

Kushmar L.V.

Candidate of Philology, Docent;

Shelinhovska A.V.

Student,

State Economy and Technology University of Transport

CONSEPTS “IMPORT” AND “EXPORT” IN THE STUDENTS’ CONCEPTUAL AND LANGUAGE PICTURES OF THE WORLD

The term *picture of the world* expresses the most essential characteristics of people. The *picture of the world* as a global image continuously formed in the person contact with the environment and other members of the society in the language, art, music, rituals, different socio-cultural stereotypes behavior [1].

The modern linguistics accepted the *language picture of the world* and the *conceptual picture of the world*. The *language picture of the world* is a set of ideas about the world, historically in the minds of a linguistic community, a holistic image of the world, in whose development the participation of all parties of mental activity of man. This process is the conceptualization of the world, and it's placed in the language [2]. The *language picture of the world* is a way of reflection of reality in human consciousness, is the perception of this reality through the prism of linguistic and cultural national peculiarities specific to a certain language team, interpreting the surrounding world with the national conceptual canons [1].

In the *conceptual picture of the world* everything accumulates that was once learned, called and mastered. It includes all models of judgment and the description of the world and its fragments [3]. Each language unit focuses on the conceptual space environment, becoming a verbal expression of a fragment. And as a conceptual picture of the world (and therefore its fragments) – dynamic, not static, the linguistic units that reflect it suffer all sorts of changes and acquire the conceptual values that extend the semantic field of a linguistic sign. As a result, the latter often functions not just as a word-nomination of one or more linguistic values, and the word – the cultural concept [1].

The *conceptual picture of the world* is the knowledge and insight with which a person cognizes a world. We show our experience, ideas, thoughts through the language. The language is a connecting element, by which a person gets and generalizes the knowledge and transmits them to others.

As for our research the *conceptual picture of the world* is the perception of reality in human consciousness and the *language picture of the world* is the reflection of objective affairs' state, the environment and the internal state of the individual.

Conceptual and linguistic pictures of the world are distinguished by means of creating concepts, ideas, and language units. But they cannot function without each other.

The conceptual picture of the world is expressed in concepts. A concept is an abstract idea representing the fundamental characteristics of what it represents.

Concepts arise as abstractions or generalisations from experience or the result of a transformation of existing ideas. The concept is instantiated (reified) by all of its actual or potential instances, whether these are things in the real world or other ideas. Concepts are treated in many if not most disciplines both explicitly, such as in linguistics, psychology, philosophy, etc., and implicitly, such as in mathematics, physics, etc. In informal use the word concept often just means any idea, but formally it involves the abstraction component [2].

To understand some features of the students' conceptual and language pictures of the world we used data about reactions of the concepts (for the conceptual picture) IMPORT and EXPORT and lexical meaning (for the language picture) of these concepts.

The reactions have been got using the associative experiment. To the experiment there were conducted about 400 students of economic specialties (the Faculties of Economics).

All associations have formed the conceptual picture of the world.

IMPORT: *import goods, export, China, purchase, customs, fashionable, everything can be, granting, revenues to the state goods from another country, best, drugs, our, would do well to, illegal immigrant, not our products, new, new product, new products, normally, deception, exchange, clothing, operation get, carriage, carriage of goods, abroad, transmission, more of sausages, bad, badly, demand, supply, supply abroad, products, profit, bring, sale, sale of goods abroad, product, M, products, development, Russia, Sugar, swine flu, ran out, conscience, constriction, insurance, USA, wheelbarrow, technique, good, goods abroad, goods which arrived in Ukraine, products, commodities of national consumption, products, Trade, Trade in other countries, heavily, truck, truck with goods, good, good things, rags, pants, something brought, something goo, qualitative, Quality, Japan and many others.*

The core (main) associations of IMPORT: entry of foreign goods +43; export + 51; China + 15; goods +15; products +17. The total number of core (main) associations – 146.

