

# THE SIGNIFICANCE OF THE TERM “CONCEPT” IN THE INTERNATIONAL COMMUNICATION PROCESS IN ENGLISH

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C. 178-181.

*Abstract.* The paper discusses the issues of using the notion “concept” in modern linguistics and different meaning of the term “concept”. The importance of the understanding the difference between concepts in the languages of communication is also mentioned here.

*Key words:* term, concept, cognitive linguistics, structure, kernel of concept, simile, personification, cultural, communication

## ЗНАЧЕННЯ ТЕРМІНА «КОНЦЕПТ» У ПРОЦЕСІ МІЖНАРОДНОГО СПІЛКУВАННЯ АНГЛІЙСЬКОЮ МОВОЮ

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*Анотація.* Обговорюються проблеми використання поняття «концепт» у сучасній лінгвістиці і різні значення терміна «концепт». Також зазначається важливість розуміння різниці між концептами мов спілкування.

*Ключові слова:* термін, концепт, когнітивна лінгвістика, структура, ядро концепту, порівняння, персоніфікація, культурний, спілкування

The researchers treat the concept as a cognitive, psycholinguistic, linguistic culture, cultural, linguistic phenomenon. “Concept” is an umbrella term as it covers the subject areas of several scientific directions: first of all cognitive psychology and cognitive linguistics.

Language is necessary not for the formation of concepts but for the exchange of concepts and the discussion in the communication process. Concepts exist in the real mentality of people, therefore, it is necessary to verbalize them for communication i.e. express them using language means. In language concept can be verbalized by separate words, phrases, sentences or the whole texts, this depends on the concept itself. The choice of verbal shape depends on the personal meaning, mental representation and the internal lexicon of the speaker, which are all interconnected among themselves. The notional component of the concept is stored in the mind in verbal form and can be just described or interpreted. Concept ‘good’ is one of the basic concepts in any culture. It takes an important place in the works of High Fantasy, namely, in the C.S. Lewis’s novel “The Chronicles of

Narnia”. The interpretation of the concept “good” involves: light, bright, clear, green, white, merry, laugh. The most striking stylistic means used in the novel: epithet, comparison and similes, metaphor, personification, and intensification.

Thus the term “concept” is an umbrella term for several scientific directions: first of all for cognitive psychology and cognitive linguistics, dealing with thinking and cognition, storing and transforming information, as well as for cultural linguistics, which is still defining and refining the boundaries of the theory formed by the postulates and basic categories. We can assume that as in mathematics, the concept in cognitive science is the basic axiomatic category which is undetectable, intuitively understanding; the hyperonym of the notion, ideas, frame, script, gestalt etc. [2]

According to the Russian scientist J. Stepanov, “concepts are just phrases, fragments of conversation <...>, but they are subtle phrases that force our minds create such content, as if it has been familiar for us for a long time” [4]. Concept can be understood as bunch of culture in the consciousness of people; it is something in the form of which the culture enters the mental world. And, moreover, people through the concept enter the culture and affect it. Concepts are not only contemplated, they are experienced. They are the subject of emotions, likes and dislikes, and sometimes collisions. The concept is also a discrete unit of the collective consciousness, which is stored in the national memory of native speakers in verbally determinate form. As a cognitive unit of meaning, a concept is an abstract idea or a mental symbol sometimes defined as a “unit of knowledge”, built from other units which act as a concept’s characteristic. A concept is typically associated with a corresponding representation in a language such as a single meaning of a term [6].

Like most new scientific notions, “concept” was introduced with a certain degree of pathos and sometimes through a cognitive metaphor: it was called “a multi-dimensional cluster of sense”, “a semantic slice of life” [5], “a gene of

culture” [7], “a certain potency of meaning” [3], “a unit of memory”, “a quantum of knowledge”, “a germ of mental operations” and even “a misty something” [1].

So assuming everything mentioned above I can say that certain differences between concepts in different languages may cause misunderstandings and difficulties in intercommunication. But the higher education people have and the deeper knowledge they possess about the country and language they are speaking the less misunderstanding they come across. I’d like to mention the importance of the concepts “freedom”, “law”, “challenge”, “discourse” in Russian and English languages.

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