

THEORETICAL BASIS OF LINGUISTIC PERSONALITY

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Abstract. The article highlights the different visions on the term of linguistic personality. Some widely-used ideas and concepts of how linguistic personality is realized are taken into consideration. The article outlines some approaches of study towards the phenomenon of linguistic personality. Some definitions of the term itself can be found in the article.

Key words linguistic personality, language, three-level model, language, text.

The artistic picture of the world is an essential facet of the conceptual image of reality. When studying a literary text, it seems quite reasonable to use the term "language personality", since the author of the literary work manifests himself through the specific style, conditioned by the individual vision of the world and certain motivational and pragmatic attitudes. The very phrase "language personality" is terminologically recorded by V.V. Vinogradov who developed two ways of studying the language personality - the personality of the author and the personality of the character. The experience of describing the main character of a literary text as a linguistic personality was first realized by Yu. M. Karaulov. Linguistic personality is understood as a specially organized language competence of the individual,

representing a structurally ordered set of linguistic abilities and readiness to produce and perceive speech works [5].

Considering the problem, it is necessary to note the interest of the problem of a language personality in the works of V. von Humboldt, K. Fossler, M. Bakhtin and others.

The influence of language on a person and their culture as well as on the culture of the whole people is reflected via spiritual and linguistic concepts. An individual can't develop themselves or think without the usage of a language since any language is a collective phenomenon. Language is regarded to be not just an external means of communication of people, but also considered to be inherent in the very nature of a man to develop their spiritual forces and the world view [1].

The individual and the collective is opposed in the language and the idea is asserted that the national spirit and the individual are inseparably linked. Speech activity even in its simplest forms is the combination of individual perception with the general nature of a person. Language unites the individual with the universal which is equally true to say that the whole human race speaks the same language and each person has their own language [1].

The linguistic personality in the conditions of communication can be regarded as a communicative personality, which is the bearer of cultural-linguistic and communicative-activity values, knowledge, attitudes of behavioral reactions [4]. The term of linguistic personality embraces the totality of abilities and characteristics of a person, which determine the creation and perception of speech products (texts) that differ in the degree of structural and linguistic complexity; in the depth and accuracy of reflection of reality and in a certain target orientation [2].

Linguistic personality can also be viewed from the standpoint of the willingness to perform speech acts, to create and accept works of speech. Hence, it is known as one of the components of the existence of the language as well.

The structure of language personality is viewed as the three-level model that embraces verbal-semantic, cognitive, motivational-pragmatic levels:

- 1) verbal-semantic (the traditional formal descriptive means of expressing certain values);
- 2) cognitive (concepts, ideas forming a "picture of the world", reflecting the hierarchy of values);
- 3) pragmatic (goals, motives, interests, attitudes).

With the reference to a literary text, a set of language skills can be regarded as a certain (linguistic) correlation of the spiritual image features of an integral personality, reflected in a specific, linguistic form, their social, ethical components, i.e. objectifying in the speech actions the main elements of the literary image. The personality is studied as an individual, transformed via a specific language. The language is social in its nature and is a tool for expressing attitudes towards the surrounding reality, which ensures the interaction of man and the outside world [6].

A large number of articles not only attracted the attention of anthropologists to the individual in his cultural environment, but also had a noticeable influence on the theory of psychoanalysis. Language, culture and personality merge into a single whole; language is a "symbolic key to behavior", as experience is largely interpreted through the prism of a particular language and most clearly manifested in the interconnection of language and thought [3].

The concept of language personality by studying the language of fiction is also widespread. The study touches upon the author's personality and the personality of the character. The literary world is not only one of the works of collective language creativity, but also a reflection of individual selection and creative transformation of the linguistic means of its time with the aim of realizing the expression of ideas and emotions.

The model of the language personality was developed within the point of view of linguodidactics. The peculiarity of this model lies in the fact that its development occurs from level to level.

Based on the stages of development, it falls into five levels:

- 1) the level of accuracy (following the requirement: using the language, it is necessary to use this language with its elementary rules);
- 2) the level of interiorization (there is a slowdown in the transmission of information associated with an insufficiently internalized plan of speech action, with insufficient integrity of the idea of the forthcoming private utterance,
- 3) the level of saturation (widespread use of language wealth);
- 4) the level of adequate choice (the subject of adequacy assessments of the choice of speech units chain is not the whole text but one sentence);
- 5) the level of adequate synthesis (includes achievements and shortcomings in production or in synthetic perception of the whole text with the most complex set of communication tools inherent in it, the content and means of expressing the spiritual content of the communicant's personality).

Thus the term of linguistic personality is found to be one of the paramount issues in studying the text from different points of view. It must be taken into consideration while studying the personage or a personality and their features in different domains and fields.

Our further perspectives of the study lie in the empirical investigation of the linguistic personality of a literary text personage.

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