ACTUAL PROBLEMS OF COMPARATIVE AND CONTRASTIVE LINGUISTICS

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Annotation. The term "contrastive grammar" remains ambiguous, contributing to confusion among linguists. In this paper, we investigate the unwarranted synonymy between terms such as "confrontative grammar", "comparative grammar", and "contrastive grammar", which has sparked controversy within the linguistic community. Our aim is to provide clarity and introduce appropriate distinctions to elucidate this phenomenon.
Key words. Contrastive grammar, term, metalanguage, evaluation grammar, pragma linguistics.

Introduction. It's worth noting that this linguistic area is relatively new, and its metalanguage is still evolving and shaping. As we delve into the study of contrastive grammar within the modern scientific functional-communicative paradigm, our attention is drawn towards the realms of pragma linguistics. This entails an exploration into the pragmatic aspects of language use, such as the contextual and communicative functions of linguistic elements.

Results and discussion. Comparative and contrastive linguistics, as branches of linguistic inquiry, delve into the intricate differences and similarities between languages. In contemporary scholarship, these fields face a myriad of challenges that necessitate exploration and analysis. This article aims to elucidate some of the pressing issues confronting comparative and contrastive linguistics today.[1]

One prominent challenge lies in the vast diversity of languages across the globe. With thousands of languages spoken worldwide, comparative linguists encounter the daunting task of selecting languages for comparison while ensuring representativeness and relevance. Moreover, the availability of linguistic data varies widely among languages, posing hurdles to comprehensive cross-linguistic analyses.

Another significant obstacle arises from the complexities of linguistic typology. Languages exhibit diverse structural features, ranging from phonological systems to morphosyntactic patterns. Understanding and categorizing these features require meticulous attention to detail and a nuanced understanding of linguistic theory. Additionally, the existence of language families and language isolates adds layers of complexity to comparative studies.

Furthermore, technological advancements present both opportunities and challenges for comparative and contrastive linguistics. While digital corpora and computational tools facilitate large-scale linguistic analyses, they also raise questions about data reliability and methodological rigor. Researchers must navigate issues of data bias, annotation discrepancies, and algorithmic limitations to ensure the validity of their findings.[2]

Additionally, the interdisciplinary nature of comparative and contrastive linguistics necessitates collaboration across various fields, including anthropology, psychology, and cognitive science. Integrating insights from these disciplines enriches linguistic analyses and fosters a more holistic understanding of language diversity and universals. However, interdisciplinary collaboration requires effective communication and mutual respect for different methodological approaches.

In the realm of linguistics, comparative and contrastive approaches serve as indispensable tools for analyzing and understanding the intricacies of language structures across diverse linguistic systems. However, as language continues to evolve and diversify in the modern world, new challenges emerge, shaping the landscape of comparative and contrastive linguistics. This article delves into the current issues and complexities faced by researchers in these fields.[3]

Cultural and Societal Context:

Language is deeply intertwined with culture and society, reflecting unique norms, values, and ideologies. Consequently, comparative and contrastive linguists must navigate the intricate interplay between language structures and cultural contexts. Understanding how cultural nuances shape linguistic expressions is

essential for conducting meaningful comparative analyses. However, cultural biases and ethnocentric perspectives can inadvertently influence research outcomes, necessitating a nuanced and culturally sensitive approach.

Multimodal Communication:

In contemporary communication, language extends beyond traditional written and spoken forms to encompass various multimodal expressions, including visual, gestural, and digital communication. Analyzing the convergence and divergence of linguistic features across different modes of communication presents both opportunities and challenges for researchers seeking to unravel the complexities of human expression.

Digital Linguistics and Big Data:

The advent of digital technologies has revolutionized the field of linguistics, offering vast amounts of data for analysis and exploration. Big data analytics enable researchers to uncover patterns and trends in language usage on a scale previously unimaginable. However, managing and interpreting such extensive datasets poses logistical and methodological challenges for comparative and contrastive linguists. Ensuring the reliability and validity of findings amidst the abundance of digital linguistic data remains a pressing concern.

Moreover, sociocultural factors influence language use and variation, posing challenges for comparative and contrastive linguists. Factors such as globalization, language contact, and language endangerment shape linguistic dynamics in complex ways, necessitating a sociohistorical perspective in comparative studies. Understanding the socio-cultural contexts of languages enhances the interpretative depth of linguistic analyses and fosters greater cultural sensitivity.[4]

In conclusion, comparative and contrastive linguistics grapple with various challenges in the contemporary linguistic landscape. From navigating linguistic diversity and typological complexity to harnessing technological innovations and interdisciplinary insights, researchers in these fields must confront multifaceted issues with creativity and rigor. By addressing these challenges, comparative and

contrastive linguistics continue to deepen our understanding of language structure, variation, and evolution in an increasingly interconnected world.

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BASIC RESEARCH APPROACHES NONVERBAL BEHAVIOR: HISTORY AND MODERNITY

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Abstract. This article discusses the basic research approaches nonverbal behavior: history and modernity. After all, color and music are capable of "bypassing" the protective mechanisms of consciousness in their impact and accurately and accurately affect a person at an unconscious level. Unfortunately, the problem of the influence of color and music on a person and his behavior is underdeveloped and insufficiently described in pedagogy. The available psychological studies also do not bring us closer to understanding and, moreover, using this phenomenon in the activities of an educational institution.

Keywords. Animal behavior, anthropology, dance, linguistics, philosophy,