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**PROSPECTS FOR THE DEVELOPMENT OF MODERN PHILOLOGICAL SCIENCE**

**Introduction.** Philology is an important communication science for mankind, which studies the relationship between the human language and human thinking, on the scale of the individual and society.

**Relevance.** It is significant to study the prospects of the development of modern philology, for the reason that now it is in the phase of a high degree of demand for society, and the needs of the society in philologists are extended, first of all, to practical philologists and communicative intermediaries. Ukrainian philology at the moment is on the rise. Ukrainian philologists have recently opened those areas of application of knowledge about the language, which are traditional for the overseas community of professional linguists. In Ukraine, there is a demand for linguists working in the field of advertising and public policy.

Interest in language has recently gone beyond the limits of linguistic problems proper. And this is inevitable, since the understanding of linguistic mechanisms is necessary both for studying history and for studying human behavior.

**Objectives.** The purpose of modern sciences is to formulate and generalize the main prospects for the development of philological sciences.

**Main part**. In modern linguistics, there are areas such as generative, cognitive, synchronic and diachronic, structural, anthropological, mathematical, descriptive, comparative and contrastive, Applied, Computational Linguistics. At the same time, it is difficult to clearly define the directions of linguistics, since the names of these directions in different printed publications do not coincide. Linguistics includes a huge number of topics, and its borders are very difficult to determine. However, in the center of interest of linguistics are phonetics, phonology, syntax and semantics, which together constitute the grammar of the language. A relatively new and rapidly developing branch of linguistics is a pragmatism, which, in turn, is connected with semantics and other branches of linguistics. Psycholinguistics studies the relationship of language and thought, sociolinguistics  — the science of language and society, applied linguistics is associated with the use of linguistics in language teaching, computer — examines the use of computers to copy the language, anthropological linguistics — the science of language in the cultural crossroads of the times, philosophical linguistics is interested in communication between language and logical thought, ethnolinguistics studying language in its relation to culture, the interaction of linguistic, ethno-cultural and ethno-psychological Factors in the functioning and development of language. All these sections are closely intertwined with each other. Recently, more and more interest is caused by psycholinguistics and sociolinguistics.  [1]

Modern applied linguistics is almost as diverse as the field of practical human activity. It studies methods of solving practical problems related to the use of language — teaching, translation, terminology, and more. Applied linguistics relies not only on the achievements of the general linguistic theory, but it itself influences its development. Usually, to solve practical problems, special studies are needed, which constitute the main content of the modern applied linguistics . The main areas of the applied linguistics: recording and storing speech information — the creation of alphabets and scripts, orthography, practical transcription and transliteration (mainly in relation to geographical names and proper names), the creation of information languages; the transfer of voice information — the theory of translation (mainly scientific and technical), the creation of automatic translation systems; automatic recognition and synthesis of speech, the theory of teaching non-native language, language education (teaching the language of deaf and dumb), the theory of speech intelligibility (to optimize the transmission of speech through communication channels); automation of intellectual activities related to the use of language — the creation of artificial intelligence (automated) systems of information retrieval systems, automatic annotation and information abstracting systems; use of the language in medicine - neurolinguistics (speech pathology), etc .; use of language as a means of mass communication — language planning (in countries with a multilingual population), language construction, language normalization (normative grammar and dictionaries, orthoepia, unification of terminology, cethomonics — study of trademarks); creation of international artificial languages, field linguistics (description of unexplored languages), studying the influence of language on human behavior (content analysis, linguistic theory of advertising, propaganda, etc.).

At the moment, computer linguistics associated with hypertext technologies, that appeared with the development of the global Internet network, should be considered as the most promising area of ​​modern applied linguistics. The computer design of the text and its components is an another area that should be associated with computer technology. The software allows you to compose printed text and image elements of the original layout into a single whole. In this case, the text appears as an element of the image, and the image — as part of the text[ 2 ].

Computer linguistics or computational is oriented to the use of computer tools: programs, computer technologies, organization and processing of linguistic data. As a special direction, computer linguistics took shape in the 1960s. The English equivalent of the term can be translated both as a computer and as a computational (as in Russian, a computer is a synonym for a computer)[ 3 ].

The most important conceptual categories of computer linguistics are such knowledge structures as "frames", "scenarios", "plans". The most important directions here — development of information retrieval systems, compilation of automatic dictionaries and machine translation systems, automatic recognition and synthesis of speech, development of methods for automatic annotation, referencing and translation, development of expert systems. The competence of computer linguistics includes machine or automatic translation (converting text in one language into equivalent text in another language). The term computer linguistics is broader than the term computational linguistics, since it sets the general orientation on the use of computers for solving various scientific and practical problems, in no way limiting the ways of solving these problems. The term same as computational linguistics can be understood more narrowly, since even with a broad interpretation of the notion of computing, beyond it remain such aspects of solving linguistic tasks, such as the representation of knowledge, the organization of linguistic data banks, the psycholinguistic aspects of human — computer interaction, etc. Thus, we can assume that the term computer linguistics (in its internal form) is broader than computational linguistics. [ 4;5 ]

**Conclusions.** Without doubt, the problem of the prospects for the development of modern philology in the modern world is more urgent than ever. It should be taken into account that Ukrainian linguists have only recently opened those areas of application of knowledge about the language that have been traditional for the foreign linguistic community for a long time. In Europe, the demand for linguists working in the field of advertising and public policy is rapidly growing, and the language of modern technologies is developing. Prospects for the development of areas which are related to the IT and communication in Ukraine are very significant.

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