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Concept as the main concept of cognitive linguistics: essence, structure, category content.

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Abstract

This article is devoted to the study of the interrelation of the linguistic picture of the world and the concept sphere. The formation of concepts depends on the living conditions and geographical environment of native speakers. It is proved that concepts are reflected in lexemes, syntactic constructions, verbal and non-verbal signs, acting as a means of communication, interaction between representatives of the national community.

Keywords: linguistic picture of the world, concept, communication, cognition, person

Language is an effective tool for thinking and communication. Acting, on the one hand, as an effective tool for representing social reality, physical objects, ideas, concepts, and key provisions of ideology; on the other hand, - language takes an active part in the construction of the image of the world.

The key role in the process of modeling the image of the social and natural surrounding reality, the linguistic picture of the world is assigned to key concepts, categories, concepts.

Understanding the concept category is in many ways similar to understanding the concept of the concept. At the initial stages of introducing a concept into scientific use in vocabulary and encyclopedic literature (for example, NI Kondakov [1] dictionary-reference book), it was interpreted as a synonym for the concept. However, emphasizing the synonymy of these terminological units, Y. Stepanov notes that they are not identical.According to the researcher, the main difference between the terms is due to the scope of functioning: the concept is used mainly in logic and philosophy, and the concept is the term of mathematical logic, which has recently become entrenched in cultural studies, linguocultural studies, linguistics: “in the concept, as it is understood in logic and Philosophy, they distinguish between volume - a class of

[1]Kondakov N.I. Logical reference dictionary. - 2nd ed .. - M .: The science, 1975 .-- 720 p. - P. 456.

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objects that fits a given concept, and content - a set of general and essential features of a concept corresponding to this class ...In the science of culture, the term concept is used when they abstract from cultural content, and speak only about structure"[2]. In other words, in contrast to the concept, the concept is something culturally significant, culturally experienced, including not only logical signs, but also components of psychological, scientific, emotional, everyday, avant-garde-artistic situations and phenomena.

It should be noted that this provision is controversial: with the formation of the anthropological approach, the over-intensification of the processes of humanization and democratization of each sphere of life, in the situation of the "finiteness of sciences" there is an interpenetration of scientific spheres: more and more linguistic sciences borrow mathematical processing methods, interpenetration of terminological systems occurs. Modern philosophy successfully operates with the categories of the concept sphere; moreover, for the philosophy of culture, this category is one of the key, respectively, to draw a clear distinction between a concept and a concept solely on the basis of taking into account the scope of its use is quite problematic today.

Despite the fact that the term is relatively new for linguistic sciences, there is reason to say that its formation and development continued on the basis of the entire period of development of philosophical thought. The basis for the modern understanding of the term is the study of the semantic system of the language presented in the concepts of N. D. Arutyunova, V. von Humboldt, and others.

Synthesizing the approaches given, N. Kondakov provides his definition of the concept, by which he understands "an integral set of judgments, that is, thoughts in which something is affirmed about the distinctive features of the object under study, the core of which is judgments about the most common and at the same time essential features of this object ... A concept is the result of cognition of an object, phenomenon "[3]. The phenomenon is closely related to the "material language shell", it finds its representation precisely thanks to the verbal design, "arises

[2]Kondakov N.I. Logical reference dictionary. - 2nd ed .. - M .: The science, 1975 .-- 720 p. - P. 456.

[3]Kondakov N.I. Logical reference dictionary. - 2nd ed .. - M .: The science, 1975 .-- 720 p. - P. 456.

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on the basis of words and cannot exist outside of words. The word is the bearer of the concept ... Inextricably linked with the word, the concept is not identical to the word "[4].

In the semantic concept of R. Karnap, between linguistic expressions and denotations that correspond to them, that is, real objects, there are still some abstract objects - concepts "[5].

In some philosophical dictionaries, in particular, edited by I. Frolov, the concept is presented as a synonym for one of the meanings of the concept and is interpreted as the meaning of the name, "that understanding of which is a condition for adequate perception, assimilation of the given name"[6].

