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### **COMPONENTS OF THE CONCEPT «ECONOMY AND SOCIAL CHANGES» AND THEIR LINGVO-CULTURAL MEANING**

The development of humanitarian knowledge put forward a dilemma to work out a new term, which would adequately indicate the content of the linguistic sign, which would remove the functional limitations of traditional sense and meaning, and which would organically merge logical-psychological and linguistic categories. Consider the problems and results of the interaction of politics and economics. Make recommendations for bringing the political and economic system into a state of economic and cultural growth. Designate moments for the harmonization of management at the macro and micro levels with the realities of achieving happiness and well-being of humanity and its saprophytes.

The meaning of «concept» is explored in cognitive science, metaphysics, and philosophy of mind. The term «concept» is traced back to Aristotle's «The classical theory of concepts» definition of terms [1].

At present stage of linguistics, several approaches to the concept understanding can be identified. Researchers of different countries treat the concept as a linguistic-cognitive /psycholinguistic/linguistic-cultural / cultural / or linguistic phenomenon. Each approach, on the grounds of certain features, highlights the specific margin of the concept. There are two approaches that are based on the role of language shaping the concept «society and social changes» and showing the bonds between language and culture and policy. The emotional evaluations of the concept “society and social changes” used by historians with the same facts may be radically different.

Firstly, approach considers the concept «society and social changes» as a cultural phenomenon. «Concepts are self-organizing, integrative, functional systematic, multidimensional, idealized formations based on the notional basis and which are fixed to the meaning of a sign: the scientific term, or word (phrase) of

everyday language, or more complex lexico -grammatical and semantic structures, or non-verbal subjective image, or action» Concepts «society and social changes» exist in the real mentality of an individual, thus, to communicate they have to be verbalized, that is, to be expressed by language means. In the language the concept can be verbalized, both, by individual words and phrases and by sentences and the entire texts, which determines the concept itself.

Thus it is obvious that the study of concepts in all its aspects is one of the important research directions in linguistics in recent years. Of special interest is the analysis of the structure of the concept «society and social changes». The content of the concept is divided into linguistic meaning and cultural, and political sense. That is why it is often called a unit of knowledge, an abstract idea or a mental symbol . «Evaluation of politicians from the standpoint of the theory of intellectual capital is a step towards rationality. The economy can produce both wealth and impoverishment. In this case, the wealth of some can be a disaster for others. Openness, honesty, the ability to consult and choose the most effective development option for all is the key to productivity» [3].

H. Bloom defines mentality as the perception of the world in the categories and forms of the native language that connects the intellectual, and spiritual qualities of national character in its typical manifestations [2].

The analysis of linguistic realization of the concept “society and social changes” in the scientific articles distinguished the following cases of intensification: «Epochs do not differ in what is produced, but in how it is produced. Capitalism has its own truth, its own strength in the fight against evil and it is not so simple! Capitalism presses parasitism, but it loves at the same time! The mission of economics and politics is to work for the benefit of humanism» [3].

The accomplished analysis revealed the following features: firstly, along with the stylistic tools such as personification, metaphors, and intensification used by the authors, one of the most impressive examples of the language of the in the description of political processes are the internationalisms and epithets, terms.

The study revealed some specific character and a wide scale of perception of the concept «society and social changes», which is inherent to the speakers. The analysis presented the peculiarities of explication of the figurative component of the concept «society and social changes» by stylistic means.

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