

самовираження у різних сферах людської діяльності, допомагає зберегти українську етнічну субстанцію та утверджувати її в умовах зарубіжжя, пізнавати та збагачувати Україну, український світ.

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MODERN ASPECTS OF NOWADAYS LINGUISTIC STUDIES

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Nowadays the problem of language training is determined by the social order of highly qualified specialists in various spheres of public life, who must have the skills and abilities of professional foreign language communication with foreign colleagues to exchange experience and achievements in their field and their effective application in Ukraine. In the period of global transformational changes, the need for extensive and intensive renewal of higher education as one of the key social institutions of society becomes obvious. Firstly, it has been determined by the conditions of steady and dynamic replenishment of knowledge, the rapid obsolescence of scientific approaches and concepts, the emergence and change of needs in new specialties due to technical, industrial, scientific and social changes, expanding higher education in vocational, demographic and cultural aspects. Moreover, secondly, it is about the development of meaningfully updated methods, organizational forms and goals of educational activities, significantly adapted to the specifics of modern personal needs [1, p. 958].

A concept «philology» has been defined as an understanding tool that helps to fulfill one of the main human tasks – to understand another person, another era and another culture [2, p. 545], as well as morality, because «philology» weans a person from spiritual egocentrism through the

involvement in the culture of others [3, p. 100]. The philological approach to the study of linguistic phenomena, speech, and written memoirs, humanities texts unites all language disciplines, creating a basis for their integration. Thus, philology as a science expresses the idea of studying culture through languages and literatures.

The word «philology» has a slightly different meaning in modern English, even in the British and American versions. Longman's Dictionary of Modern British English states that this word is obsolete, meaning the study of words and the ways in which words and languages develop [4, p. 1229]. The dictionary of foreign words defines linguistics (French «linguistique», from Latin «Lingua» – language) as the science of language.

Thus, linguistics and philology are closely interrelated. Nowadays, linguists are needed in all areas, whether in business, economics, or politics. This new approach served as a starting point for the development of applied linguistics. The history of linguistic development as a science is characterized by a predominant attention to fundamental theoretical research. Our pragmatic time has led to the intensification of research in the field of practical application of accumulated linguistic achievements and, accordingly, the active development of such a linguistic science as applied linguistics [5, p. 426]. The functioning of each language as a means of communication has been studied within the framework of functional linguistics, which, in contrast to constructive linguistics, which studies language, prefers the study of speech. The practical use of languages is impossible without taking into account the peculiarities of language communication and its components, such as the speaker, the addressee, the message, the context, the specifics of contact and the code (means) of communication studied within communicative linguistics [5, p. 423].

Language as a social phenomenon functions in close interaction with society: the state and development of language depends on social processes and vice versa – language can affect the state of society. Such interdependence has led to another traditional direction of applied linguistics:

- participation in the language policy of the state, which is able to be implemented in the development of alphabets, principles of spelling, elimination of illiteracy;
- selection and approval of the state language;
- determination the position of other languages in relation to the state language;
- development, unification and standardization of national terminology;
- providing issues of naming and renaming (cities, streets, squares).

Thus, these main areas of research within modern applied linguistics are not a closed list. Therefore, life is a dynamic process and the development of scientific and technological progress reveals and will inevitably reveal new areas of practical application of language. However, the study of these applied aspects of language has very multifaceted and promising prospects, especially in Ukraine. In the United States, linguistics has traditionally been part of the Foreign Languages, Literature, and Linguistics field, but it is often a separate educational program because the United States is the center of world linguistics.

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