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## ACTUALIZATION OF CATEGORIES *LINGUONATIONALISM* AND *LINGUOPATRIOTISM* IN MODERN LINGUISTICS

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### **Abstract**

**Background:** In modern linguistics E. Sepir's-B. Warf's theory of a language relativity attracts attention of many scientists, the essence of which some linguists negate as well as they don't agree to a traditional system of the methodological bases of linguoculturology because this theory «approves» linguonationalism.

**Purpose:** The purpose of the analysis is to illustrate the fact of implementation of the linguonationalism ideology concerning the Ukrainian language by the Russian Empire; the very fact is observed nowadays and the linguopatriotism of the Ukrainians is negated and disrespected by the Russian linguists.

**Results:** Linguonationalism is the ideologization of the very language and a language as a means of a collective self-identification, as a realization of a certain language policy of totalitarian states and modelling of myths in different language forms (discourses). The status of the Ukrainian language, its functions, ontology in Ukraine is considered by modern Russian linguists untruthfully, certain facts are falsified. The system of O. Potebnya's views represents the objective points of view on the actualized in this research notions of «linguonationalism» and «linguopatriotism». O. Potebnya singled out the task to keep to a reasonable linguopatriotism, which is mentioned in his quotation: «a gradual nationalism – is internationalism». O. Potebnya emphasizes that a nation can be understood only through its language. It is the language that gives the opportunity to see and to feel a nation's seeing of the world. The scientist actualizes the problem of a modern culturology and the language must be considered as «a certain means of creation and thought refining».

**Discussion:** Modern Ukrainian linguists must elaborate a certain perspective programme aimed at the explanation of the problem of linguonationalism and linguopatriotism.

**Key words:** linguoculturology, linguonationalism, linguopatriotism, language policy, theory of language relativity, Ukrainian language.

### **Vitae**

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## THE METODOLOGY OF CONCEPT STRUCTURE ANALYSIS: COGNITIVE AND LINGUOCULTUROLOGICAL ASPECTS

*Стаття присвячена розгляду найактуальніших напрямів і методів дослідження концепту як основної одиниці когнітивної лінгвістики та лінгвокультурології. Проаналізовано основні підходи до вивчення його структури та змісту. Запропоновано комплексний аналіз концепту СМЕРТЬ з опертям на традиційні методики вивчення когнітивних одиниць.*

*Ключові слова: концепт, концептуальний аналіз, структура концепту, когнітивний підхід, лінгвокультурологічний підхід.*

Today there are three scientific paradigms singled out in linguistics: comparative-historical, systemic-structural, anthropocentric. The idea of interdependence of the components of the triad 'language-ethnicity-culture' becomes an axiomatic one. The beginnings of anthropocentric paradigm (where the object of study is not a word, but a man as a bearer of the language and culture of a certain ethnic group) are found in the nineteenth century in the works of O. Potebnia, W. von Humboldt, G. Steinthal, J. Baudouin de Courtenay, E. Benveniste and others. For the representatives of this paradigm, the subject of research is the study of correlation of language and culture, language and mentality, language and national consciousness, specificity of worldview of nation through a language prism.

The new scientific paradigm has set new challenges in the study of language, it requires new methods of analysis of these units and categories, that motivates the **relevance** of this paper. The **purpose** of research is to analyze the most

current methods of concepts study, to identify on which one of them the thesis “The Concept DEATH in the Ukrainian Cognitive-Linguistic World Picture: Structure, Statics and Dynamics” will be based. Achieving this goal involves the solution of the following **tasks**: 1) to review main approaches to the concepts study, in particular, cognitive and linguoculturological ones; 2) to describe the basic research techniques within these approaches; 3) to present the method of analysis of the concept DEATH for revealing its essential characteristics.

