What elements of language appear in the cultures around you?
Words and phrases can indicate the current mood or prevailing trend of a people.
As a culture thinks, so it speaks. If a concept resides in a culture, then that culture has adequate language to express the concept. This principle of language and culture illustrates the close tie between presuppositions of a people group and their language. For example, while a resident of the Mid-west might have a word for an outpouring of water coming from dark clouds in the sky, a resident of the Pacific Northwest might have five words to express a variety of rain. Common ideas and events within a culture have specific words to express these ideas, many times in abundance, to indicate the importance or popularity of the concept.
Words and phrases can indicate the current mood or prevailing trend of a people, both positive and negative. Matthew 12:34 says, "Out of the abundance of the heart the mouth speaks." James 3:8, 10, and 12 says, “8...but no human being can tame the tongue. 10 From the same mouth come blessing and cursing…. 12 Neither can a salt pond yield fresh water.” Words are indications of how humans think, what's important, and what is in their hearts.

Let us examine the words that have been used in our cultures for the last twelve months. Go to media sources, both traditional, like newspapers and the mainstream news stations, and new media, including social media. Make a list of words commonly observed from those sources. What are the trends of ideas observed from those sources? What do these words, phrases and trends indicate about your culture and other cultures you are immersed in? Some of these word trends focus on celebrities or events. Others reflect the reality of the COVID-19 pandemic (which was one of the biggest trends in words worldwide along with #lockdown, #quarantine and #StayHome). Other words and phrases were indications of major social and economic trends, such as #BlackLivesMatter, #CoronavirusRecession, #UnemploymentCommunity, and #StimulusCheck.

What do these phrases and words indicate about the current state of our cultures? One thing they tell us is that people seem to be afraid. They are afraid of sicknesses. They are afraid of violence. They are afraid of angering others. They are afraid of the rage that has peppered the earth for various reasons. These words indicate that people are unsure of the future. One trend said it best: “It doesn’t feel right.” If a people group speaks from the heart of their culture, what words do the people of God need to add into our national discussions? Compassion for other's experience and empathy for the fear that people carry are a start to reaching out in a way the glorifies Jesus. Jesus is the ultimate answer to concerns. He is our savior from future punishment and our source of comfort and strength to deal with the present, temporary challenges.

What do phrases and words indicate about the current state of our cultures?
We communicate in many ways - with and without using language. Whether we are aware of it or not, we utilize all sorts of channels to send our thoughts and ideas in order to create mutual understanding. Have you ever looked at someone and known exactly what they were thinking? When you visit a new place, do you enjoy tasting the food that just isn’t matched anywhere else? Let’s explore just a few of these languages of culture in further detail.
These are the words we speak and hear. Your verbal communication has to do with specific dialect, vocabulary choices, and audience. How might our verbal choices change when we speak to a large group or a single person? What connotations do we attach to specific words that aren’t attached to others? Verbal communication has everything to do with word choice and message, and less to do with body language, vocal nuance, or pace of speech.

This is the alphabetical structure, syntax, and style of the language that we read and write. Written communication is about notating a message that is of some importance, which must be recorded to help us organize our thoughts, remember details, and revisit ideas. Why do we keep recipe books, or compose letters to our friends? We write to make ideas permanent and easy to recall.

Sound, for the purpose of this article, is any noise that carries meaning. While it doesn’t necessarily include the words chosen for verbal speech, sound can incorporate vocal fluctuations, melody and rhythm, or movements like clapping, snapping, and stomping. What is the significance of a whisper that separates its meaning from a shout? How does the sound of heavy traffic make you feel, or the sound of wind in the trees? What does a police siren communicate? Sound is our auditory understanding of the world around us.

Verbal

Written

Sound
Languages of the World
The languages most spoken by continent

- English
- Spanish
- Swahili
- Russian
- Mandarin
As we have discussed in this magazine, there are many elements that make up culture in language. The foundation of language is the actual words, phrases, grammar, and sentences that each culture uses. With over 6,500 languages in the world, it can be daunting to think about learning a language different from your own. There are many programs and services that can teach you specific languages you desire to learn. CultureBound takes an important approach. We want you to know HOW to learn a language, so that you can absorb the material in the best and most efficient way possible.
In LanguageCourse, you will learn the foundations of every language so that you can apply tips and tricks when focusing on a specific dialect. We teach you how to know yourself as a language learner, so that you can recognize the strategies that work best for you. CultureBound focuses on relational learning, since we believe that relationships are the goal of every interaction. Our Director of Language Acquisition, Karen Hedinger, teaches this course and brings many years of experience with languages into the room.

In our cohort option with details shown above, you will get to hear the experiences and insight of peers who are also striving to learn languages. You can also choose to take the course with a personal trainer and receive one-on-one instruction. We have heard time and again that our LanguageCourse has helped people pick up languages easier and know the key characteristics of every language. Ultimately, knowing languages unlocks the door to knowing new cultures and building relationships with the people of those cultures.