

МІЖКУЛЬТУРНА КОМУНІКАЦІЯ

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LANGUAGE IDENTITY OF THE NATION AS A FACTOR OF THE MODERN SOCIETY CULTURE FORMATION

Comprehensive extension of intercultural contacts and the globalization of the globe make necessary the studying of such cultural elements that are reflected in the language of any people in the nationally-cultural aspect. One of the main problems of the society studying is the relationship between language and national (ethnic) identity.

The problem of correlation and interrelation of language and culture has always generated considerable interest of many scientists and linguists, who, despite the diversity of approaches to the study of this question, consider the culture and language in interaction. The fact that the language has long been regarded as one of the main factors of ethnic identity, since language is one of the main members of the ethnic group.

Modern linguistics seeks to understand the cultural consciousness of individual nations through linguistic means. Most linguists hold the view that any language, being a social phenomenon, can and should be considered not only from a purely linguistic point of view, but also, most importantly, with extra linguistic or cultural, because it is, on the one hand, is an integral part of the culture, and on the other is “the mirror” that reflects its originality, authenticity and richness. The culture of any country in the world is the main component of human existence as a social being.

Human is in constant interaction with the outside world and society, collecting and analyzing information about them, thus, in the human mind reflects all possible realities and approaches to reality. The acquired knowledge is always expressed in language.

Language does not exist outside the person, and the person does not exist outside the language. Language is an instrument of knowledge, with the help of which a person recognize the world and culture in general. This is an instrument of culture: it forms a person, determines its behavior, way of life, world outlook, mentality, national character, ideology [8; 9]. Language as a means of communication between people and culture, coordinates their joint activity as a significant means in the process of linguistic interaction, during which the coordination of communicative activities is carried out on the basis of language system resources. Language is involved not only in the transfer of thought about

something already known, but also in formation of a new thought about a new, still unknown phenomenon, process, object.

Since the XIX century, the question about the interaction and interrelation of language and culture is one of the most discussed and studied in linguistics and, however, it has still not lost its relevance.

For the first time in the history of linguistics, the attempt to solve this problem began V. von Humboldt, whose concept is based on the following principles [1]:

- material and spiritual culture are embodied in the language;
- every culture is national, its national character is expressed in language with the help of a special vision of the world;
- language has a specific internal form for each people;
- the internal form of speech is the expression of the “people's spirit”, of its culture;

– language is a connecting link between man and the surrounding world. According to V. von Humboldt, language and culture are the forms of consciousness that reflect the worldview of a person and is a national form of embodiment of the material and spiritual culture of the people. Subsequently, the concept of V. von Humboldt continued to develop S. Ballie, I.O. Baudouin de Courtenay, J. Vandries, O.A. Potebnya, R.O. Jakobson and other researchers [9]. However, all definitions of language converge in the main: language is a mean of communication, a mean of expressing thoughts.

At the end of XX century in definition of the concept of “language” appeared a significant addition: language is a product of culture, its important component and condition of existence, a factor in the formation of cultural codes [9]. Any culture is a unity of spiritual and material. The material side of culture is represented in the language by national-specific lexical units-stable associations, the general vision of the world that has developed in one or another language group during its cultural and historical development. As a universal mean of communication, the language creates notation for all (meaningful to a given people) elements of earthly civilization. Most scholars agree that language, as a social phenomenon, can and should be considered not only from a purely linguistic point of view, but, most importantly, from extra-linguistic or culturological, because it itself, on the one hand, is a part of culture, but with another “mirror”, reflecting its peculiarity and wealth.

Thus, in the course of our study, we outlined a range of issues related to the notions “language” and “culture”. We understood that one of the main problems of the society studying is the relationship between language and national (ethnic) identity. The problem of correlation and interrelation of language and culture has always generated considerable interest of many scientists and linguists, who, despite the diversity of approaches to the study of this question, consider the culture and language in interaction.

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ВИХОВАННЯ ЦІННОСТЕЙ МІЖКУЛЬТУРНОГО СПІЛКУВАННЯ НА ЗАНЯТТЯХ З АНГЛІЙСЬКОЇ МОВИ У ВНЗ

На сучасному етапі розвитку українського суспільства, яке характеризується тенденцією до європейської інтеграції, згідно з загальноєвропейськими рекомендаціями з мовної освіти [1] все більше уваги приділяється підготовці висококваліфікованих фахівців. Концепція мовної освіти визначає мету і завдання, принципи вивчення мов, структуру і зміст навчання, умови реалізації. Вона ґрунтується на основних положеннях Конституції України, Законів України «Про освіту», Державної національної програми «Освіта».