Anthropocentric paradigm has developed a number of areas (approaches) of research of the concepts: psychological (D. Likhachov, who believes that the emergence of the concept is seen in a collision of dictionary meaning and people's experience); logical (N. Arutyunova et al., who opposes the scientific and “naïve” knowledge); philosophical (V. Kolesov and other linguists considering concepts as the basic units of the national mentality, presented in the language); linguoculturological (Yu. Stepanov argues that the concept is a unit of mentality and culture, it has a complex structure, and key concepts are the constants of culture); linguistic and anthropological (represented in the works of M. Odintsova, L. Nikitina et al., who studies a human in their various manifestations); cognitive (represented in the works of A. Kubryakova, I. Sternin, N. Boldyrev et al., who aim through understanding the language to become aware of forms of different knowledge structures and to describe interdependences existing between them and a language).

One of the most controversial issues in cognitive linguistics is the issue of the method of studying and describing concepts. In modern linguistics, there are many methods of investigation of concepts: conceptual analysis, historical and comparable analysis, definitional interpretation, component analysis, stylistic interpretation, distributive analysis, method of context and text analysis, cognitive interpretation of the results of the description of the language means semantics, verification of the received cognitive description with native speakers, etc. These methods interact among themselves, complement each other, that enables studying the concept as an object of interaction of language, mind and culture (Ryzhkyna 118). Choosing the research methodology of concept one must consider its type and the subject of study. We investigate the concept of DEATH based on Ukrainian literature, so as the relevant ones for the research we consider cognitive and linguoculturological approaches.

The cognitive approach aims at developing of a phased methodology of conceptual analysis to study the semantic structure of word, its paradigmatics, syntagmatics and etymology, the word derivative network, realization of keywords-representatives of a concept and their frequency. Within this approach A. Kachmar provides the following ways of concept description: determining the keyword representing the concept in a language, basic linguistic concept representations (“name” of a given concept); construction and analysis of keyword semanteme verbalizing the concept in a language (analysis of dictionaries’ interpretations in dictionaries of various types); analysis of the lexical compatibility of keyword to single out the important features of a relevant concept; study the word polysemy in the development process; analysis of emergency sequence of word new meanings, so one can set the defining features of the investigated concept; construction of lexical and idiomatic field of a keyword: analysis of synonyms and antonyms of keyword, determination of its hyperonym and co-hyponyms; construction and study of derivational field of a keyword; lexical and grammatical field construction of a keyword; application of experimental techniques (this technique is borrowed from psycholinguists for whom the experimental methods are crucial); analysis of proverbs and aphorisms, including the keyword or valuation of the given concept, even though the concept has no proper name (this technique clearly shows folk understanding of a particular phenomenon); analysis of verbal, colloquial usage; description of the concept as a set of features necessary and sufficient for its inclusion into some logically grounded class (Kachmar 119).

Linguoculturological approach “focuses on the idea of concept as a component of a national conceptual sphere, a basic unit of mentality and worldview in the categories and forms of the native language. The methods of linguoculturology traditionally include the entire set of analytical techniques, operations and procedures used in the analysis of the relationship of language and culture” (Kachmar 118).

In the submitted work, we rely on the concept definition of O. Kubryakova: “concept is a term explaining the items of mental and psychological resources of our consciousness and the information structure that reflects human’s knowledge and experience; informative operational unit of memory, mental lexicon, conceptual systems and brain’s language, the whole picture of the world reflected in the human psyche” (Kubryakova 90).

Yu. Stepanov identifies three components of the concept understanding it as a clot of culture in human consciousness: 1) a basic feature relevant for all the bearers of the culture; 2) additional “passive” feature (there may be several of them) important for certain social groups; 3) internal form usually not perceived and reflected on the external verbal form (Stepanov 42-45). In the works of S. Popova and I. Sternin we read about structural organization of concept: “A concept as a unit of structured knowledge has determined, but not rigid organization: it consists of components (conceptual attributes) that form different conceptual layers. The layers are in the relations of derivativeness, abstraction growth with each next level. Periphery consists of a poorly structured predicativenesses reflecting the interpretation of certain conceptual features and their combinations in the form of statements, directions of consciousness arising from the mentality of different people” (Popova 61). Yu. Stepanov indicates the structure complexity of the concept: “On the one hand, it embraces everything that belongs to the structure of concept; on the other hand, the structure of the concept includes everything that makes it a cultural fact – the original form (etymology), the history compressed to the main features of the content; modern associations; evaluations, etc.” (Stepanov 40).

