"The vital importance of the communicative identity concept in different languages"

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Annotation: This is an analysis of the main trends in the study of linguistic personality in contemporary linguistics. There has long been a tendency in linguistics to study language personality in depth: its model, the projection of an interdisciplinary term into the field of linguistics, priorities reflected in vocabulary, behavioural reactions, vocabulary, ethnosemantics and much more. One of the topical areas of research is the understanding of the human phenomenon through natural languages".

Key words: linguistic identity; cognitive linguistics; linguistic personality; glottosphere; the ethno-semantic ethnosemantic personality; cognitive structures underlying the language system.

One of the trends at the current stage of linguistics development is the detailed development of the human factor in speech The problem of the human factor in speech is being developed in detail speech activity. The linguists' appeal to anthropocentrism is due to the recognition of the leading role of man in the processes of speech production and use. The reason for anthropocentrism is based on the recognition of the leading role of humans in the processes of speech production and use. The new linguistic paradigm puts the linguistic personality. It is an object of research where the interests of linguists of linguists, culturologists, sociologists, philosophers. From the point of view of philosophy - "ipersonality is a worldly and scientific term. Psychological aspect is related to the study of mental properties."Personality is a person, taken- Personality is a person in the system of his or her psychological characteristics that are socially conditioned and determine his or her moral actions" .

The main subject of analysis in sociology is personality in different social systems . In linguistics, the term "linguistic personality" was first used by B. B. Vinogradov, although the notions of the individual nature of language possession . The term "linguistic personality" was first used in linguistics by W. von Humboldt and I. G. Herder, then evolved in the works of W. von Humboldt and I. G. Herder. Later on it was developed in the works of L. Weigerbeer, J.A. Baudouin de Courtenay, K. Fossler and others. In Russian linguistics these are the works of G.I. Bogin, S.G. Vorkachev, V.I. Karasik, Y.N. Karaulov, K.F. Sedov, etc. The content of linguistic personality includes values, world outlook components. Language provides an initial and profound insight into the world. Initial and in-depth view on the world; cultural component, i.e. a level of assimilation of culture as an effective tool to increase interest in language; a personal component, i.e. that individual, deepest thing that is in

each person. A specific linguistic personality "is characterised by a certain A specific linguistic personality "is characterised by a particular stock of words with a frequency ranking. Vocabulary and speech patterns may indicate belonging to a particular society . Linguistic identity exists in the space of culture reflected in the linguistic personality exists in the space of culture reflected in language, in forms of social consciousness on different levels (scientific, everyday life, etc.)

The linguistic personality exists in the space of culture reflected in language, forms of social consciousness at different levels (scientific, everyday, etc.), in behavioural stereotypes and norms, in the objects of material behaviour stereotypes and norms, objects of material culture, etc. V. V. Krasnykh singles out the following components in language personality :

Person speaking[1], one of the types of activity is speech activity.

One of the types of activity is speech activity;

 a) language personality proper - a person who manifests itself in speech activity; c) a speech personality ;

 b) communicative personality - the personality that manifests itself in a speech activity;

 c) linguistic personality - the personality that manifests itself in a speech

communication strategy and tactics;

 d) communicative persona is a concrete participant in the communicative act.

Communicative personality - a concrete participant in the communicative act. The strategic direction in the study of linguistic personality . The strategic direction in the study of linguistic personality is directed to the speech-intellectual mechanisms of realization of linguistic capacity individual, which are manifested during the identification of the word-stimulus.

Nowadays, there is a rather heterogeneous typology of linguistic personalities, which are distinguished by every researcher according to the chosen . There is a fairly heterogeneous typology of linguistic personality distinguished by each researcher according to the chosen basis of its characterisation: polylectic ("multihuman") and

The idiolect ("multihuman") personality (V.P. Neroznak); the ethno-semantic ethnosemantic personality[2] (S. G. Vorkachev); dialectal linguistic personality (V. N. Lyutikova); Elitist linguistic personality (O.B. Sirotinina, T.V. Kochetkova); Russian linguistic personality (Yu.

N. Karaulov); language and speech personality (Yu. E. Prokhorov,

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[1] Karasik, V.I. Evaluative motivation, person status and vocabulary personality [Text] / Karasik // Philology. Krasnodar, 1994. - 2 - 7 p.

[2] *Vorkachev S.G. Linguistic and cultural studies, linguistic personality, concept: the formation of the anthropocentric paradigm in linguistics // Philological stud*

ies. 2001. №1. P. 64 - 73

E. Prokhorov, L. P. Klobukova); vocabulary language personality (V. I. Karasik); emotional Vestnik linguistic personality (V.I. Shakhovsky); personality types homo ludens (T.A. Gri- Dina), etc.

The concepts "strong personality" and "strong linguistic personality" are not directly related, the first quality does not predetermine the second.