The 60s of the last century were marked by the flourishing of linguistic sciences, the methods and categories of which penetrated into almost all scientific fields, which allowed J. Derrida to call the new era "the era of textualization". The need to attract linguistic sciences to the study of philosophical phenomena, phenomena of other sciences received its theoretical and methodological substantiation in the works of N.D. Arutyunova, which notes:"It is no accident that almost all modern philosophical schools — phenomenology, linguistic philosophy (the philosophy of everyday speech), hermeneutics, and others — appeal to language. Indeed, the etymology of words expressing a particular concept, synonyms, antonyms, the range of possible combinations, typical syntactic positions, usage contexts, syntactic fields, ratings, figurative associations, metaphysics, phraseology, speech patterns - all this creates an individual "language" for each concept "... that makes it possible to carry out the reconstruction of the concept and determine its place in the everyday consciousness of the individual"[7] Thus, the researcher returns to the concept of V. von Humboldt, A. Potebni and others, who pointed to the direct connection of thinking and speech.

Despite the numerous approaches to defining a category, there is no single approach to its definition and understanding of the internal essence in the scientific literature. Difficulties in understanding the term are due to the complexity and multidimensionality of categories, which balances on the verge of linguistics, psychology, sociology, philosophy, synthesizes linguistic,

[4]Kondakov N.I. Logical reference dictionary. - 2nd ed .. - M .: The science, 1975 .-- 720 p. - P. 456– 457.
[5]Karnap R. Value and necessity: Transl. from English - M .: Publishing house of foreign literature, 1959. - 382 p. – P. 80.
[6]Philosophical Dictionary / Ed. I.T. Frolova. - M .: Politizdat, 1991 .-- 560 p. - P. 203.
[7]Arutyunova N.D. The concept of fate in the context of different cultures // Scientific Council on the History of World Culture. - M .: Science. I half, 1994 .-- 320 p. - P. 3.

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philosophical aspects, successfully functions in various scientific fields and areas of various scientific studies. One of the most common in modern scientific thought is the definition given in the works of A. S. Kubryakova, according to which the concept is "a unit of consciousness and information structure that reflects human experience; as well as the "operational unit of memory of the whole picture of the world, the quantum of knowledge"[8], focusing on the cognitive essence of the concept. A similar understanding is shared by Z.D. Popova and I. A. Sternin, who understand the concept as a global mental unit, which is a quantum of structured knowledge[9].

Under concepts, Karasik refers to primary cultural formations, expressions of the objective content of words that make sense and therefore are translated into various spheres of human life, in particular, in the sphere of conceptual, figurative and active development of the world "[10].

In this approach, the emphasis is shifted to the national marking of the concept, to the fact that the features of its modeling are invariably affected by the features of the natural, sociocultural context in which the concept is formed, that the concept itself is "an imprint of the spiritual experience of a person of a certain culture"[11].A similar interpretation of the concept is presented in the works of E. G. Azimov, A. N. Schukin, who understand the concept as a "nationally-labeled image of culture that has a linguistic expression in the form of a word, word combination, sentence and conveys some linguoculturological content that is essential for understanding national characteristics of native speakers "[12].

A somewhat different understanding of the concept is presented in the research of N. V. Kryuchkova, who understands this concept as "the structure of knowledge storage present in the mind of a native speaker in a" minimized "," minimized "form and realized only in

[8]Kubryakova E.S. The nominative aspect of speech activity. - K .: LCI, 2008 - 160 p. - P. 37.
[9]Popova Z.D., Sternin I.A. The concept of "concept" in linguistic research. - Voronezh: Publishing house of Voronezh, University, 2000. - 31 p. - P. 30.
[10]Karasik V.I. The value picture of the world: intercultural aspect // Linguistic consciousness: content and functioning. XIII International symp in psycholinguistics and communication theory: Thesis. reports / Ed. E.F. Tarasova. - M.: Russian Academy of Sciences, 2000. - P. 106-107. - P. 106-107.
[11] Tilman Y.D. Cultural concepts in the linguistic picture of the world: author. dis. ... cand. filol. sciences. - M., 1999 .-- 25 p. - P. 9
[12]Azimov E.G., Schukin A.N. A new dictionary of methodological terms and concepts (theory and practice of language teaching). - M .: IKAR Publishing House, 2009. - 448 p. - P. 112

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communication at the discourse level"[13].Accordingly, the concept has a communicative nature, actualizes, finds its representation only in communication, in the process of interaction.