G. Slyshkin identifies four areas in the structure of a concept: basic – inner zone (concept features reflecting personal characteristics of denotatum); external zone (concept features that are removed from proverbs and figurative

meanings), and additional mis-zone and mis-external zone related to formal associations arising as a result of concept name consonance with another word, usage euphemisms, etc. S. Vorkachov differentiates the conceptual component in a concept (feature and definitional structure), figurative component (cognitive metaphors supporting the concept in consciousness), and semantic component – etymological, associative concept characteristics defining its place in the lexical and grammatical systems of the language (Vorkachov 7).

Any concept, regardless of the type, has a basic layer – a sensual image encoding concept as a thinking unit in the universal subject code, plus some additional conceptual features. Cognitive layers reflecting the development of the concept, its relationship to other concepts complement the basic cognitive layer. These layers are called “cognitive” because they reflect a certain result of the perception of the surrounding world that is the result of cognition. The total of the basic layer, and additional cognitive features, and cognitive layers constitutes the concept volume (Popova 63).

The conceptual structure (by M. Pimenova) is formed by seven characteristics: motivating feature of representative word of a concept, figurative, conceptual, functional, categorical, symbolic, ironic features. Offered method of analysis is developed by Kemerovo school of conceptual research. This method of study is the most universal for concepts of any type. It includes the following stages: 1) selecting a keyword that is the representant of a concept; 2) collecting the factual material (components of derivative slot, free and fixed expressions with representative keyword of a concept, texts; the timeframe of texts are defined); 3) studying etymology of the representative keyword of a concept, determining the motivating features; 4) analysis of linguistic material for revealing of figurative conceptual characteristics (there are defined the groups of features of living / non-living nature, qualitative and quantitative, spatial and temporal, evaluative features) that enables to define a certain place of the concept in the national values picture of the world and to take it to a certain area of life; 5) revealing of conceptual characteristics by analyzing dictionary definitions; 6) description of the symbolic attributes (based on the dictionary of symbols, interpretative, mythological, ethnographic and others dictionaries, analysis of factual material); 7) in case of presence, analysis of ironical features (some old concepts have in their structure the evaluation features transforming into ironic due to the changes in the social scale of values); 8) scenarios are investigated in some cases (eg., the analysis of the concepts *prince, hero, joy*); 9) a psycholinguistic experiment is possible; 10) consolidation of received features and quantitative data to a general table (Pimenova 22-23). An associative experiment is optional in the presented concepts analysis model, that is required, in our opinion, for studying the mental lexicon, verbal memory, cultural stereotypes of a certain nation.

Associative experiment takes a special place among reconstructive methods of linguistic consciousness, enabling the revealing of mental lexicon, verbal memory and cultural stereotypes of the nation. Associative experiment is widespread and is used in psycholinguistics, psychology, sociology and psychiatry. The methodological effectiveness of associative experiment for studying vocabulary has been proved by some authors (O. Leontiev, O. Kubryakova). Associative experiment assists in revealing the concept substance in cognitive consciousness of native speakers and defining of the concept formation. The core of linguistic consciousness includes those associations of verbal associative network that have the largest number of links identified on the basis of a frequency principle (Paleeva).

