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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.*

INTRODUCTION

Linguistic personality is one of the urgent and promising problems of modern cognitive and communicative linguistics. Recently, the problem of linguistic personality has been actively considered in various aspects, psycholinguistic, sociolinguistic, culturological, linguodidactic, functional, emotive, and pragmatic, text semantics, etc. [2, 41]. This problem is of particular interest to linguists in the light of the proposed Y.N. Karaulov's new approach is "there is a linguistic personality behind every text" (in contrast to the main thesis of linguistic research of the last half century "there is a language system behind every text") [5, 39].

The term "linguistic personality" was first used by V.V. Vinogradov in 1930. In the book "About fiction" he wrote: "... If we rise from the external grammatical forms of language to more internal

("ideological") and to more complex constructive forms of words and their combinations; if we recognize that not only the elements of speech, but also the compositional techniques of their combinations associated with the peculiarities of verbal thinking are essential signs of linguistic associations, then the structure of the literary language appears in a much more complex form than the planar system of linguistic relations of Saussure. And the personality, included in different of these "subject" spheres and including them in itself, combines them into a special structure. In objective terms, all that has been said can be transferred to speech as a sphere of creative disclosure of the linguistic personality" (2, 41-43).

Modern linguistics considers a linguistic personality depending on the type of culture. In his work, N.I. Tolstoy suggests the following types: elite - based on literary language, folk - in dialect, traditional-professional - in argot, "third culture" - in vernacular. The works of O.B. Sirotinina and her students are also widely known, which justify the identification of a medium-literary type of linguistic personality as a person with higher education, which is characterized by individual violations of the qualities of good speech (2, 41-43).

Y.N. Karaulov distinguished three levels of linguistic personality: verbal-semantic, cognitive and pragmatic. The units of the first level are individual words as units of a verbally associative network. The units of the second are concepts, ideas, concepts that each linguistic personality develops into a more or less ordered picture of the world, reflecting the hierarchy of values. The units of the third are oriented towards pragmatics and manifest themselves, according to Y.N. Karaulov, "in the communicative and activity needs of the individual" [5, 30].

V.I. Karasik considers a linguistic personality as a basic national-cultural prototype of a native speaker of a certain language fixed mainly in the lexical system, a kind of "semantic sketch" compiled on the basis of worldview attitudes, value priorities and behavioral reactions reflected in the dictionary [6, 2-7]. Most linguistic concepts emphasize the relationship between language and speech activity. According to G.I. Bogin, a linguistic personality is understood as a person as a native speaker, taken from the side of his ability to speech activity [4, 3]. According to S.A. Sukhoi and V.V. Zelensky, a linguistic personality is a set of features of verbal behavior of a person using language as a means of communication [13, 44].

Skills characteristic of the highest level of speech ability of a linguistic personality can also be considered the ability to purposefully, competently compose texts that meet the pragmatic conditions of communication, stylistically and situationally relevant, expressive; the ability to understand hidden meanings, subtext and use it in one's own speech; the ability to adequately assess a specific situation of speech communication and implement the appropriate model of speech communication, correct in ethical and aesthetic terms.

It is no secret that in some countries there are cases when even fully grown, fully formed specialists with higher education do not know the forms of speech etiquette (even such simple cliched forms as greetings, expressions of sympathy, congratulations, compliments, etc. cause difficulty), do not know how to communicate with seniors by age and position (including by phone), do not consider it necessary to simply listen to another person, do not know how to read kinetic information. They are afraid or do not know how to resist the impoliteness and rudeness of opponents. This leads to stiffness, tightness, fear and avoidance of communication, inability not only to conduct a conversation in the right direction, calmly, adequately defend your point of view, but even just to present it in a form accessible to other people.

The study of a linguistic personality-a native speaker with a complex inner world, his own attitude to fate, the world of things and the people around him, is currently multidimensional, large-scale and attracts related sciences.

