lots of words which are similar in both culture and can be transferred through the languages according to the religion similarity. Similarities in two different cultures like Iran and India are reflected in multimedia. Here we show some similar words that in both languages are common and used in their cultures through their languages. For instance the word "Bahaar" which means "spring" is used in both cultures with the same meaning. Another example is "Mohebbat", that is pronounced almost the same in Indian, Persian and Arabic language meaning "amour". The other similarity that we are going to mention is using other words from other cultures because of believing in their religion. As an example, Arabic words are common between two cultures of two different languages such as "Tashakkor" in Iran and Turkey, or India. Another case is Nowrooz which is a cultural-religious ceremony broadcasted in the world and because of that it is well known as a universal pop-culture so the religion is another important factor which extends the culture as a pop-culture.

Also all these examples are presented, but still the problem doesn't rub out. Just language of a culture can describe that culture completely and because of this reason we may conclude that cultures cannot be translated; especially in religious texts a faithful translation is almost impossible. A translator finds the very

meaning of the source language that is defined in its culture or religion but transferring it naturally into receptor language is nearly impractical. [6]

It is not possible to replace natural translation abilities of native speakers [14] with specific formula or simply changing words from source to receptor language. Natural translation needs a mixture of skill, art, and sense. It must "evoke the same response as the source text attempted to evoke." [6] "Being explicit" in religious translation is vital.

Religion is one of those cultures that are known as pop-culture. Popular because whenever and wherever one needs religion, it helps to calm and relieve him. Almost all religions are considered as pop-culture by their believers.

4.3. Sports and Olympics
One of those factors that help to expand language and culture is sport. Olympic Games as a sport element help a country to represent its culture and make it popular in the world; even they tend to represent their religious values through games. Although each country has its own pop-culture, elements like sport cause to popularize a culture as pop-culture in the world. Some pop-cultures were part of a particular native culture but nowadays they are popularized and are known as universal pop-culture, just as some sports were played in a specific region like Golf.

4.4. Tourism, Exchange And Business
The world is getting smaller and smaller as transport becomes ever faster and cheaper. One of the means of expanding languages and cultures is travelling. Tourism is a kind of transferring that conveys both language and culture through its tourists. Not only does tourism leads to cultural exchange but also it indirectly expands different languages, and religions. This exchange leads to more identical attitudes in neighbor cultures such as way of dressing, music, ceremonies, knowledge, food, dance, etc.

5. Conclusion

This study illustrated what culture is and how it is transferred through languages under the elements mentioned above. Language is used to maintain and convey culture and culture gradually converts to personality; and all personalities, all together, form culture. Culture cannot form by itself. Language and culture are intertwined to such an extent that one cannot survive without the other. The most sensible feature of culture is that it forms unwarily; forming culture warily is impossible. No culture by itself is complete unless linked with other cultures. Cultures have mutual effects on each other especially cultures that are neighbor. Not only no culture has priority over others but also they complement each other perfectly. Natural translation is one of those factors that help transfer culture through language, but to be natural is the hardest part of translation i.e. in transferring culture it is usually impractical. Different cultures may have different interpretations. We can conclude that language and culture are intricately interwoven to one another and cannot be separated. Because of popularity of some cultures in a region, they are known as pop-culture. Pop-culture of a nation cannot be compared with another one because it may lead to devaluating one's values compared with the other. One of the best features of culture is that it is hard or sometimes impossible to be translated and clearly expressed through another language. Each culture can be completely defined just through its own language. Especially in some cases like religion, translation is almost impossible because the source text must be transferred explicitly and with exact meaning without any change. People accept and appreciate cultures or pop-culture that is nearer to their conceptions or mood.

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