Since a considerable number of research devoted to the study and description of different concepts has contrastive nature, we consider the method of contrastive analysis offered by A. Vezhbytska as the most appropriate:

1) marking-out of the lexical group in original language: making a basic list of lexical group; synonymic expanding of a basic list; extension of the basic list by means of the results of text analysis; structuration of lexical group (meaning groups and subgroups, core and periphery);

2) determination of interlanguage correlations of certain units: identification of translating dictionaries correlations; identification interlingual lexical correlations;

3) seme description of lexical units meanings in compared languages: seme description of units of both languages in the selected subgroups; establishing the frequency of use of the studied units; verification of seme description (survey of informants);

4) semantic description of contrastive pairs: forming of contrastive pairs; seme description of contrastive pairs meanings;

5) identification of national-specific components in the word meaning: national-specific meanings (no equivalents); lacunar meanings; difference of core semes; difference of peripheral semes; no semes equivalents; semes difference in status (constant / probable);

6) differential semantization of contrastive pairs members: the meaning of each word is described by listing only those semes that do not coincide with another contrastive pair member semes;

7) differential interpretation of lexical units meanings: description of semes set of the source language unit that contains a reference to all its translated correlations along with the listing of all semantic components that differentiate the source language unit translations from all its translated correlations (Vezhbytska 132).

The method of concept research is not identical in case of literature and folklore. Analysis of the concept LIFE based on the Ukrainian phraseology is given by Zh. Krasnobaieva-Chorna:

1) outlining of the concept core based on dictionary definitions of the same entry during different historical periods;

2) establishing the periphery of concept using associative experiment;

3) ideographic processing of the concept structure (semantic analysis);

4) determining the concept place in general conceptual scheme – the first level of conceptualization;

5) selection of background information (from dictionaries of different types: etymological, explanatory, mythological, cultural, ethno-linguistic, etc.) for each semantic field, group, subgroup;

6) singling out the common and differential, general-cultural and ethno-cultural components from background information within all semantic fields;

7) outlining the associative-figurative complex of components pointed out on the second level – the second level of conceptualization (Krasnobaieva-Chorna 7).

V. Maslova considers the concept as a part of the national conceptual domain (linguoculturological approach). This type of conceptual analysis involves the study of semantic structure and pragmatics of a certain word that is interpreted as a cultural phenomenon with its own etymology. For establishing the semantic volume of the concept, the scholar offers:

1) to define the reference situation including a concept, and in case of a literary text this operation is carried out on its basis;

2) to establish the place of a concept in the language picture of the world and linguistic consciousness of the nation through appellation to the linguistic and encyclopedic dictionaries, besides we consider the dictionary definition as a concept core;

3) to appeal to etymology and its features;

4) since dictionary interpretations give only a general idea of the word meaning, as well as encyclopedic dictionaries – of the concept, it is necessary to involve to the analysis a variety of contexts: poetic, scientific, philosophical, journalistic, proverbs and sayings, etc.;

5) received results should be compared with the analysis of associative links of keyword unit (concept core), for example, analyzing the concept of “time” enables to establish its close relationship with the concept of “future”;

6) if the important culture concept was selected for analysis, it must be frequently repeated and interpreted in painting, music, sculpture, etc. (Maslova 45-46).

Linguists explore the concept of death on the material of many languages in different ways: in view of the availability in the national language world, alone and in opposition “life – death”, in respect to verbal expression in appropriate lexical-semantic field. O. Sereda considers the concept of death in the English language picture of the world and its lexicographical principles of representation. The etymology of the concept word-title was established, its dictionary definition, compatibility, words with the same root of the lexeme “death” were determined, conceptual metaphors and axiological concept components were revealed, associative analysis was carried out, the principles of dictionary compiling were formulated, and structure of dictionary entry for the concept was developed (Sereda). N. Novikova traces the linguistic realization of the conceptual dyad “life – death” in the Russian phraseology. Researcher distinguishes the conceptual components of concepts LIFE and DEATH, she emphasizes their conceptual, figurative and axiological components in the phraseological picture of the world, holds a sociolinguistic experiment to identify an idea of the average verbal-associative field of the concepts (Novikova). I. Ivanova explores the Ukrainian national stereotypes and their correlation represented in phraseological semantic field of “life – death” (Ivanova). B. Goldberg focuses attention on the typology of structural relationships organizing lexical-semantic field of “life – death” in Russian and English. The scientist has identified structural organization of lexical-semantic fields of “life – death” in both languages and presented their comparison, as well as singled out lexical-semantic groups “biological existence”, “breath”, “fatigue”, “sleep”. The first one is the main group, and others are clustered around it (Goldberg). On the material of Ukrainian and Italian paremiology O. Bliznyuk emphasizes the concept LIFE as an opposition to the concept DEATH that is based on gestalt metaphor reflecting the ideas about life and death inherited from naive consciousness and presented in the language (Bliznyuk).

