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Trofymova A.I.

Student;

Kushmar L.V.

Ph.D., Docent,

State Economy and Technology University of Transport

COMPARATIVE CHARACTERISTICS OF LEXICAL AND ASSOCIATIVE VALUES OF THE ECONOMIC CONCEPTS (BUSINESS, COMPANY, MONEY, TAX, INFLATION)

There are *linguistic* and the *conceptual pictures of the world*. *Conceptual picture of the world* is all prescientific and scientific knowledge about the world which saved up for the history of the people speaking language existence. The meaning of the term *conceptual picture of the world* doesn't coincide with the meaning of the term *linguistic picture of the world* [6].

Conceptual picture of the world consists of many levels of signs. There are *arkhaization* and *desemantization* processes which are peculiar to language. In *conceptual picture of the world* everything accumulates that was once learned, called and mastered. Knowledge archaic, relic (prescientific) forms the first level in it, it is knowledge of the preliterate period. Further there is a level of knowledge which is partially fixed in any texts. The following levels are knowledge of different sciences, both systematized, and

unsystematized. Language «remembered» and kept this knowledge in the signs and categories [6].

Language picture of the world is the system of knowledge imprinted in language signs about the world, and also ways of receiving and interpretation of new knowledge. At such approach language is considered as a certain conceptual system and as means of registration of conceptual system of knowledge of the world. Linguality of the world consists first of all that existence of «the world of events organized by language», that is existence «performative lingualic life of society and the subject». According to Sapir-Worf's hypothesis, their existence is caused by that the structure of language defines thinking and a way of knowledge of reality. However for other scientists «a large number of cases of provoking by language signs of the wrong assessment of the situation is the basis for the statement about representation in semantic structure of language of two worlds – ontologic, reference, that is the world of extra language signs and the events recorded in language, and lingualny, that is the world created by language. In other words, not language defines thinking, and the world created by language, is the world of our human existence. Our behavior is caused by laws of this world, though has, at the same time, an ontologic framework. Both of these worlds are in close interaction. On crossing of these worlds also there is a person as the personality, on the one hand, defining forms of existence of ontologic and lingualic life, and with another, defined, formed by these worlds» [6].

The aim of the article is the comparison of lexical and associative meanings of some words from the economic spheres (BUSINESS, COMPANY, MONEY, TAX, and INFLATION) that makes it possible to reproduce the structure of the linguistic and conceptual pictures of the world.

All reactions to the appropriate stimulus provide an opportunity to establish the structure of *conceptual picture of the world*. *Linguistic picture of the world* is formed by lexical meanings of the corresponding stimulus.

A comparison of lexical meanings with associative meanings of the analyzed stimuli occurred according to the following algorithm: I. Fixing the lexical meaning of the relevant stimulus from online resources, books and encyclopedias of the economic sphere. II. Structural-semantic analysis, which has allowed to define principal components in the structure of lexemes. III. Establishing the total number of reactions to the relevant stimulus, reflecting the relevant picture of the world. IV. Establishing the total number of reactions, which are the same as the dictionary meaning. V. Statistical analyses: the total number of nuclear reactions was divided by the number of nuclear according to the formula: $A / B = C$, where A is the total number of nuclear reactions, B – the nuclear reactions, which are the same as the dictionary meaning. VI. Formation of concepts groups on levels of intimacy lexical and associative values by the formula: – if $C = 1$, then the stimula

lexeme belongs to the first level of approximation; – if < 2 , then the stimula lexeme refers to the second level of approximation; – if > 2 , then the stimula lexeme belongs to the third level of approximation.

BUSINESS: I.1. It is an entity involved in the provision of goods and/or services to consumers [8]. 2. It is an organization or enterprising entity engaged in commercial, industrial or professional activities [4]. 3. It is an organization or economic system where goods and services are exchanged for one another or for money [3]. II. Main components: economic activity, organization, economic system. III. The total number of nuclear reactions – 504. IV. The total number of nuclear reactions, the corresponding dictionary value is 274. V. $504/274=1.8$. VI. $1.8 < 2$.

COMPANY: I. 1. It is an association or collection of individuals, whether natural persons, legal persons, or a mixture of both [8]. 2. It is any entity that engages in business. Companies can be structured in different ways [2]. 3. It is an organization, especially a business, or a difficult and important plan, especially one that will earn money [3]. II. Main components: collection of individuals, association, entrepreneurial activity. III. The total number of nuclear reactions – 547. IV. The total number of nuclear reactions, the corresponding dictionary value is 307. V. $547/307=1.78$. VI. $1.78 < 2$.

MONEY: I. 1. It is any item or verifiable record that is generally accepted as payment for goods and services and repayment of debts in a particular country or socio-economic context or is easily converted to such a form [8]. 2. It is at the heart of every financial transaction, including our calculations of output, profits, and every measurement of our financial health [7]. 3. It is a good that acts as a medium of exchange in transactions. Classically it is said that money acts as a unit of account, a store of value, and a medium of exchange [1]. II. Main components: mental construct, medium of exchange. III. The total number of nuclear reactions – 694. IV. The total number of nuclear reactions, the corresponding dictionary value is 601. V. $694/601=1.15$. VI. $1.15 < 2$.

TAX: I.1. It is a financial charge or other levy imposed upon a taxpayer (an individual or legal entity) by a state or the functional equivalent of a state to fund various public expenditures [8]. 2. It is compulsory monetary contribution to the state's revenue, assessed and imposed by a government on the activities, enjoyment, expenditure, income, occupation, privilege, property, etc., of individuals and organizations [2]. 3. It is a fee charged («levied») by a government on a product, income, or activity [5]. II. Main components: monetary contribution. III. The total number of nuclear reactions – 602. IV. The total number of nuclear reactions, the corresponding dictionary value is 436. V. $602/436=1.38$. VI. $1.38 < 2$.

INFLATION: I. 1. It is a sustained increase in the general price level of goods and services in an economy over a period of time [8]. 2. It is defined as

a sustained increase in the general level of prices for goods and services [4]. 3. It is the rate at which the general level of prices for goods and services is rising and, consequently, the purchasing power of currency is falling [4]. II. Main components: increase in prices, percentage change. III. The total number of nuclear reactions – 642. IV. The total number of nuclear reactions, the corresponding dictionary value is 496. V. $642/496=1.29$. VI. $1.29 < 2$.

So, comparing the associative value of five economic words with lexical value one feature was defined – all associative value is fully corresponding to lexical. It means that some fragments of *linguistic and conceptual pictures of the world* are identical.

Further research must involve the extension of the circle of economic spheres words in lexical and associative values mapping and associative fields structuring of lexemes.

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