

LINGUISTICS
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Khalupo O.I. Competence-based approach in interpretation and identification of linguacultural personality

The article deals with the possibility of determining the concept of "linguistic and cultural personality" within the competence-based approach, where a person is considered not only as a native speaker and a bearer of culture, but also as an individual, which has a certain world outlook, with his or her own world view, which provide him or her a decent existence in any society and successful cooperation in intercultural space. Competence-based approach in terms of linguistics is analyzed from the viewpoint of language and culture interaction, where culture is represented as a certain level of spiritual and material values, a system of norms, traditions and laws that exist in society and the language is a means of use, preservation, transference of necessary information. The approach under study in understanding the linguistic and cultural personality is explored as a necessary condition for his or her preparation to adequate and decent existence in any society and for the successful cooperation in cross-cultural space.

Key words: linguacultural personality, competence, competence approach, linguacultural world picture, communication.

Chelyabinsk state

agroengineering academy, Chelyabinsk, Russia

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