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Revista de Antropología, Ciencias de la Comunicación y de la Información, Filosofía,  
Lingüística y Semiótica, Problemas del Desarrollo, la Ciencia y la Tecnología

Año 35, diciembre 2019 N°

90-2

Revista de Ciencias Humanas y Sociales

ISSN 1012-1537/ ISSNc: 2477-9385

Depósito Legal pp 198402ZU45



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Maracaibo - Venezuela



## **Principles of anthropocentrism in Modern Linguistics: Linguistic personality**

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### **Abstract**

The study aims to investigate the principles of anthropocentrism in modern linguistics via a comparative qualitative research method. As a result, the linguistic personality is a concept that can be translated into a specific category of linguistic spheres, which has not been defined in terms of concrete, conclusive concept. In conclusion, in order to discover the mentioned scientific categories, it is necessary to analyze the aforementioned influencing factors, the scientific aspects are taken by the object and defining levels through experiment.

**Keywords:** Anthropocentric, Direction, Linguistic, Personality, Individual.

## **Principios del antropocentrismo en la lingüística moderna: personalidad lingüística**

### **Resumen**

El estudio tiene como objetivo investigar los principios del antropocentrismo en la lingüística moderna a través de un método de

investigación cualitativa comparativa. Como resultado, la personalidad lingüística es un concepto que puede traducirse en una categoría específica de esferas lingüísticas, que no se ha definido en términos de concepto concreto y concluyente. En conclusión, para descubrir las categorías científicas mencionadas, es necesario analizar los factores de influencia antes mencionados, los aspectos científicos son tomados por el objeto y definiendo niveles a través del experimento.

**Palabras clave:** Antropocéntrica, Dirección, Lingüística, Personalidad, Individual.

## 1. INTRODUCTION

Language is a phenomenon that influences the definition of the worldview of a person, a nation and even society. At present, a turn in the study of the field of linguistics is focused on language and human factors. In this regard, it is important to study the linguistic personality based on the language materials of a certain population. The formation and development of the theory of linguistic personality are directly connected with the turn of the humanization of all sciences. Homo loquens (human-object) is the subject of linguistics as a result of special attention to human and human problems.

In the last half-century, researchers of the Kazakh linguistics advanced fundamental research in this direction, saying that language cannot be considered outside of human psychology. As Zh. Aymaytov once said, a language is a tool that pulls the inner secret out. At different times, the language pulled the inner secret out in different ways, that is, the result of experiments of branches of science

in the field of the human inner world is extracted from the word with the help of language.

Since the object of our research is the linguistic personality of high school students, examining definitions given by foreign, Russian and Kazakh scientists about the concepts of linguistic personality as a whole, and their own interpretations up to this point, it will be clear that this concept still needs to be fully disclosed. For example, Karulov gave an accurate scientific description of the concept of linguistic personality, taking into account the opinions of scientists who did it before him, BAUDOUIN (1963), VINOGRADOV (1979), LEONTIEV (1965), BOGIN (1977) and so on. He gave a final definition from a linguistic point of view, and today all researchers in this field rely on the definition given by this scientist (Y. Karaulov).

The increased interest in studying the topic is due to the fact that the concept of linguistic personality has become a scientific phenomenon. At present, it is difficult to say that the linguistic personality has an exact terminological definition because studies have not yet got on a certain trail, especially in the Kazakh language.

## **2. METHODOLOGY**

According to Yu. Karaulov, a linguistic person is a branch with a deep linguistic and psychological significance, which has a direct

impact on the formation of a personality and also determines the individual, but which should be considered separately from a particular person. In his own words:

A linguistic personality is a deepening, development, saturation with an additional content of the concept of personality in general, that is, as a director of research of linguistic personality as a whole, it is combined with the general socio-psychological meaning of a personality, and this is legal because that the linguistic person is the person himself (person) who is recognized by the language, by the text (speech) that he uses.