EXPORT: *iPhone, made in Ukraine, car, America, pineapples and bananas, oranges, business, truck, import, importation, import or export, introduce, Parliament, export, export abroad, export of goods, export, export of goods from the state, export goods, export of goods and product, deduce, export products, exported, export, export something, take out of the country (goods, raw materials), profit, profit for the state, costs, from US, give, products intended for export abroad, own products, sell something to someone, coal, export goods, gas, geodesy, Germany, border, money, state, for export, for us, to us, fine, well that was sold, goodbye, income, export, earned money, dwelling, of state, abroad, outside the country, imported, costs, increased demand for imported goods, Earth, Grain, from the country, possibility, imports, from Europe, from the country, immigration, import, imports, Turkey, import, export, India, foreign countries, foreign cars, Italy, Canada, potatoes, apartment, ninepins, China, Chinese goods, competition, sweets, border, better than normal, corn, purchase, machine,*

machines, metals, we sell to others, customs, drugs, our native, not for us, not cool, not needed, not Ukrainian, Do not know, not the best, novelty, new market, new products, deception, exchange, clothes, carriage, transmission, bad, bad things, fake, political, Poland, tomatoes, port, supply, Income, brought back, purchase in other countries, rooms, sale, selling goods abroad, products, products from the country wheat, lard, cheese, raw materials, shirt, silver, USA, Customs, that supply to us, that brings from China, technique, goods, carriage, Ukrainian, truck, something bad, exports, quality and many others.

The core (main) associations of EXPORT: import + 19; export of domestic goods + 70; money + 10; import + 71, goods + 22. The total number of core (main) associations – 197.

As for lexical meanings, we used some economic dictionaries. IMPORT – the entry of foreign goods [4]; importation from abroad for a commercial basis goods intended for consumption, capitals and operations (services) of material character carried out by foreign industrial organizations [4]; purchases of foreign goods and services [5]; goods or services which are produced in a foreign country and purchased domestically [6].

EXPORT – the coming-out of goods or capital abroad independently or with involvement the services of independent marketing agents [4]; goods which sent to another country for sale [4]; a product, which might be a service, that is provided to foreigners by a domestic producer [7]; goods produced domestically and sold abroad [8].

All IMPORT associations which meet the dictionary definition is 43. All EXPORT associations which meet the dictionary definition is 70.

Comparing lexical meanings with associations we can speak about some features in the students' conceptual picture of the world. This experiment showed that students of economic specialties understand meanings of words IMPORT and EXPORT not clear.

References:

1. Hryshchenia O. Поняття мовної та концептуальної картин світу у науці про мову / [Electron resource]. – Available online at : <http://naub.oa.edu.ua/2012/ponyattya-movnoji-ta-kontseptualnoji-kartyn-svitu-u-nautsi-pro-movu/>.
2. Wikipedia, the free encyclopedia / [Electron resource]. – Available online at : <https://uk.wikipedia.org/>.
3. Pimenova M. V. Terminology of kognitive linguistics: conceptual system and conceptual picture of the world / [Electron resource]. – Available online at : [http://term-visnyk.net/upload/iblock/5a8/termv_2013_2\(1\)_15.pdf](http://term-visnyk.net/upload/iblock/5a8/termv_2013_2(1)_15.pdf).
4. Завадський Й. С., Осовська Т. В., Юшкевичч О. О. Економічний Словник / [Electron resource]. – Available online at : http://library.nlu.edu.ua/poln_text/knigi/kondor/ekonomich_sl_2006.pdf.
5. Economics A-Z terms/ [Electron resource]. – Available online at : <http://www.economist.com/economics-a-to-z/i#node-21529861>.
6. Economic for Everyone / [Electron resource]. – Available online at : http://www.economicsforeveryone.ca/files/uploads/glossary_0.pdf.

7. University of Michigan / [Electron resource]. – Available online at : <http://umich.edu/search.phpq/http%25253A%25252F%25252Fwww-personal.umich.edu%25252F%252527Ealandear%25252F%25252520glossary%25252F/>.

8. 100 Economics Terms / [Electron resource]. – Available online at : <https://quizlet.com/460890/100-economics-terms-flash-cards/>.