

LINGUISTIC ANALYSIS OF UNIVERSAL VALUES

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ABSTRACT

Universal value analyses and lingvocultural analysis are the focus of the following studies. It focuses particularly on the novelty of the concept of linguistic analysis being coupled with the concept of text. In addition, the work's theoretical level is raised by using this strategy. As a result, these values have an impact, how persons are motivated to behave as citizens and how their actions as global citizens are evaluated or validated. Social action is regulated by values. Some researchers believe that Emancipation is often the result of education. The term "universal value" refers to something that is accepted without question, imitating another country's value system and embracing so-called "western" values. Among other values, "freedom, democracy, equality, and human rights, "neglecting the uniqueness and distinctiveness of their own development.

KEYWORDS: *Lingvoculture, universal ideals, culture, group, national, text, social activity.*

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