One of the most complete definitions of this category is presented in the works of D. M. Kalishchuk, who defines the concept as "the point of intersection between the world of culture and the world of personal meanings", an operational mental unit; unit of mental lexicon, conceptual system and language of cognitive processes "[14]. The value system in the structure of the concept makes up a system of moral values, intentions, which govern all aspects of human life.

As the analysis of the above definitions reflects, in the modern scientific literature two main approaches to the definition and understanding of the essence of the concept are widely represented[15]:

1) a concept in the aspect of the cultural-value interpretation of the world;

2) the concept as a mechanism for the implementation of the cognitive activity of the individual.

In the framework of this direction of research of concepts, the latter are considered as a means of conceptualizing objective reality in the consciousness of the individual, as a structure for the representation of knowledge.

It should be noted that these approaches are not mutually exclusive: a concept, acting as a mental education, is the person's access to the conceptual sphere of society, a tool for cognition, categorization and objectification of objectively existing reality, as a cultural unit - the concept captures collective experience that is assimilated, internalized by the individual.

The concept acts both as an instrument of cognition of the social and natural surrounding reality, and as a result of this cognition, enshrined in the national conceptosphere;

[13] Kryuchkova N.V. Role of reference and communication in concept formation and research of concepts: on the material of Russian, English, French: abstract of thesis. ... doc. filol. Sciences: 10.02.19 / Kryuchkova Nadezhda Vladimirovna; [Place of protection: Sarat. state un-t them. N.G. Chernyshevsky]. - Saratov, 2009 .-- 46 p. - P. 9

[14] Kalishchuk D.M. Basic concepts of modern English-language discourse. The concept of "democracy" // Scientific Bulletin of the Volyn National University. Lesia Ukrainka. - Lutsk, 2009. - No. 16: Philological sciences. Linguistics. - P. 81-85. - P. 81.

[15] Chizhova L. E. Specificity of the representation of the concept of health in speech etiquette // Bulletin of the Saratov University. New episode. Philology Series. Journalism. - 2009. - Issue. 1. - P. 46 - 49. - P. 47

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"A synthesizing linguistic entity, methodologically replacing the idea (image), concept and meaning and including them in a reduced form"[16].

Thus, the concept is a multidimensional category, in the structure of which one can distinguish cognitive and linguistic, rational and emotional, abstract and concrete, universal and ethnic, nationwide and individually-personal; it is "a phenomenon characterizing the interaction of consciousness, language, text and culture"[17].A concept is a concept immersed in culture, contains denotation, connotations and emotionality, turning into a mental unit that reflects a specific fragment of reality and contributes to the nomination, categorization of objects of real reality.

In its most general form, a concept is the meaning of a word, covering the entire totality of its meanings, ideas, associations in the mental world of a person of a certain culture[18], respectively, has a cultural and value side.

In turn, the value component of the concept is "the essence of the collective subconscious, formed with the participation of the socio-discursive factor defined by the life world of a person along with the communicative culture of the society of which he is a representative"[19].

It is important to add that as there is no unity in the definition of a concept, so there is no unity in understanding its structure. Some scientists believe that the concept has no structure, because it is in a state of permanent structuring; others note its complex multi-level structure.

Within the framework of this study, the provision on the complex structure of the concept seems more justified, because, despite the high variability, the variability of the content of the concept, it is not that any selection of its structural components is very arbitrary, it is structuring, the allocation of its main levels that will allow us to systematize, classify, better

[16]Vorkachev S. Postulates of linguoconceptology // Anthology of concepts. - Volgograd, 2005 -- P. 10 - 13. - P. 11

[17]Kryuchkova N.V. Role of reference and communication in concept formation and research of concepts: on the material of Russian, English, French: abstract of thesis. ... doc. filol. Sciences: 10.02.19 / Kryuchkova Nadezhda Vladimirovna; [Place of protection: Sarat. state un-t them. N.G. Chernyshevsky]. - Saratov, 2009 .-- 46 p. - P. 9

