



MODELS OF DISCOURSE OF A LANGUAGE PERSONALITY: THEORIES, METHODS AND CHALLENGES

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Abstract: This article presents an overview of discourse models of linguistic personality in the context of linguistics and sociolinguistics. The article highlights methodological approaches to analyzing the discourse of a linguistic personality and the challenges faced by researchers.

Keywords: discourse, personality, identity, sociocultural context, discourse models, language activity.

The concept of discourse of a linguistic personality denotes the complex interaction between language and personality, where linguistic activity reflects the individual characteristics of the individual, his sociocultural context, lifestyle and social affiliation [1, 45]. It involves understanding how an individual uses language to express himself, create and maintain his identity, and how he adapts to different communication situations.

There are several theoretical approaches to models of language personality discourse, each emphasizing different aspects of this interaction. For example, the sociolinguistic approach analyzes how sociocultural factors influence the choice of linguistic means and structures used by an individual in different contexts. The psycholinguistic approach, in turn, explores the cognitive and psychological aspects that determine the individual's ways of communicating.

Analysis of the discourse of a linguistic personality requires the development and application of various theoretical models that allow us to understand how the individual characteristics of a person are manifested in his linguistic activity. Let us consider some of the key theoretical models used in studies of linguistic personality discourse.

One of the main models used to analyze the discourse of a linguistic personality is the model of sociocultural discursive identity. This model focuses on how an individual constructs his or her identity through linguistic activity in a sociocultural context. It assumes that individual identity is formed and expressed in discourse, and that linguistic activity is a way of reflecting and constructing sociocultural aspects of personality [2,117].



Another important model in linguistic personality discourse research is the theory of social communication styles. This model assumes that each individual has his own unique communication style, which reflects his sociocultural and personal identity. Social communication styles may vary depending on the context and communication situation.

The interactionist model of discourse analysis of a linguistic person focuses on the interaction between the person and his interlocutors in the process of communication. It assumes that an individual's linguistic activity is formed and changes in response to social and contextual factors during communicative interaction [3, 83].

These models represent only a few of the approaches to discourse analysis of language personality, and there are many other concepts and theories used by researchers. It is important to note that each model has its own strengths and is focused on different aspects of discourse analysis of a linguistic personality. Future research in this area could involve combining different models and methods to gain a deeper understanding of the complex relationship between personality and language in discursive practice.

The study of linguistic personality discourse patterns is an interesting and important area of linguistics and sociolinguistics, but it also faces a number of challenges and unresolved issues that require further research. One of the main problems in linguistic personality discourse research is the difficulty of analyzing multiple identities. A person may have multiple sociocultural identities, and her discourse may reflect diverse aspects of her personality in different contexts. Another challenge is related to the methodology of research on the discourse of linguistic personality. Collecting and analyzing textual data, especially in the context of dynamic communication situations, can be challenging.

In a world where many people have bilingual or multilingual competences, the study of linguistic identity discourse in multilingual environments is becoming increasingly relevant. How does an individual construct his or her identity and choose language(s) to communicate in such environments? This is of interest not only for linguistics, but also for sociocultural studies.

With the development of computer technologies and tools for text analysis, researchers are gaining new opportunities for analyzing the discourse of a linguistic personality. What methods and technologies can be used to effectively collect and analyze data? How can artificial intelligence help in understanding the discursive practices of an individual?



Despite these challenges, research into discourse patterns of linguistic personality holds many promises. Understanding how individuals express their identity through language and how they adapt to different communication situations can be useful not only for linguistics, but also for sociology, cultural studies and psychology. Further research in this area can expand our knowledge of how language and personality interact in the modern world.

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The study of discourse models of linguistic personality is a current direction in the field of linguistics and sociolinguistics. This article has provided an overview of the key theories, methods, and perspectives in this area of research. Discourse models of linguistic personality allow for a deeper understanding of how a person expresses his identity through language, and what factors influence his language activity in different contexts. Future research in this area promises to expand our knowledge of the complex relationship between personality and language, which has important implications for linguistics, sociology, cultural studies, and other social sciences.

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