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FORMATION OF LINGUISTIC IDENTITY OF FUTURE SPECIALISTS IN AGRICULTURE ON THE PRINCIPLES OF CULTUROLOGICAL APPROACH

Culturological approach studies cultural asset of the Ukrainian culture taking into account agricultural activity. The author of the article examines possibilities of studying and creative use of the folk experience accumulated during centuries within the framework of culturological paradigm. The article outlines scientific and methodical principles of culturological approach in forming linguistic identity of future specialists in agriculture and ways of its realization in the context of discipline "The Ukrainian language for special purposes".

The article analyzes the concepts "bread" and "soil" as linguistic and aesthetic signs of the Ukrainian culture, national values and models of agricultural activity which create their own visions of the world language picture in future specialists. The culturological approach in forming linguistic identity of specialists in agriculture is realized through doing linguistic and culturological tasks.

Key words: culturological approach, linguistic personality, linguistic worldview, concept, culturological tasks.