[18]Prikhodko A.N. System Organization of the Conceptosphere // The Changing Slavic World: New in Linguistics: Collection of Articles / Otv. ed. M.V. Pimenova. - Sevastopol: Ribest, 2009 (Series "Slavic World". Issue 3). - P. 68-74. - P. 70

[19]Prikhodko A.N. System Organization of the Conceptosphere // The Changing Slavic World: New in Linguistics: Collection of Articles / Otv. ed. M.V. Pimenova. - Sevastopol: Ribest, 2009 (Series "Slavic World". Issue 3). - S. 68-74. - P. 70

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understand and study the reflection of quantitative relations in the linguistic picture of the world, which is the main goal of this work.

In turn, the concept structure can be understood as "the totality of generalized signs necessary and sufficient to identify an object or phenomenon as a fragment of the world picture"[20], the totality of the qualities of the concept that will reveal the diversity of its manifestations.

Z. D. Popova understands by concept "the basic unit of a person's mental code, which has a relatively ordered internal structure, which is the result of cognitive (cognitive) activity of a person and society and carries complex encyclopedic information about the reflected subject or phenomenon, about the interpretation of this information by public consciousness and the attitude of public consciousness to this phenomenon and subject. [21]" The concept, therefore, is a structural entity with evaluative connotations within a separate national culture.

The implementation of this approach allows us to identify the structure of the concept, which, in essence, is a complex synthesis formation, in the structure of which a number of structural components can be distinguished, including the following levels[22]:

1) the etymological level is a description of the historical path of development of the concept semantics, especially the formation of the totality of its denotative and connotative meanings;

2) the basic level is a combination of the values of the concept that are established and fixed in the modern encyclopedic, reference literature;

3) associative-expansion level includes the totality of all denotative and connotative meanings arising in the structure of the concept on the basis of associative connections.

[20]Popova Z. Cognitive Linguistics. - M., 2007 .-- 315 p. - P. 34

[21]Stepanov Yu.S. Constants Dictionary of Russian culture. Research experience. - M .: School "Languages of Russian Culture", 1997. - 824 p. - P. 42 - 45

Filippova M. A. The concept of "democracy" in American linguistic culture // Bulletin of the Volgograd State Pedagogical University. - 2007. - No. 2. - P. 18 - 22.

[22]Stepanov Yu.S. Constants Dictionary of Russian culture. Research experience. - M .: School "Languages of Russian Culture", 1997. - 824 p. - P. 42 - 45

Filippova M. A. The concept of "democracy" in American linguistic culture // Bulletin of the Volgograd State Pedagogical University. - 2007. - No. 2. - P. 18 - 22.

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Identification of this level, according to E.V. Widow, involves the analysis of materials from the dictionaries of synonyms and antonyms[23].

Z. D. Popova and I. A. Sternin also talk about the three basic structural components of the concept.[24]:

1) image - the result of reflection in the consciousness of the personality and nation of the surrounding reality with the help of the senses, cognition;

2) information content - the most essential for the subject, its use differential features;

3) interpretation field - is formed by cognitive attributes that arise as a result of interpretation of the main information content of the concept.

Scientists compare the concept with the fruit, the bone of which is a sensual image, the core, which is gradually overgrown with flesh - conceptual signs.

In the concept of V.I. Karasik, the structure of the concept is represented by three basic components[25]:

1) subject-shaped - an integral generalized trace in memory associated with a particular object, subject, quality, event;

2) conceptual component - is formed in the idea of the frame;

3) conceptual - the rational part of the concept, which includes its essential characteristics.