### **3. RESULT**

The language service with the inner world of a person, and the ability to think in close connection, directly influences the definition of a linguistic personality. We recognize the interdependence of the physiological side of the brain along with the continuation in it of continuous physical energy, on the one hand, and thinking along with the language, on the other:

- 1) On the one hand, thinking and language depend on the brain. The effects of alcohol and other poisons, the effects of a disease, old age, physical exhaustion on the hardness of thinking and language proficiency are known.

2) On the other hand, obviously, mental development improves brain substance. But in this way, we can only say a priori, by logical reasoning.

The level of formation and maturity of a linguistic personality is, first of all, a process related to a person's intellectual ability. That is, the study of linguistic personality serves to determine the linguistic abilities or other psychological characteristics of the linguistic personality, and the results of linguistic studies provide a wider range of new areas of linguistic knowledge. In this direction, KARASIK (1989) said:

The expansion of the subject of linguistic research is to consider language through action and explore a linguistic personality, striking the need for a social situational analysis of a person in linguistics, emphasizing the importance of studying linguistic personality.

Researchers who considered the problem of linguistic personality in Kazakh linguistics as a scientific subject, ISLAM (2004), IMASHEVA (2007), MURATOVA (2009) and others whose definitions of this concept come from one direction. For example, the definition of a linguistic personality in KOZHAKHMETOVA's (2004) dissertation on the theme *The discursive nature of the linguistic personality of Tourmagambet Iztileuov*: linguistic personality can be defined as possessing linguistic and cultural competence that fully

possesses a high level of knowledge of the nation’s language and culture KUSHKIMBAEVA (2015) corresponds with the general presentation of the linguistic personality of these scholars named above.

Anthropocentric research of the language, special emphasis on the human factor in the language increases the number of subjects that are considered linguistic personality. Aspects of the study of linguistic personality can be systematically shown in the form of diagrams (Figure 1).



Figure 1: Branches that consider the concept of linguistic personality in linguistics as an object of research



Researchers-linguists (especially Russian) consider communicative action as one of the concepts defining linguistic personality. In essence, communicative action is considered as a combination of traditions and norms of relations of a certain group of persons. In general, the concepts of communicative action and linguistic personality are not close. However, national linguistic personality and national communicative activity that unite this understanding, as well as linguistic personality and communicative activity of gender and professional groups of one particular group, which is divided by social and age features can be considered as a linguistic personality and communicative activity of an individual.

The study of linguistic personality and communicative activity can be based on one common material, but when studying communicative activity, non-verbal, extralinguistic factors are taken into account and in studying linguistic personality, conversational activities, choice of linguistic environment and linguistic image of the world are considered.

At the same time, the concept of a linguistic personality is closely linked to such concepts as communicative competence, language consciousness, language life, and communicative action. Each of them is a branch that studies linguistics and psychology. Their study materials are texts.

By analyzing texts, researching a linguistic personality allows us to explore (get to know) the person in greater detail as an individual, the author of the text, the representative of that linguistic environment, the native speaker and homo sapiens, the natural language user.

The dynamics of the concept of linguistic personality is manifested in several domestic and foreign research trends:

- Development of a functional-communicative point of view in language descriptions;
- To study the ability to speak like a human activity;
- Develop a theory of language abilities;
- Develop a theory of linguistic personality;
- Development of a typology of groups of linguistic personalities, such as a second linguistic personality and a national linguistic personality. In general, all these areas of research lead to the conclusion that a person cannot be recognized before the study of his language. It is also known that we cannot explore a language without considering its user.

There are numerous factors influencing the formation of a linguistic personality, and the age and gender of the object (person) should be taken into account in their consideration. Because gender features are reflected in the ability to speak, so the linguistic personality of a girl and a boy is likely to develop differently. In turn, this is also a director of a deeply rooted branch of a linguistic personality, which requires personal study (within the framework of gender linguistics). For example, researchers in the field of gender linguistics say that women are ahead of men in applying verbal skills. But this aspect will be considered in the next section of our study.

