

# Cultural Models in Language and Thought

Cornelia Maria Leu  
Colegiul Național "David Prodan", Cugir  
E-mail: corne\_leu@yahoo.com

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## Abstract

Culture is one of the most important analytic concepts. An exhaustive definition of culture should emphasize man's mental ability to think abstractly, to semiotize things and events. There have been many attempts to define culture but no definitions succeeded in covering this complex phenomenon as a whole. They debate upon man from the point of view of his membership in society and from the perspective of his ability to symbolize and introduce the concept of the social aspect of culture. Culture refers thus to the wide areas of human behaviour, to a system of common values attitudes and meanings insofar as they are determined by membership in a society.

Cultural knowledge appears to be organized in schemas which are called cultural models. Cultural models are taken-for-granted models of the world, they are widely shared by the members of the society and that play an enormous role in their understanding of the world.