As an analysis of the above approaches reflects, most researchers identify three main components in the concept structure, which, despite different names, come down to the following:

(1) etymological, subject-like level, image level - direct perception of an object of material or spiritual culture, the initial meaning, which was invested in the concept in the process of mastering sociocultural reality;

(2) basic, basic, conceptual level, level of informational communication - the totality of all the features of a concept, formed as a result of cognition of a phenomenon, an object expressed by it, the totality of its qualities and properties;

[23]Vdovina E.V. Congratulation in speech etiquette: conceptual and communicative analysis // Russian Language Abroad. - 2007. - No. 2. - P. 41 - 48. - P. 42

[24] Popova Z.D., Sternin I.A. Semantic and cognitive analysis of language. - Voronezh, 2007 .-- 250 p. - P. 74 - 80

[25] Karasik V.I. Language circle: personality, concepts, discourse. - M .: Gnosis, 2004 .-- 390 p. - P. 109

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3) associative-expansive, conceptual level, level of interpretation field - the totality of all the meanings arising in the consciousness of a native speaker based on associative relationships, the concept's embeddedness in syntagmatic, paradigmatic interactions, in the national conceptual sphere.

In turn, each level has an interpretative zone, which is the most voluminous category, is "a collection of poorly structured predications that reflect the interpretation of individual conceptual signs and their combinations in the form of statements, attitudes of consciousness resulting from the content of the concept in this culture"[26].

The interpretation field is heterogeneous, which makes it possible to distinguish several zones in its structure — individual sections of the interpretation field that have an internal meaningful unity.

Yu. V. Titova names the following zones[27]:

-assessment area, combining cognitive attributes that express a general assessment (good / bad), intellectual (smart / stupid), aesthetic (beautiful / ugly), emotional (pleasant / unpleasant), moral (kind / evil, fair / unfair), etc. . assessment;

-The encyclopedic zone combines the cognitive characteristics of the concept, which require familiarity with it, interaction with the denotatum, and training. For example, for the concept of "thunderstorm", danger to humans, disruption of electrical appliances, etc .;

—the utilitarian zone combines features that reflect a utilitarian, pragmatic attitude towards the denotation of the concept, knowledge related to the possibilities and features of its application for certain pragmatic purposes;

—regulatory zone, combining features, characteristics, prescribing norms of behavior in the zone, "covered" by the concept. For example, the Russian language is the need to maintain a culture of speech;

socio-cultural zone, combining features that reflect the relationship of the concept semantics with the life and culture of the people, its customs, traditions, the activities of specific cultural figures, specific art discourses, and case studies; paremiological zone - a set of features of a

[26]Titova Yu. V. Structure of the concept and methods for its description // Bulletin of the Ulyanovsk State Technical University. - 2010. - No. 4. - P. 16 - 21. - P. 17 – 18.

[27]Titova Yu. V. Structure of the concept and methods for its description // Bulletin of the Ulyanovsk State Technical University. - 2010. - No. 4. - P. 16 - 21. - P. 18.

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concept, objectified in the paremiological language picture of the world, in the totality of ideas, beliefs about a phenomenon or process, fixed in national paremiological constructions.

—paremiological zone - a set of features of a concept, objectified in the paremiological language picture of the world, in the totality of ideas, beliefs about a phenomenon or process, fixed in national paremiological constructions.

Thus, the interpretation fields, various components of each structural component of the concept reflects the totality of all knowledge, characteristics, signs of the concept, reflecting its essence, the historically established system of representations and beliefs associated with the concept in the minds of native speakers.

In the most general form, the concept structure can be represented as follows:

