

## **MODERN RESEARCH IN THE HUMANITIES: SOCIOLINGUISTICS AND SOCIAL DIFFERENTIATION OF LANGUAGE**

In modern humanities, language is viewed not only as a system of communication but also as a key element in understanding social structures and human interaction. Sociolinguistics plays a crucial role in this field, as it explores how language functions within society and how it reflects social differences. One of the central issues in contemporary sociolinguistic research is the social differentiation of language, which refers to variations in language use depending on social factors [4, p. 3].

Sociolinguistics examines how language is influenced by variables such as social class, age, gender, ethnicity, and education. These factors shape the way individuals speak and interact, forming distinct linguistic patterns within different social groups. Modern studies emphasize that language variation is not random but systematic and socially conditioned. This idea was developed in the works of William Labov, whose research demonstrated the connection between language and social stratification [2, p. 23].

Contemporary sociolinguistic research pays significant attention to the role of identity in language use. Language serves as a marker of belonging, allowing individuals to express their social, cultural, and personal identities. Scholars such as Penelope Eckert highlight how linguistic choices are connected to social practices and group dynamics. This perspective shifts the focus from language as a static system to language as a dynamic social activity [6, p. 323].

Another important direction in modern research is the study of language attitudes and linguistic inequality. Researchers analyze how certain language varieties are perceived as more prestigious, while others are stigmatized. These attitudes can influence access to education, employment, and social mobility. Understanding these processes is essential for addressing issues of discrimination and promoting linguistic diversity in society.

In addition, modern sociolinguistics actively studies the phenomena of globalization and digital communication. The spread of the internet and social media has created new forms of language use, including online slang, abbreviations, and hybrid language forms. These developments demonstrate how language adapts to new social environments and technological contexts [1, p. 53].

Code-switching and multilingualism are also central topics in current research. In multicultural societies, individuals often switch between languages or language varieties depending on the situation. This reflects not only linguistic competence but also social awareness and adaptability. Such practices highlight the complex relationship between language, identity, and context.

Furthermore, sociolinguistics contributes to interdisciplinary research in the humanities, connecting with fields such as anthropology, psychology, and cultural studies. It helps scholars better understand how language influences social behavior, cultural norms, and communication patterns in different communities [3, p. 27].

In conclusion, modern research in sociolinguistics demonstrates that language is deeply embedded in social life. The social differentiation of language reflects the

complexity of human society and reveals how linguistic practices are shaped by social structures and identities. As globalization and technological development continue to transform communication, sociolinguistics remains essential for understanding these changes and promoting effective and inclusive interaction.

#### **REFERENCES**

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