

**Summary.** The article examines the texts of family genealogy from the standpoint of linguistic axiology, in particular, the classification of values and describes the features of their verbal representation. The author substantiates the position that the verbalization of values is associated with genre features of texts (polydiscursivity, the phenomenon of language positivity, retrospection) and author's intentions.

**Keywords:** linguistic axiology; family genealogy; axiological sphere; linguistic personality; values.

[1,3], [2], [5], [6], - [7] . . .

[1: 25].

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