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**KARTULI (GEORGIAN) LANGUAGE AND CULTURE –  
NEW METHOD OF LINGUISTIC RESEARCH**

**Summary**

The present article is a tiny piece of the author's vast research aimed at demonstrating a fruitful application of the Kartuli phenomenon – the Kartuli language, its Asomtavruli Alphabet and its pre-Christian religion (world-outlook) – in the study of a number of linguistic problems that have been calling for solution for many years.

The method used in the research is called *linguo-cultural* and presupposes the use of linguistic (primary) and historical, archaeological, ethnographic, mythological etc. (supplementary) data with the aim of criss-crossing the results received through the linguistic analysis.

The article solely concentrates on the linguistic (etymological) aspect of the study of the English word "day" (Teutonic and other Indo-European /IE/ languages are touched on in passing). A diachronic study of the English word "day" and its Kartuli cognate "dye" is presented. Out of the three Kartveluri lexical items – Svanuri "dey", Megrul-Chanuri "doγ" and Kartuli "day" – the last one "day" is revealed as the primary source of borrowing for English and other IE languages. The last two forms (day, doγ) were reconstructed by Prof. Arnold Chikobava on the basis of the preserved root-vowel form "dey" in Svanuri.

The direction of borrowing Kartuli---English (IE) is attested not only by the assimilative changes of the Kartuli "da " throughout the development of the English language, but also through other cultural data only slightly dealt with in the final part of the article.