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K. Huseynova

**LITERARY PERSONALITY AND SOCIAL AND CULTURAL ENVIRONMENT AS THE PROBLEM
IN RESEARCH AZERBAIJANI LITERATURE OF THE NEW PERIOD**

The problem of socio-cultural environment influence on the formation of a literary personality in the 19th century is an important period in the history of Azerbaijani literature. We have summarized the information formed in literary judgments about particular moments and socio-literary environment, analyzed the facts and materials containing the literary attitude of K.Mamedov to these issues. This can be traced consistently and systematically in theoretical investigations conducted by a scholar and literary critic of the Azerbaijani literature of the 19th century.

Nineteenth century is a very complex and controversial period in the political, social and economic, literary and cultural life of the Azerbaijani people. The tsarist policy "Divide and Rule", the endless internal fighting between the khanates led to a disgraceful and shameful event in the history of Azerbaijan – the annexation of the northern territories by Tsarist Russia and the southern territories by Iran. Undoubtedly, this had an impact on the literary and cultural environment, and creative sphere as a whole. In the related studies the peculiar features and real picture of the epoch are sometimes memorable only due to the fact that there is an ideological assessment.