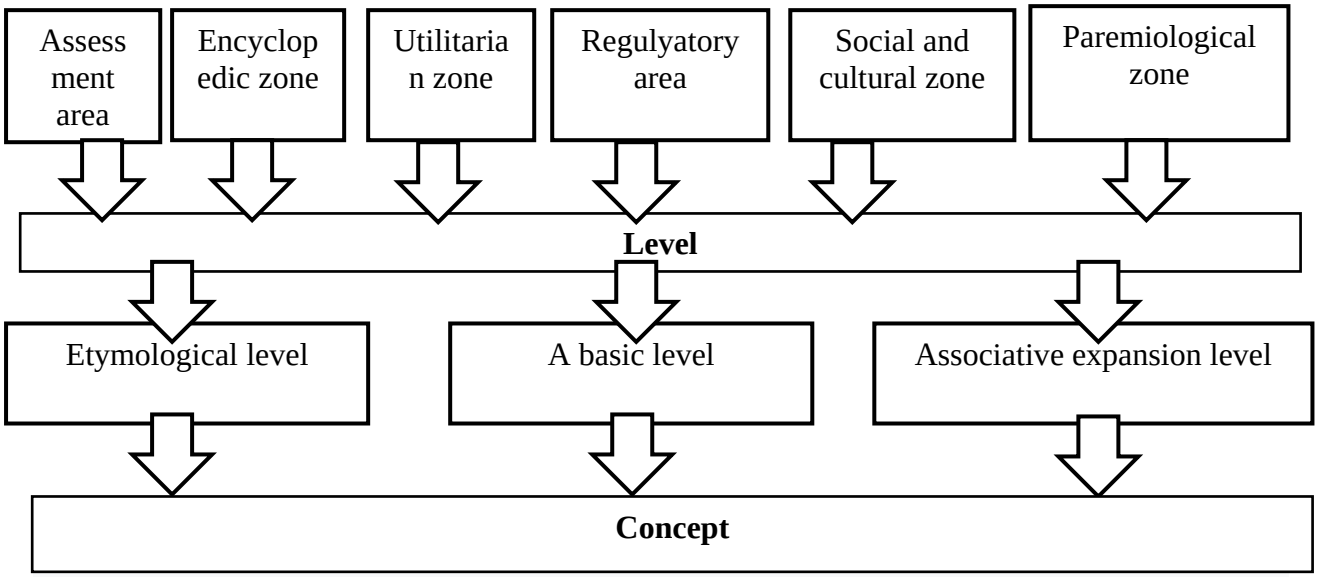


Figure No. 1. Concept structure

As the given Fig. Reflects, the concept has a rather complicated structure, to which all the concepts that make it a fact of culture belong. A similar structure of the concept can be described in the logic of nuclear-peripheral relationships, in which the etymological and basic levels of the concept form its core, and the associations, additional, often contextual,

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connotations that arise in a specific communicative situation or, conversely, have formed long ago and regularly arise in the communicant's consciousness while perceiving the concept's nomination — periphery, near and far.Layers with primary sensory-visual concreteness are referred to the core, and the most abstract, most vivid images to the periphery. It should be noted that the peripheral status of the conceptual sign does not indicate its insignificance in the field of the concept, but indicates the degree of remoteness from the core. At the same time, such a complex structure of the concept significantly complicates the processes of its description, since it is almost impossible to control the process of mental reflection of the content of all denonates and conotates, which arise in the consciousness of the individual during the perception of the concept nomination.

Despite the fact that the concept has a certain structure, it cannot be represented in the form of a rigid structure, the concept, according to N. V. Kryuchkova, is "a fundamentally variable unit: its content is modified under the influence of cultural, historical, social, age, gender, discursive factors. " [28] .Moreover, the scope of concepts is most often constantly expanding due to the emergence or discovery of new conceptual characteristics or endowment of a concept expressed by a specified concept with these characteristics by an individual, group, national or global consciousness.In other words, the volume of the concept is constantly increasing, as an individual person or society opens up new qualities or simply ascribes them to one or another phenomenon or process expressed by the concept. Such a constant expansion of the concept allows us to compare it with a rolling snowball, "which is gradually being enveloped in new layers. So the content of the concept is gradually saturated, and its volume is increasing due to new conceptual characteristics "[29].

The basic characteristics of the concept, according to G. G. Slyshkin, are the following[30]:

the complexity of its existence - the concept is always formed at the intersection of language, consciousness and culture, acts as a complex reflection of all these entities;

[28]Cit. by Podvigina N. B. The concept of the concept and the conceptosphere // Actual problems of modern philology and journalism. - 2007. - No. 3. - S. 97 - 105. - S. 101

[29]Cit. by Podvigina N. B. The concept of theconcept and the conceptosphere // Actual problems of modern philology and journalism. - 2007. - No. 3. - S. 97 - 105. - S. 101

[30]Slyshkin G.G. Linguistic and cultural concepts and metaconcepts: monograph / G. G. lyshkin; Mosk. state lingua University, Volgogr. state ped un-t - Volgograd: Change, 2004. - 339, [1] p. - P. 221 Karasik V.I., Slyshkin G.G. Basic characteristics of linguocultural concepts. - Volgograd, 2005. - T. 3. - P. 13–15

