

**METHODOLOGICAL VALIDITY OF LINGUOCULTUROLOGY VS. CONTRASTIVE LINGUOCULTUROLOGY:  
ARGUMENTS AND COUNTER-ARGUMENTS**

The given article deals with argumentation of methodological validity of linguoculturology vs. contrastive linguoculturology on the background of some critical views of the scientists who do not accept the ideas of American and European determinism. The reason for analyzing this problem is the fact that contrastive analysis of linguocultural material is based theoretically and methodologically on the doctrine of W. von Humboldt about "spirit of the nation" and the theory of lingual relativity of Sapir-Whorf and that one of the main units of contrastive linguoculturology is a linguoculturological concept. It is these foundations that have become the object of the often perfunctory criticism of the linguoculturology in linguistics. This criticism is heard not from the scientists working in the post-Soviet space (maybe because (contrastive) linguoculturology was formed in this area) but from West-European linguists or those post-Soviet scientists working at West-European universities.

The analysis allows determining that there are no serious bases for total denial of any reasonable sense of Sapir-Whorf hypothesis and postulates of neo-humboldtianists. It is defined that the reason of neglecting the theses of this hypothesis by some researchers lies in the area of its wide interpretation range. The important reason that does not defend the hypothesis of the lingual relativity is universalism of human cognitive processes. That is why it is impossible to accept without denial the extreme expression of the interpretation range of the above-mentioned hypothesis stating that different languages corresponds with different types of cognitive processes. Such interpretation of the lingual determinism for theoretic-methodological basis of the serious (contrastive) linguoculturological studies is alien since establishment of linguospecific elements on the background of the universal factor (cognition, human physiology, environment, etc.) is its basic methodological principle.