In terms of age, the development of the linguistic personality (lexicon, speech style, etc.) should be considered individually, because if a person's linguistic personality is formed in the age of 6-7 years, the child's personality with this base is determined in connection with the development of the person's linguistic personality in the future. This is a process that develops from the moment of socialization of the child and beyond.

Especially extralinguistic factors influence the formation of linguistic personality. And linguistic factors, as a rule, are known as factors influencing the development and improvement of a linguistic personality. Thus, the extralinguistic factors that contribute to the formation of a linguistic personality include the family discourse of the child's family (the family, especially the mother and father), the actions of others (who often meet) people (speech, emotions, etc.),

pre-school education (various circles, etc.), signs of children's interests, cognitive processes.

In short, the communicative and pedagogical factors can be attributed to the linguistic factors forming the linguistic personality. Extralinguistic factors - the physiological development of the social environment and the child (Fig. 2).

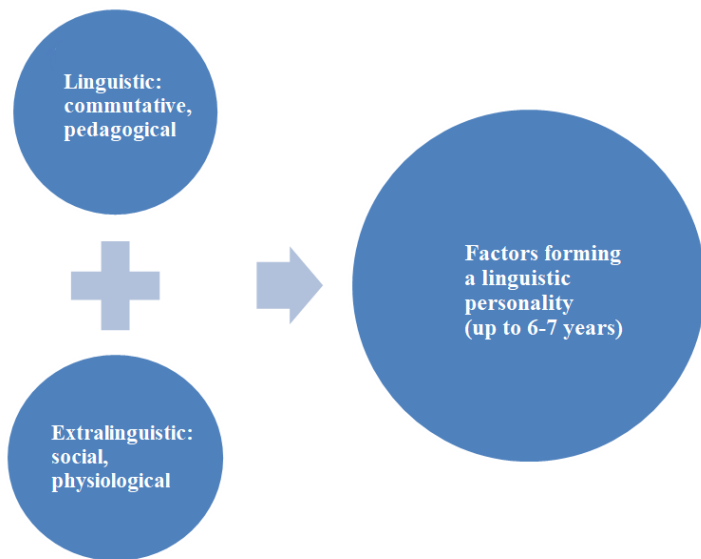


Figure 2: Factors forming a linguistic personality

A linguistic personality is a dynamic concept. Its dynamics can be seen in two aspects: On the one hand, each specific linguistic personality is formed first, and then it is accomplished. On the other

hand, a linguistic personality is a historically variable concept, and each era imprints in it its general attributes and the world image of people who lived in the same era. This also reflects the need to study the linguistic personality of a particular era.

Now let us take a personal look at the dynamics of a linguistic personality. A group of scientists such as BOGIN (1977), said that the linguistic personality is formed at the age of six to seven years and three levels of the structure of the linguistic personality (verbal-semantic, linguo-cognitive, pragmatic) are also covered at this time. And in the book of BOGIN (1977), the contradiction in the process of formation of speech ability the development of the individual shows the level of speech abilities by age characteristics (table 1).

Table 1: The indication of speech capacity depending on age specification

Levels of LP	Age of beginning of the level formation	Level stabilization age	Age of completion of the level formation
1 – accuracy	Up to a year	5	7-8
2 - speed	3-4	7-8	9-10 (oral speech deeds)
3 – saturation	5-8	11-15	18-30
4 – adeq.choice	9-11	16-18	No
5 - adeq. Equipment	11-15	30-40	No

According to BOGIN (1977), in the case of high cultural and social development of the linguistic personality, his speech abilities can be divided into specific indicators. And as previously mentioned, according to scientists led by Yu. Karaulov, if a linguistic personality is formed before 6-7 years, we can conclude that the development of a linguistic personality throughout his life is determined by his speech abilities. However, ANISKINA (2011), who studied the linguistic personality of high school students, has a different opinion about the limits of the development of the linguistic personality of others: “Analyzing the features of the development of the linguistic personality at the age of 15-17, we consider this stage as the final to a certain extent (ANISKINA, 2011: 14)”. Hence, taking into account the development levels, factors and peculiarities of the linguistic personality of a person, it can be considered that the general human linguistic personality is formed at school age and can develop for life.

