

SOCIAL AND CULTURAL TECHNOLOGIES FOR THE DEVELOPMENT OF LINGUOCULTURE IN ADOLESCENTS

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Abstract. *The pages of this article examine certain parameters of the development of the linguistic culture of adolescents within the framework of a children's health camp, which is of great importance for their overall development and personality formation. The camp offers unique opportunities not only for recreation and active leisure, but also for expanding knowledge and skills in language and culture. Interacting with children from different regions allows adolescents to immerse themselves in an atmosphere of intercultural communication. They learn to understand and respect other cultures and exchange experiences and views, which fosters tolerance of differences. Furthermore, the camp can offer various language workshops, games, and competitions to help adolescents improve their language skills. This can include learning new words, phrases, and expressions in a foreign language, discussing cultural characteristics of different countries, and practicing speaking several foreign languages.*

Keywords: *socio-cultural technologies, adolescent linguistic culture, children's health camp, management, contemporary art, language teaching methods.*

INTRODUCTION.

Applied adolescent linguaculture is a field of linguistics that studies the relationship between language and culture in adolescents and applies this analysis to the development of methods and techniques for teaching language and culture to adolescents. These include intercultural communication, sociolinguistics, cognitive linguistics, and psycholinguistics.

Sociocultural technologies represent a system comprising social, cultural, pedagogical, and psychological subsystems, as well as consistent theoretical, methodological, and other actions aimed at an object.

Sociocultural technologies represent a specific set of methods, techniques, and practices aimed at changing or improving the sociocultural aspects of society. They can include various approaches to interacting with society, influencing its values, norms, and behavior [7, pp. 79-82].

One example of sociocultural technologies is management, which is focused on managing cultural processes and resources for their effective development and promotion. This includes planning cultural events, attracting audiences, financial management in the cultural sphere, and others.

Furthermore, contemporary art can be considered an example of socio-cultural technologies. It typically uses innovative and provocative methods to convey social and cultural messages. Art can be used to discuss current issues, provoke debate, and raise awareness of socio-cultural matters [8, p. 23].

Furthermore, one important area is social engineering, which involves using knowledge about social processes to achieve specific goals in society. This can be aimed at improving social conditions or manipulating public consciousness through various communication methods.

Interactive technologies can also be considered socio-cultural technologies, as they influence communication, social relations, and the exchange of cultural values [9, p. 23].

Cultural media analysis is also worth noting, as it involves studying the influence of mass media on the formation of cultural values, perceptions, and norms of behavior in society. Media content analysis allows us to identify trends and changes in the cultural sphere, as well as assess the impact of media products on people's worldviews.

Next, we will consider socio-cultural technologies specifically for the development of adolescent linguistic culture.

Socio-cultural technologies for the development of adolescent linguistic culture are methods and approaches aimed at the formation and development of linguistic and cultural competencies in adolescents in various socio-cultural environments. They encompass the use of modern technologies and educational methods for the development of multilingualism, intercultural understanding, and communication skills in adolescents [7, pp. 119-121].

Socio-cultural technologies for the development of adolescent linguistic culture may include the following methods and approaches:

- using multimedia resources to study various languages and cultures;
- organizing intercultural exchanges and projects aimed at the joint study of the languages and cultures of different countries;
- using interactive educational games and simulations to develop multicultural competence;
- organizing thematic meetings, roundtables, discussions, and debates on various linguacultural topics to exchange opinions and experiences;
- conducting language workshops and meetings with native speakers to practice and improve foreign language skills;
- creating intercultural projects and exhibitions where adolescents can demonstrate their knowledge of different cultures and languages;
- organizing cultural events, festivals, and concerts where adolescents can learn about the traditions and customs of other countries;
- conducting linguacultural excursions, trips, and travel for immersion in an authentic linguistic and cultural environment.
- engaging adolescents in discussions of current intercultural topics and issues using modern communication technologies. [2, pp. 523-525]

Developing adolescents' linguistic culture is an important aspect of their sociocultural development. Linguistic culture encompasses language knowledge, cultural norms and values, as well as methods of communication and interaction in various sociocultural contexts. In the modern world, sociocultural technologies can be used to stimulate the development of adolescents' linguistic culture [1, pp. 444-446].