Thus, a linguistic personality is a personality that manifests itself in speech activity, a personality in the totality of the texts consumed and produced by it. Each linguistic personality is unique, has its own "knowledge" of the language and the peculiarities of its use. At the same time, a linguistic personality always belongs to a certain linguistic and cultural community.

At the moment, modern linguistics has developed many approaches to the study of linguistic personality; each approach has its own methodology of study. Thus, the linguoculturological approach considers a linguistic personality from the point of view of national-linguistic specificity, in other words, in its linguistic ethnography [3, 29].

Using this approach, the ethnospecific linguistic personality traits expressed in texts as products and signs of a certain culture are investigated. Linguoculturology is characterized by the study of a collective cultural-historical image or "national-cultural prototype of a native speaker" [10, 112]. Therefore, the subject of the study is the image of a linguistic personality formed by many incarnations of different individuals of the language. Accordingly, linguoculturology turns its attention to the relationship "language - culture - ethnicity", setting the researcher the task of studying the material and spiritual culture embodied in a living national language and manifested in linguistic processes, in which a linguistic personality is formed.

One of the most significant in this direction is the method of commenting. This method consists in the fact that additional information about the spheres of use and frequency of use of these units, about their various connotations, which are characteristic of this culture, is given to a word or phrase denoting the reality of any ethnoculture [7]. In our opinion, this approach can be useful when analyzing a specific linguistic personality, as it will allow to recreate the "national-cultural prototype of a native speaker".

The commenting method is an effective tool within the framework of the linguoculturological approach, since it allows us to determine how much the linguistic personality under study corresponds to the national-cultural prototype of a native speaker. However, such a reconstruction of the national-cultural prototype of a native speaker is somewhat one-sided. The limitation of this method is that the definition of the national-cultural prototype of a linguistic personality is based on texts that are always limited in genre, ideological-thematic, stylistic terms.

These limitations inevitably affect the appearance of the constructed linguistic personality. Another approach to the study of a linguistic personality is a sociolinguistic approach, in which a linguistic personality is considered as a carrier of linguistic features - phonetic, lexical, morphological, syntactic, correlating with its social characteristics, belonging to a particular language or speech collective, social status, role in a communication situation [1, 3].

At the same time, the main sociolinguistic method is the method of correlation analysis, accompanied by a comment evaluating the nature of such correlations. The text in this direction acts as a material that allows reconstructing socially conditioned linguistic and speech personality traits that are common to a language or speech collective [8, 109].

When conducting such an analysis, the specified social characteristics act as independent variables, and the communicative characteristics act as dependent ones. The relationship between these values is expressed in the mutual consistency of the observed changes [11, 256].

The main advantage of this method is the accuracy of measurements. The use of this method in the analysis of a specific linguistic personality allows us to determine how much speech personality traits correspond to the main characteristics of the social group to which the personality under study belongs.

The linguistic personality in the linguopragmatic approach is studied from the point of view of its interactive beginning, that is, the subject of research within this approach is the ability of a person to communicate as an activity [12, 216].

The linguopragmatic approach offers a functional model of a linguistic personality, bringing to the fore its activity principle, manifested in the processes of selecting language signs according to the goals and objectives of communication. The main method of this approach is the method of linguistic modeling.

The task of linguistic modeling is "to establish certain structures, but not to search for new linguistic facts, to bring into the system empirically obtained linguistic data, which makes language categories clearer, more defined, as clearly formulated and systematized as possible" [9, 52].

The model is a specific object created for the purpose of obtaining information, reflecting the properties, characteristics and connections of the original object of arbitrary nature, essential for the task being solved by the subject.

Summing up, it should be said that each of the analyzed approaches presents effective methods of analyzing the linguistic personality only in specific aspects of its manifestation. Therefore, when studying a linguistic personality as an integral phenomenon, an integrated approach to its analysis is necessary, taking into account specific interrelated qualification features: linguoculturological, sociolinguistic and linguopragmatic. The application of an integrated approach to the analysis of the linguistic personality will allow you to get a complete and multifaceted idea of the studied linguistic personality.

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