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**LINGUISTIC AND SOCIOCULTURAL INFORMATION AS A COMPONENT OF
TEXT ANALYSIS ON UNIVERSITY WEBSITES**

Abstract

The article considers linguistic and sociocultural components as linguistic units that structure the text space filling it with the elements of different discourse types. According to linguistic and sociocultural approach, text space is viewed as interpretation of knowledge and practice by the texts taken together, with one of basic components – sociocultural context. The focus is on linguistic and sociocultural information as a component of text analysis on university websites. The current research aims at finding the relevant linguistic and sociocultural information for German and English University websites. This information reflects the specific features of the websites. The interpretative method and commenting technique are used to describe sociocultural contexts and conceptual content of the text space. The analysis showed that the found linguistic and sociocultural information reflects the general tendency used by universities to realize the concept of developing positive social climate in student community and support for student's personal advancement and achievement.

Keywords: linguistic and sociocultural approach, text space, sociocultural information, sociocultural context, conceptual content.

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