The study of the concept DEATH in the thesis “The Concept DEATH in the Ukrainian Cognitive-Linguistic World Picture: Structure, Statics and Dynamics” will be based on the analysis techniques by M. Pimenova, Zh. Krasnobaieva-Chorna and V. Maslova mentioned above. We offer the phased analysis model of the concept DEATH:

1. Identification of **motivating** features of the concept DEATH: studying of etymology of the concept name constituting its core. Motivational sign is “a sign that serves as a basis for the name of a certain piece of the world, its inner form” (Kolesov, Pimenova 55). The concept DEATH was one of the original for humankind, because the nomination of “death”, “die” is found in the Indo-European roots **mr-** / **mor-** / **mar-**, which is the feature of a sound steadiness. Available etymological dictionaries give us detailed information that the modern form *смерть* (*death*) comes from the ancient word **сьмърть** (due to reduced [ъ]). Originally the word meant “natural death”, “good death” (versus violent, unnatural death). The ancient form was made by means of **сь-** prefix (meaning “own, good”), **-мър-** root (meaning “die, dead”) and **-ть** suffix. From the noun **сьмърть** there was formed the adjective **сьмъртьныи** with **-ьн-** suffix (“one relating to the death”, “person, who can die”) (ESUM 319).

In addition to the name of the concept, lexeme *смерть*, to nominative means of its linguistic representation we refer synonyms (*загибель, загин, кінець, край, скін, сконання*), derivatives (*смертний, смертельний, смертоносний; мертвий, мерти, померлий*) and phraseologisms (*смерть заглядає (дивиться); до гибелі; смертна година; смертний час; смерть занесла гостру косу; щоб грім убив (побив); смерть забрала*).

2. Characteristics of **conceptual** features of the concept DEATH by analyzing the data of explanatory dictionaries.

Due to analyzing the dictionaries of various types, we can establish conceptual features of the concept DEATH:

1) termination of organism vital functions; 2) the death of a living being; 3) termination of biological metabolism in the organism or its part; 4) discontinuance of the human or animal existence; 5) natural imminent end of the existence of living beings; 6) something very bad, unpleasant, undesirable; 7) the absolute end of something.

3. Revealing the figurative conceptual features based on the Ukrainian literature of XIX – early XX and XX – early XXI centuries. Figurative conceptual features are the initial stage of understanding the inner form of the word. Traditionally, analysis of figurative concept features ground on the theory of cognitive metaphor of J. Lakoff and M. Johnson, who understood the metaphor as a way of understanding the world through the authentication of verbalized diverse “entities”. The conceptual metaphor is the result of the process of figurative rethinking of motivating feature.

