

PHILOLOGY

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Linguocultural approach to the study of the linguistic culture of an individual in the context of globalization

This paper aims at analyzing the problem of changes in the linguistic culture of an individual in the conditions of the modern globalizing world. Both positive and negative consequences of these changes for linguistic identity and cultural diversity are discussed. The study of linguistic personality is conducted from the point of view of linguoculturology, which studies language as a cultural phenomenon, where language and language use is a form of cultural activity. It also emphasizes the importance of formation of interethnic tolerance and respect for diversity for successful intercultural communication.

Key words: globalization, linguistic personality, linguistic culture of personality, linguistic picture of the world, logosphere of culture, linguistic identity, linguistic imperialism, multilingualism.

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