Lala Hamzayeva Aladdin gizi

Senior teacher of Sumgayit State University,

Doctoral student of the Institute of Linguistics named after Nasimi of ANAS

rivares-79@rambler.ru

**A FIELD OF LINGUISTICS BOUNDARY WITH OTHER SCIENCES: LINGUVOCULTROLOGY**

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One of the sciences which closely related with language is a culture. The problem of the interaction of language, culture and ethnos is not new. As early as the beginning of the 19th century, the Grimm brothers, then F. Buslayev and A.A.Potebnya, tried to solve this problem. Even W. Humboldt's ideas were also very wide spread. According to him, the language is the soul of the people, the existence of the people. The language is the real reality of culture, it can lead a person to culture. The issue of unity and inseparability of language and culture has found its broad interpretation in the works of the representatives of the Sapir-Wharf school. At the beginning of the twentieth century, the school of “Words and Things” was established in Austria demonstrated the importance of a cultural approach in many areas of linguistics. As a result of considerations around this problem, the following conclusions have emerged: language is closely linked to culture; language sprouts in culture, then develops and expresses it. Based on this idea, a new field of science, linguoculturology, was created. Linguocultrology is a science that studies the manifestation of folk culture, which is formed as a result of the merger of linguistics and culture, reflected and strengthened in the language.

There are common conceptions for the language and culture: language family and cultural group, protolanguage and pracultura, language union and cultural union, substrate, adstrat, superstrat and so on.

Language is a means of communication between individuals, and culture is a certain level of development of society. Language preserves culture and transmits it to the next generation. Linguocultrology is based on this idea. Thanks to linguocultrology, it has been possible to explain the origin, development, preservation and dissemination of culture, one of the fundamental functions of language.