Figurative aspect of the concept DEATH covers the following features: **vital** (eg., “...when I realized all this, then I realized as well that the best starting point is death. After all, it is the death that is the beginning of a new immortal existence” Yu. Izdryk. *Flash Drive*), **anthropomorphic** (eg., “... tear shivers; sweat colds; snow; and he wanted to live and wanted to die; hot breath on his ears earlobe...” O. Ul'yanenko. *Stalinka*), **vegetative** (eg., “He taught her to be strong, to make love in eighteen positions and eliminate enemies using some deadly flowers (art, which Ada has never benefited)”. Yu. Andrukhovych. *Perversion*), **elements** (“...I tear off everything but the shirt, like solemn, and give me finally a sip of alcohol, and even better – two sips that I would not die beforehand because of overheating”. Yu. Andrukhovych. *Perversion*), **artifacts** (“God because of his carefree love endowed us with his omnipotence, that we have created a death, like the original sin, like apple of waste, stone of hope, and other inventions”. Yu. Izdryk. *Such a Thing*), **property** (“At least we have a chance to die on the same day, – said Martofliak”... Yu. Andrukhovych. *Recreations*) and others.

4. Studying of **symbolic** features of the concept DEATH with reliance on the data from dictionaries of symbols, mythological, ethnographic dictionaries, and factual material analysis.

The concept DEATH is reflected in various personifications of death image: it is either a terrible bony old woman in a dark clothing, with a sickle, with sunken eyes and sharp nails, or skeleton-horserider, or a girl in a white dress alluring to the grave. There are also other personifications of death (some figure beating the drum or dancing, angel of death, ghost or creature from another world carrying on a boat the dead souls, and others).

European culture understands death as a bridge connecting the human and divine worlds, or as an absolute evil and obstacle to eternity for human. In Eastern culture, the idea of death differs from the European one; there is no fear of death, because death is not the absolute end of life, but the transition to another state of rebirth in another space and time.

5. Identification of the concept **ironic** features (analysis of factual material) reflecting the opposite (non-specific) features of conceptual meaning. For example, “Murder is not a sin, but a violation of the vow of silence. After all, death is so eloquent” (Yu. Izdryk. *Such a Thing*); “...and death – is the largest human passion” (T. Malyarchuk. *Speak*).

6. Analysis of the associative experiment giving important results for the characterization of associative semantic relations, and the opportunity for thorough studying of the word semantic field.

In order to identify the content and structure characteristics of the concept DEATH, associated with world outlook, attitude and naive beliefs of individuals, we conducted the linguocognitive analysis of recipients' language reactions (Ukrainian native speakers) obtained from associative experiment. Verbalized responses received from informants enable making conclusions what features of stimuli-words appeared to be the most relevant ones for them, and interpreting the obtained associates as a reflection of certain conceptual features of the concept.

Under the experiment, respondents were asked to record the words-reactions (utterances) that come to mind, as a reaction on the stimulus-word “death”. 567 people were engaged in the experiment (students of Vasyli' Stus Donetsk National University, Donetsk School of Olympic Reserve named after S. Bubka, Kostyantynivka Industrial College, Donbass State Machine-Building Academy). For the most accurate results obtaining, by means of the N-sample usage, we selected the associations of every third respondent. We considered only first 2 reactions, but in total we received 1,005 words-responses. We formed 51 peripheral microconcepts of the concept DEATH: Danger, Malignancy, Greed, Rot, Chasm, Destruction, Murder, Suicide, Horror, Despair, Fear, Loss, Frustration, Loneliness, God's punishment, Hopelessness, Inevitability, Doom, Calm, Coffin, Church, Silence, Sleep, Indifference, Tomb, Tranquility, Obscurity, Nothingness, Darkness, Oblivion, Cold, Afterlife, Darkness, Flowers, Relief, Angel, Repentance, Paradise, Atonement, Blessing, Glory, Soul, Eternity, Hollow, End Completeness, Separation, Grief, Rigidity.

7. Study of the concept DEATH **scenarios**, analysis of its components.

Scenario realizes in its content the sense of movement, the idea of development. Scenario always has plot nature that is enriched with optional content in each case. For example, scenarios of rituals (funeral, baby arrival), religious traditions, interpretation of death personification, etc. are very important for this concept.