In this regard is D. Carnegie offers an interesting example:

"The man with the degree was a college professor; the ex-tar was the proprietor of a small side-street trucking business. His talks were far better received by the class than those given by the professor. Why? The college man used beautiful English. He was urban, cultured, refined. His talks were always logical and clear. But they lacked one essential — concreteness. They were vague and general...The trucking firm proprietor's language was definite, concrete and picturesque... The virility and freshness of his phraseology made his talks highly instructive and entertaining".

Noting this seeming difference, while noting this apparent distinction, it is worth remembering that linguistic personality is both a carrier of the linguistic personality is both a bearer of "national character" and linguistic worldview, as well as a member of a linguistic society. A linguistic person is also a member of a linguistic society with its own traditions and social relations. The linguistic personality is also a member of a linguistic society with its own traditions, social relations etc.

In this way, a linguistic personality implements both the linguistic system of a nation's language and the individual characteristics of its members.

Thus a linguistic personality realizes the linguistic system of a nation's language and the individual way of perceiving the world around it.Thus a linguistic personality puts into practice the linguistic system of a national language and the individual characteristics of their vision of reality.

Thus, a linguistic personality puts into practice the linguistic system of a national language and the individual's vision of reality and the social system expressed by language. The linguistic personality is the problem of a person's knowledge and wo- languag- ence and the principles of their quantitative the question of the principles of their quantisation in the production of speech-en-deriving activities is evident in the discussion about the structure of language personality. Indeed, to describe the peculiarities of the implementation of the language capacity individual as well as "getting the linguistic personality into the "glottosphere[3]" and therefore into the Karaulov is impossible without the thesaurus of the linguistic personality how wide it is and what part of the general linguistic fund is used by a human .The thesaurus of the linguistic personality is the one that is used by a person in the formation of speech works (texts).

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[3] Karaulov Yu.N. Russian linguistic personality and tasks of its study // Lan

guage and personality. M : Nauka, 1989. P. 3 - 8.

"The linguistic personality starts on the other side of the A person's linguistic personality starts on the other side of the world when intellectual power comes into play and the first level (after the zero level) of language is built up. The first level (after zero) of study is to identify and establish a the hierarchy of meanings and values in its world view, in its thesaurus"

One of the most authoritative definitions of the notion of linguistic personality was presented by Russian linguist, Yu. N. Karaulov in his book "Russan language and linguistic personality[4]" . He expresses linguistic personality as "being fixed primarily in semantic semantic system basic national and cultural prototype of the bearer of a particular natural language that makes up timeless and invariant part of the structure of linguistic personality" [5]. He enlisted three levels in the structural model of linguistic personality. They are as follows:

1. Verbal-semantic level

2. Cognitive level

3. Pragmatic level.

In verbal-semantic level, words and their meanings are studied. Yu. N. Karaulov believes that personality cannot be seen without sensible connection of words, their combinations and lexical semantic relationships [4]. The unit of this level is word as the component of verbal chain. In addition, the level represents structural and systematic connection of language in the parameters of systematic function of language related to decide communicative tasks. At cognitiv level, concepts are studied. The level is also called as the "first" one. It represents the linguistic world image and is outlined as the linguo-cognitive level. The units of this level are thoughts, ideas, catchphrases and concepts that each linguistic personality carries about world.

Ashurova D.U defines the concept of linguistic personality in the literary text as "a correlate of the person's spiritual features, his communicative abilities, knowledge, aesthetic and cultural

values". In fictional texts, linguistic personality is offered in two forms: the author's image and the personage's image [5].

It is expedient to mention that linguistic personality of literary text has its own peculiarities.

There are two types of linguistic personality of fictional text:

1) The author and the reader

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[4] *Karaulov Yu.N.,* 2004. Russian Language and Linguistic Personality. Moscow: Editorial

URSS. Pp: 245 (in Russian)

[5] *Ashurova D.U., Galiyeva M.R.* Text Linguistics-T.:Turon-Iqbol, 2016. P. 250.

2) Personage and the personage .It should be stressed that one of the ways of revealing linguistic personality is literary dialogue.

Literary dialogues used in the texts are characterized by polyfunctional structure. They can express different stylistic, pragmatic and cognitive functions.

In conclusion, it is expedient to stress that literary dialogue is a complex phenomenon, which expresses not only the information about the events, but also it is aimed to characterize the linguistic personality from different angles: semantic, stylistic, pragmatic, cognitive and linguocultural. The phenomenon of linguistic personality is rather complex and ambiguous to explain. There are a lot of researchers who distinguish various units an levels when defining the term of linguistic personality. The results of our research make it possible to predict the further study of parameters' transformation of a linguistic personality in dynamics (in particular, as from the second decade of the 21st century) taking into account sociocultural characteristics, different situations of speech, interpersonal and intercultural communications. And any attempt to comprehend communication between people, to understand what prevents from it and what contributes, is important and justified, because communication is the tower, pivot, foundation of human existence" Therefore, it is also necessary to create a clear classification of speech errors that corresponds to the modern understanding of the theory of communication.

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