It is important to create stimulating and interesting situations for using language in real life, for example, through language exchanges, participation in international projects, or volunteering abroad.

Approaches to the development of linguistic culture through socio-cultural technologies

Approach	Description
Digital educational platforms	Using interactive educational resources, online courses, and apps to learn language and culture. These platforms can offer teens engaging and accessible learning materials..
Social networks and instant messengers	Teenagers actively use social media and instant messaging apps to communicate. Therefore, it's possible to create special groups or chats where they can discuss language and cultural topics, share experiences, and practice the language.
Multimedia resources	Using video and audio materials to introduce the language and culture of the target language countries. This will help teenagers better understand the language and culture through visual and auditory perception.
Gaming technologies	Developing educational games that help teenagers learn language and culture through play. Games can be engaging and motivating for learning.
Virtual tours and travel	Using virtual reality to organize virtual tours and trips to countries where the language is being studied will help teenagers immerse themselves in another culture and improve their language skills.
Interactive online courses and webinars	Organizing interactive online courses and webinars on language and culture for teenagers. This will allow them to learn interactively, interact with teachers and other students, ask questions, and discuss topics.
Multimedia projects	Creating multimedia projects, such as videos, podcasts, blogs, or online journals, about language and culture will allow teens to express their thoughts and ideas and share their knowledge with others..
Intercultural projects	Organizing intercultural exchanges, meetings with representatives of other cultures, and joint creative projects with the participation of teenagers from different countries.

These methods help create a favorable environment for the development of linguistic and cultural skills, a conscious attitude toward the languages and cultures of other peoples, and also promote the development of a tolerant and respectful attitude toward multilingual and multicultural environments in adolescents.

One important technology in the development of adolescent linguistic and cultural skills is intercultural communication. Adolescents master the skills of interacting with representatives of other cultures and languages, develop tolerance for diversity, and the ability to adapt to different cultural contexts [3, pp. 122-132].

Interactive teaching methods are also an important means of developing adolescent linguistic culture. Teenagers actively participate in communicative games, discussions, and project-based activities, which contributes to the development of their linguistic and communicative skills.

A cultural-historical approach is also an important tool in developing adolescent linguistic culture. By drawing on the historical and cultural contexts of the language being studied, adolescents can better understand the essence of language and its relationship with the culture of their people. This contributes to the development of their linguistic and cultural awareness [4, pp. 78-79].

An important element in developing adolescent linguistic culture is the use of modern information and communication technologies. Teenagers actively use the internet, social media, and multimedia resources to learn languages, communicate, and gain information about different cultures.

Modern technologies also contribute to the development of adolescent linguistic culture through games, apps, and online courses that help them learn and improve their skills in a fun and interactive way. Thus, adolescents can expand their vocabulary, improve grammar, and practice language in real-life situations [5, p. 32].

In general, sociocultural technologies for adolescents are aimed at social adaptation, education, and development in a specific sociocultural environment [6, pp. 145-149].

These technologies can include various methods and tools that help adolescents better understand themselves and the world around them, develop communication skills, critical thinking, tolerance, and cultural diversity.

The use of modern technologies, such as online platforms, social media, educational apps, and games, allows adolescents to actively participate in cultural life, exchange experiences with others, and explore various aspects of culture and language. These technologies foster a deep understanding of the differences and similarities between cultures, which is essential for successful adaptation in a multicultural society.

Furthermore, sociocultural technologies can help adolescents develop their creativity, self-expression, and social identity. They create opportunities to expand their social circles and explore new interests and goals, which contributes to personal growth and the development of well-rounded individuals.

Thus, socio-cultural technologies include:

- educational programs (courses, trainings, master classes);
- social projects (development of social skills, conditions for joint activities, volunteering);
- cultural events (visits to exhibitions, theaters, film screenings, concerts);
- creative competitions and events (competitions, exhibitions, festivals where teenagers can express themselves and gain recognition);
- online educational platforms (Coursera);
- digital technologies (educational apps, online courses, educational games).

Socio-cultural technologies for the development of adolescent linguistic culture help create conditions for the full and harmonious development of teenagers, shape their linguistic and cultural competence, and facilitate their successful adaptation in a multilingual and multinational world.

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