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1)mental nature;

2) limited consciousness of the carrier - the concept exists simultaneously in both individual and collective consciousness;

3) blur and conventionality, due to the syncretism of consciousness of representatives of culture, in the framework of which the concept is formed;

4)cognitive-generalizing orientation;

5)polyapellability: one can appeal to a concept with verbal units of various levels and non-verbal signs;

6)variability, variability, high dependence on historical, social, professional, gender, etc. factors;

8) three-component - this property is manifested in three aspects of the concept: (a) the concept exists as a system potential - the totality of the means of appeal to the concept, supposed "by the native speaker of the culture as a linguistic heritage, accumulated by the culture, recorded in lexicography"[31]; (b) the concept exists as a subjective potential, that is, a linguistic asset, which is stored in the memory of the individual; (c) a concept as a textual implementation - that is, an appeal to a concept for communicative purposes.

S. G. Vorkachev additionally identifies the following features of the concept[32]:

1) "experience" - concepts should be emotionally experienced by a person;

2) semiotic density - the concept is represented by a number of synonyms (words and syntactic constructions, thematic fields and series, paremias, folklore plots, behavioral models and stereotypes, rituals, objects of material culture, etc .;

3) focus on the plan of expression - the inclusion of the concept name in associative syntagmatic and paradigmatic relationships, the significance of this name.

Accordingly, on the basis of the analysis of the concept's properties, the features that will allow to identify the concept, the abstract category as a concept, can be represented in Fig. 2:

[31]Lytkina O. I. Problems of studying the concept in modern linguistics // Rhema. Rema. - 2009. - No. 4. - P. 67 - 80. - P. 72

[32]Vorkachev S.G. Linguistic and Cultural Concept: Typology and Areas of Life: Monograph. Under the total. ed. prof. S. G. Vorkacheva. - Volgograd: VolSU, 2007.-- 400 p. - P. 6, 15 - 16, 45

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- the complexity of his existence
- mental nature
- limited consciousness of the carrier
- blurriness and conventionality
- cognitively generalizing orientation
- polyapellability
- variability
- ternary
- "survivability"
- semiotic density
- focus on expression plan

Figure 2. Properties, essential characteristics of the concept

It is important to add that the concept's orientation to the expression plan leads to the fact that its representation within the framework of the linguistic structure is most often carried out using lexical units or non-verbal characters acting as referents, language signs that allow the most complete and deep transfer of the concept's internal content, characterized by national marking, have a pronounced national character. A concept can be verbally expressed, or it can be non-verbalized: "a concept can find expression even without a special verbal designation"[33].

Accordingly, the expression of the concept, following V.I. Karasik, can be defined as "the entire combination of linguistic and non-linguistic means that directly or indirectly illustrate, clarify and develop its content"[34]. It should be noted that concepts that have no verbal or other material expression significantly complicate the processes of studying the conceptosphere, therefore, the object of study of linguistic sciences is most often mental formations fixed in the signs of a linguistic or other semiotic system.

[33]Karasik V.I. Language circle: personality, concepts, discourse. - M .: Gnosis, 2004 .-- 390 p. - P. 110

[34]Karasik V.I. Language circle: personality, concepts, discourse. - M .: Gnosis, 2004 .-- 390 p. - P. 133

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Regardless of the form of their expression, concepts reflect the whole variety of objects, processes of the surrounding world, as well as their perception by representatives of individual linguistic cultures or humanity as a whole. The variety of realities of the surrounding reality determines the variety of concepts.

Thus, on the basis of the analysis we can conclude that the concept in modern scientific literature is understood as a complex education that combines a linguistic and extra linguistic, cognitive unit, scheme, frame, which is formed under the influence of national mentality, historical, social, cultural context. At its core, a concept- is a complex structure in which a number of components and levels can be distinguished, including etymological, basic, associative.

The content, semantic and associative content of these levels is constantly changing, is formed under the influence of numerous factors and, above all, national outlook, worldview, mentality of the people, nation, cultural model, within which the concept is formed.