

## PHILOLOGY

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### **Linguoculturological aspect of the study of headwear nominations**

The subject of the research in the article is the linguoculturological aspect of the study of headwear nominations. The high need of linguists to know the national-cultural specifics of the linguistic content makes it important to study various fragments of the national language of the worldview. After all, each such separate part contains information about the exclusivity and richness of ethnic cultures, about the individuality of the national spirit, which uniquely reproduces the realized reality in its entirety. The names of headdresses, which are a distinctive attribute of any folk costume, include in their semantic meaning important information about the relationship between the language and cultural concepts of the nation. The theoretical significance of this research lies in the aspect of the global problem of categorization of the objective linguistic picture of the world, and the practical value is in solving the urgent problem of preserving the Russian language as an integral, original part of the Russian people. The linguocultural study of the headgear nominations of the Russian literary language is innovative from the point of view of a comprehensive linguistic analysis.

**Key words:** linguoculturology, headdresses, nomination, world view, linguistic analysis.

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