SOCIAL FACTORS AND THEIR FUNCTIONING IN SOCIOLINGUISTICS

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Abstract: Sociolinguistics is the science of the interaction of language and society, it studies language relations and processes, involving social factors for their interpretation. Thus, this article investigated the role of main factors influencing sociolinguistics.

Key words: broad sense, narrow sense, socio-ethnic tradition, human factor, provision.

Sociolinguistics studies language changes, the use of language means by native speakers, the attitude of speakers to their own and foreign languages in their conditioning by social factors. In a broad sense, sociolinguistics is the science of the interaction of language and society, it studies language relations and processes, involving social factors for their interpretation. In a narrow sense – the science of socially conditioned language differences: the explanation of the variants of speech skills in the language community is not from the language itself as its "free variation", but in connection with social changes. "The evolution of language is determined by the phenomena of speech," – the thought of Ferdinand de Saussure, the most famous Swiss linguist, who is called the father of linguistics of the twentieth century, expressed in the work "Course of General Linguistics", is fundamental for language research of the last hundred years and illustrates the essence of the sociolinguistic approach to language.

The purpose of sociolinguistics is to reveal the systemic correlation of language and social structure, to discover their cause-and-effect relationships. In search of its methods, this science borrows a lot from its predecessor, but it no longer considers language as something absolutely uniform and homogeneous in its structure, where differences in speech skills are reduced only to free variation. The task of sociolinguistics is to show that language differences correspond to social differences in a necessary way. As a result, the central divergence of their subjects is revealed: in linguistics it is a literary language, in sociolinguistics it is non–normative variants of speech, dialects and styles of language that cannot be determined based only on linguistic features. Depending on the socio-ethnic tradition, colloquial speech may or may not constitute the normative space of the national language.

The human factor largely determines various types of social relations (from economic to political), i.e. the entire scale of information relations vertically. Moreover, the emphasis is on the forms and quality of information exchange between people. It becomes possible to determine the cultural and typical information about the environment (orientation) and the structural and content aspect of communicative processes. People's value orientations in relation to their being are considered a trigger mechanism, a vector determinant of social actions and interactions that form essential distinctive characteristics of cultures.

The structure of intellectual capital determines the type of social interactions "horizontally", which characterizes a one-level grid of rules for combining signs and their generation from each other. The human potential determines the external manifestation of the subject's self-activity in relation to environmental factors.

A special representation of social factors is reflected in the formation of scientific knowledge as a human-space interaction. This is indicated in the positional representation of numbers in mathematical knowledge in the form of its constituent elements, it can be noted that eastern geometrization is based on the correspondence between micro and macro worlds: alchemy as the doctrine of ways to achieve immortality; astrology as the doctrine of isomorphism between society and the cosmos; geomancy, which has no analogue in the West, determining the favorable location of dwellings and graves according to the landscape; mathematics that reveals the role of numerical regularities (for example, the ratio of the length of Zu Chun-zhi, the length of the Brahmagupta circle). The Egyptians determined the number pi, which was continued in Greek mathematics.

Social factors have certain functions in modern scientific knowledge - they are informative, systematic and the integrity of the characteristics and elements of a person and are formed on the basis of the unity of two complementary moments: response and provision. The reaction process is determined by vertical connections between the soul and the body according to the top-down principle. Consequently, the movement of information is characterized by a certain direction. The social factors of modern scientific knowledge form the informational aspect represented by the recoding of social information in the structure of behavior. The process of provision is the psycho-emotional and morphophysiological provision of the previous process on the principle of bottom-up. The volume of information is constantly growing, and thus jeopardizes not only the coordination of neurodynamic and somatic mechanisms to ensure the constancy of the internal environment, but also the neurophysiological regulatory mechanisms themselves (the amount of hygienically permissible information diversity). Today, the pace of its transformation has increased dramatically, and the stable orderliness of the internal mechanisms of human life support lags behind the pace of increasing diversity of the environment. Modern society is replete with the

peculiarities of the development of the information society. The human psyche has invented a number of ways to devalue external information, helping to maintain the relative balance of the external continuum of events and the internal continuum of the body's reactions.

So, the social sphere within the framework of modern cognition is transformed by social factors in modern cognition from Human-space interaction into Human-environment interaction with certain information mechanisms. The social aspects or spheres of the geometry of a living organism have become the main object of study since the beginning of the XX century, determined by the specifics of physiological time. Modern cognition as humanitarian within the framework of social processes and as natural science within the framework of mathematical constructions is carried out through information processes and information. The connection of information, its quantity (redundancy, and maybe value) with the duration of time in the living nature testifies in favor of the hypothesis of the so-called biological time.

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