

**LINGUICULTUROLOGY AND SOCIOLINGUISTICS**

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**Abstract:** The article examines the role of linguoculturology and sociolinguistics as separate concepts, their role in society and science, and the features of their emergence and development in their own field.

**Keywords:** Culture, practical application, social context, cultural values, formation structure.

**Аннотация:** В статье рассматривается роль лингвокультурологии и социолингвистики как отдельные понятия, их роль в обществе и науке, особенности возникновения и развития в собственной отрасли.

**Ключевые слова:** культура, практическое применение, социальный контекст, культурные ценности, структура формирования.

**Annotatsiya:** Maqolada lingvokulturologiya va sotsiolingvistikaning alohida tushunchalar sifatidagi o'zni, jamiyat va fanidagi o'zni, o'z sohasida paydo bo'lish va rivojlanish xususiyatlari ko'rib chiqiladi.

**Kalit so'zlar:** Madaniyat, amaliy qo'llash, ijtimoiy kontekst, madaniy qadriyatlar, shakllanish tuzilishi.

Language is not only connected to culture: it grows from it and expresses it. Language is at the same time an instrument for the creation, development, storage (in the form of texts) of culture, and a part of it. Based on this idea, at the turn of the millennium, a new science emerged - linguoculturology.

Linguoculturology is a science that arose at the intersection of linguistics and cultural studies and studies the manifestations of the culture of a people, which are reflected and entrenched in the language. At the same time, one should not focus on the "joint" nature of the new science, because this is not a simple "addition" of the capabilities of two contacting sciences, but rather the development of a new scientific direction that can overcome the limitations of the "narrow departmental" study of facts and thereby provide a new vision of them and explanation.

Therefore, this is not a temporary union of linguistics and cultural studies, but an interdisciplinary branch of science, independent in its goals, objectives, methods and object of research.

So, as a special field of science, linguoculturology arose in the 90s of the 20th century. It seems rational to distinguish two periods in the development of linguoculturology: the first period - the prerequisites for the development of science - the works of Humboldt, Potebnya, Sapir, etc. and the second period - the formation of linguoculturology as an independent field of research.

Cultural linguistics and sociolinguistics are two important fields of linguistics that study the relationship between language, culture and society. Both disciplines help us understand how language and its use influence the formation and maintenance of cultural and social structures. Their place in the formation and development of language is of great importance not only in the field of science, but also in the life of society and society as a whole.

Linguoculturology studies the influence of culture on language and vice versa. This field examines how language reflects cultural values, beliefs, customs, and norms. Cultural linguists analyze how various linguistic elements, such as vocabulary, phraseology, grammar and stylistics, are related to certain aspects of culture. They study the cultural concepts that are embodied in

language and how these concepts influence communication and interaction between people from different cultures.

Sociolinguistics, on the other hand, focuses on the study of language in a social context. She examines how linguistic structures and language use are related to social factors such as class, gender, age, ethnicity and social status. Sociolinguists study language variation and change, dialects, and social norms and rules that govern linguistic behavior in different groups and communities.

Both of these areas are interconnected and complement each other. Cultural linguistics studies how language reflects culture, while sociolinguistics studies how language is used in social contexts. Both disciplines help us understand how language shapes our understanding of the world, our relationships with other people, and our social structures.

It is important to note that cultural linguistics and sociolinguistics have practical applications in various fields, including education, intercultural communication, translation and international relations. Research in these areas helps us develop more effective teaching and communication methods, and understand and respect differences between cultures and languages.

Cultural linguistics and sociolinguistics play an important role in the modern world, where interaction between different cultures and languages is becoming more frequent and important. Their research helps us build bridges between cultures, develop tolerance and mutual understanding. They enable us to learn about other cultures and languages, overcome language and cultural barriers, and create harmonious and productive societies.

In conclusion, cultural linguistics and sociolinguistics are important areas of linguistics that help us understand the relationship between language, culture and society. Their research complements each other and has practical applications in various fields. Through these disciplines, we can build more tolerant and harmonious societies, where differences in language and culture become a source of enrichment rather than a barrier to mutual understanding and cooperation.

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