



MAIN NOTIONS OF AXIOLOGICAL LINGUISTICS.

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Annotation

Axiological linguistic is one of the relatively new areas of linguistics, studies the value, meaning and moral aspects of language. In this direction analyzes the relationship between the cultural, moral and social significance, language and values, as well as language and human moral principles. Axiological linguistics is related to the philosophical, cultural and social contexts of language and linguistics, focuses on the functions of language. This article will consider the main concepts axiological linguistics, its scientific significance and practical application.

Keywords: Axiology, Axiological Linguistics, Values, Moral Functions of Language, Culture, Social values

The language is an integral part of human culture not only, but a complex system that represents values, moral principles, and social norms. Axiological linguistics is an area of language and its value systems and studies linguistic, cultural and moral measurements of the language. In recent years, linguistics is not only based on structural and semantical aspects of language, but also the characteristics of his axiology (value). This direction helps us to understand the relationship between language and society. The main notions of axiological linguistics will be considered in this article.

Axiological linguistics (Latin Axiology - "value") studies a field that explains the system of language and its values. It analyzes the cultural, moral, aesthetic and social values expressed through language.

Language plays an important role in expressing values. For example, certain words and phrases reflect the moral standards of society, cultural traditions. Linguists try to determine the values formed in the social environment through the axiological function of the language. It emphasizes the task of language as a cultural code.

Axiological linguistics acts as a bridge between linguistics and anthropology, philosophy industry through the study of complex relationships between language and culture, language and moral values. This route allows to understand the language deeper, to introduce new methods in the study of language.

Understanding values through language plays an important role in reducing language barriers in communication and establishing effective communication.

Axiological linguistics is divided into several main components of the language: semantic, pragmatic and stylistic components. Each of them plays a specific role in expressing the value through language.

- The semantically component reflects social and moral values through the meanings of language words and phrases.
- The pragmatic component studies the status of the speech and context, values and intentions expressed through the language.

- The stylistic component serves to express values through different methods of language.

Language is the main part of the culture, which reflects the values, customs and moral principles of society. Axiological linguistics allows you to an in-depth analysis of culture through language.

Values and normative standards expressed through language play an important role in strengthening the moral and cultural norms in society. For example, the words and phrases related to the rules will fulfill the normative function in the speech. This shows an integral link between the language and society.

Conclusion

Axiological linguistics is a scientific direction to study the system of language and its value system, studying not only communicative, but also cultural, ethical and social functions of the language.

Values expressed through language reflect the worldview, moral standards and cultural traditions of society. Axiological linguistics means to understand the complex connection between language and culture, as well as an interference, anthropology and philosophy areas, is also important as a direction.

Modern research has enriched the methodology of axiological linguistics, creating a basis for the study of languages and values from a new perspective.

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