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THE CONCEPT OF «WOMAN» IN ENGLISH-SPEAKING PICTURE OF THE WORLD

Each new direction in Linguistics is associated with a new method of language research. There is no unequivocal opinion about the method of cognitive Linguistics. Moreover, the uncertainty of the research method has caused the denial of cognitive Linguistics as a separate paradigm in it.

Although the contribution of the cognitivists into the field of semantics is clearly positive, nevertheless, they do not create a single new subject of research. I believe that cognitive Linguistics calls its own term, which involves the constant correlation of language data with other experiential sensorimotor data on a broad cultural, sociological, biological, and psychological background.

I would like to add that the method of cognitive science is primarily an attempt to combine the data of various sciences. A slightly different concept of prototypes can be proposed by different scientists. Prototypes, are not the objects themselves. They are idealized, reference images, mental formations that do not belong to observable objects. They conceptually reflect the essential properties of our idea of the object (a typical cup, a typical window, a typical bicycle, a typical school, etc.). So the prototype «bicycle» does not include such items as headlights and a bell. The concept of «concept» is actively developed in lingocognitology, within which this term is understood as a unit of «reasonable human code».

Most often, the concept has linguistic objectification, however, it can be represented in the psyche non-verbally. According to research, our consciousness thinks, operating with visual emotional and sensory images, which constitute its universal object code. This code is a system of signs, schemes, kinesthetic, tactile, olfactory images. Non-formational content is distinguished by the basic structural component: the most significant cognitive features of a particular subject. However, all associative, occasional, random, evaluative signs are excluded. The informational content contains the most essential semantic components of the dictionary definition of the concept, which differentiate and define the denotation. For example,

Zaporizhzhia is a city, the capital of the Region; dead – a creature, inanimate more correctly named a stereotype and talk, accordingly, about the stereotypical image of a certain object.

The approaches to the definition of the concept analyzed in modern Linguistics allow us to interpret it as mental formation, synthesis of linguistic and non-linguistic means of expression, fixed in the knowledge of both the individual and society, preserved in the national memory of native speakers, reflect national-cultural specificity of peoples and represent units of knowledge and information structure that reflects human experience.

Prerequisites for an adequate translation are that the original is filled with conventional, fundamentally understandable content and its subjective perception by the translator. Adequacy is traditionally considered as compliance of the translation with the logical content of the original and its stylistic manner.

The word «woman» forms in English language many synonyms for each of its lexical and semantic variants. Synonymous words belonging to the same referent differ in their spheres of use, emotional value, degree of modernity and imagery, communication conditions, chronological factors, stylistic and genre features. For the nomination of a woman, not only the words of the literary language are used, but also slangisms, jargonisms, dialectisms and spatial expressions, which mark not only the subjective attitude of the communicator to the object of speech, but also the hierarchy, the degree of intimacy that exists between the interlocutors.

The difference between a «concept» is that a «concept» more comprehensive thinking element of human cognition compared to a «concept». Stereotypes were revealed: *«A woman's place is in the home»*. Stereotypes that «nothing is possible without the participation of a woman: *«There's a woman in it,» «look for a woman»*; observation of the female nature: *«Hell hath no fury like a woman scorned»*, who was insulted; an expression of sympathy: *«A woman's work is never done»* a woman to indicate how busy a woman is; highlighting the special importance of a woman for a man's success: *«Behind every man a woman stands»*; comparing the contribution of women and men: *«Men make houses, women make homes.»*

The analysis of the frame objectification of the conceptual structure of the woman concept of the original and the translation is pragmatic (closer to reality), functional (clarifies the text as a process, not static), logical (connects all components by the factor of necessity) and visual (without unnecessary details)). The consequences of using the frame analysis of the concept confirm the stable character of the interpretation of the frame as a system of thematically related components, among which two complexes are

distinguished: fundamental (general: 5 frames) and occasional (partial: schemes, semantic roles).

If the second complex is always a specific set of components that are rarely repeated in other frames, then the grouping of common factors is constant in the content structure of any situation.

In the conclusion, I would like to note that the acquisition of the term «concept» of exceptional importance within the paradigm of humanitarian knowledge. This concept is universal, but at the same time, the reconstruction of various kinds of «concepts» has its own characteristics in cultural sciences, depending on the chosen method of analysis. Linguistic research is mainly focused on the interpretation of different means of representing the concept in language, building cognitive models, understanding the structures that record information in our consciousness, linguistic and cultural research is aimed at finding the «national and cultural» component of the “concept”, and studying the mentality of peoples based on language.