The change of cultural space in Kazakhstan caused by the change of an era found reflection in the Kazakh language and, certainly, in the speech culture of society, first of all, of youth. The content of modern youth speech culture is defined by socio-economic factors and is connected with a moral condition of society. And the deformation of speech communication of youth happening before our eyes are caused by that these surroundings are the most elastic and lexical, it quickly reacts to emergence new in society.

The essence of the concept of a linguistic personality is a combination of the character and abilities of the person who creates and accepts speech texts. They can be distinguished by the structural and linguistic complexity, the exact and deeper representation of the truth, and the direction in which they are identified. Many researchers also offer three levels of the structure of a linguistic personality:

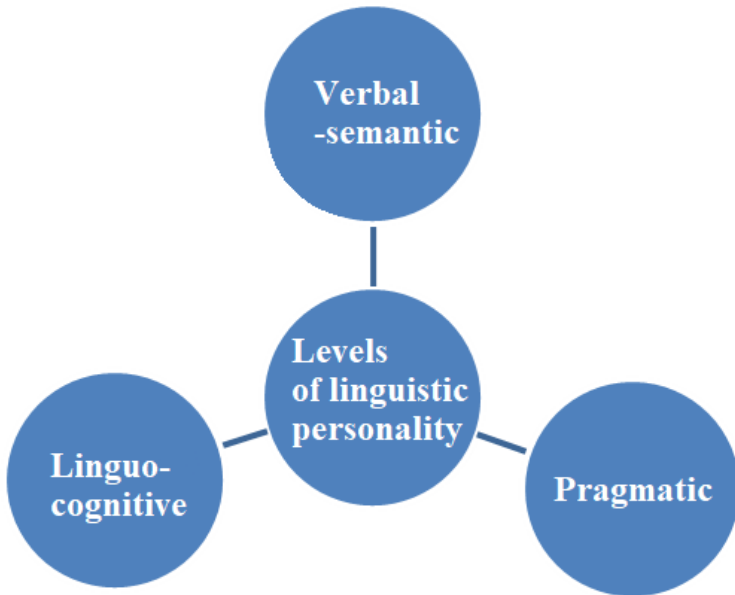


Figure 3: Levels of linguistic personality development

#### **4. CONCLUSION**

In conclusion, analyzing the definitions given by foreign and domestic scientists about the concept that has been studied up to now, the linguistic personality is a psycholinguistic category that forms until human speech ability develops, and which develops to the end of intelligent existence, and which goes through several levels in the maturation process. A linguistic personality is a phenomenon that identifies a person through language. It is also difficult to say that this definition is the ultimate and definitive reference to a linguistic personality. In order to discover the mentioned scientific categories, it is necessary to analyze the aforementioned influencing factors, the scientific aspects are taken by the object and defining levels through experiment.

This is one of the further aims of the study. Secondly, in addition to the notion of linguistic personality, in order to fully justify its meaning, it is necessary to analyze the scientific definitions of psycholinguistic concepts such as national linguistic personality, speech capacity, speech portrait of a man, second linguistic personality, and linguistic reflection. In addition, there are different opinions among scientists about at which age a linguistic personality is formed, these issues are on the turn of scientific justification.

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Revista de Ciencias Humanas y Sociales

Año 35, N° 90-2 (2019)

Esta revista fue editada en formato digital por el personal de la Oficina de Publicaciones Científicas de la Facultad Experimental de Ciencias, Universidad del Zulia.

Maracaibo - Venezuela

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