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## LINGUISTIC PERSONALITY AS AN OBJECT OF LINGUISTIC RESEARCH

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### ABSTRACT

*In modern linguistics, one of the central issues is the phenomenon of linguistic personality. The concept of a linguistic personality is in demand in humanitarian knowledge, since its development makes it possible to advance towards solving a number of theoretical and practical problems facing scientists. At the same time, despite the large number of references to this concept both in the framework of general linguistics and in other branches of linguistics, the problem of developing methods for analyzing a specific linguistic personality remains debatable. This requires researchers to theoretically substantiate the use of various general scientific and specifically linguistic methods and methods in the study of such an object as a linguistic personality.*

**KEYWORDS:** *Linguistic Personality, Verbal-Semantic, Cognitive And Pragmatic Approach, Linguocultural Community, Linguocultural Approach.*

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