Script scores in terms of its content Sam movements, the idea of development. Script is always the nature of the plot, which is enriched with optional content in each case. For example, an important concept is investigated for rituals scripts (funeral, the birth), religious traditions; interpretation personification, personification of death etc.

Thus, within the cognitive and linguoculturological approaches, the most productive methods of the concept research are: modeling of semantic fields (enables to study the meanings of linguistic units in their interrelation); method of free association experiment (provides the required results for determination of concept cognitive features); method of component analysis (for establishing the relations of words and super-words structures to the concept DEATH verbalizers); method of contextual analysis (during the study of functioning of the concept DEATH verbalizers in terms of context); descriptive method using interpretation techniques, comparison and synthesis (during

interpretation of verbalization language means of studied concept), method of modeling and research of conceptual metaphors, and others. Seven-stages analysis enables to obtain the most complete information about the structural specific of the concept DEATH, its place in the national conceptual sphere and the role in its carriers' minds.

The analysis of the certain features of the concept DEATH in the Ukrainian fiction of different periods is a prospective trend of research.

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## THE METHODOLOGY OF CONCEPT STRUCTURE ANALYSIS: COGNITIVE AND LINGUOCULTUROLOGICAL ASPECTS

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### Abstract

**Background:** The anthropocentric paradigm has set new challenges in the study of language, it requires new methods of analysis of these units and categories. Anthropocentric paradigm has developed a number of areas of research of the concepts: psychological, logical, philosophical, linguoculturological, cognitive.

We investigate the concept of DEATH based on Ukrainian literature, so as the relevant ones for the research we consider cognitive and linguoculturological approaches.

**Purpose:** The purpose of research is to analyze the most current methods of concepts study, to identify on which one of them the thesis “The Concept DEATH in the Ukrainian Cognitive-Linguistic World Picture: Structure, Statics and Dynamics” will be based.

**Results:** The study of the concept DEATH in the thesis “The Concept DEATH in the Ukrainian Cognitive-Linguistic World Picture: Structure, Statics and Dynamics” will be based on the analysis techniques by M. Pimenova, Zh. Krasnobaieva-Chorna and V. Maslova mentioned above. We offer the phased analysis model of the concept DEATH: 1) identification of motivating features of the concept DEATH; 2) characteristics of conceptual features of the concept; 3) revealing of figurative conceptual features based on the Ukrainian literature of XIX – early XX and XX – early XXI centuries; 4) studying of symbolic features of the concept DEATH; 5) identification the ironic features of the concept; 6) analysis of associative experiment; 7) research of the concept DEATH scenarios, analysis of its components.

Thus, within the cognitive and linguoculturological approaches, the most productive methods of the concept research are: modeling of semantic fields; method of contextual analysis; method of modeling and research of conceptual metaphors, and others.

**Discussion:** Seven-stages analysis enables to obtain the most complete information about the structural specific of the concept DEATH, its place in the national conceptual sphere and the role in its carriers' minds.

**Key words:** concept, conceptual analysis, the structure of the concept, cognitive approach, linguoculturological approach.

### Vitae

Fedoryuk Liliya is a postgraduate student of Department of General and Applied Linguistics and Slavonic Philology at Vasyl' Stus Donetsk National University. Her areas of research interests include cognitive linguistics, cultural linguistics, phraseology in cognitive aspect

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## ВЕРБАЛІЗАЦІЯ КОНЦЕПТУ GODNOŚĆ У ПОЛЬСЬКІЙ МОВІ

У статті розглянуто культурний концепт GODNOŚĆ, та досліджено мовну концептуалізацію в системі польської мови на матеріалі лексикографічних джерел та паремій. Дані, вибрані зі словників, дали змогу експлікувати основні семантичні ознаки слова godność. У паремійних матеріалах виявлено соціальні стереотипи, культурні сценарії, норми та скрипти, які характеризують людей. Запропонований аналіз виявив культурну та соціальну специфіку концепту GODNOŚĆ.