Якщо мову документа правильно встановлено та є наявними спеціалізовані словники цієї мови, тоді застосовується відповідна лінгвістичне опрацювання.

Гібридна сегментація поєднує в собі надзвичайно точні результати сегментації на основі словника та результати, які постійно скасовуються під час сегментації n-gram на безсловниковій базі.

Крім цього, усі слова, які призупиняють процес, наприклад *a* та *the* в англійській мові, видаляються із запитів, які містять декілька слів. Це здійснюється із метою підвищення ефективності пошуку.

І останнім процесом під час опрацювання текстів є нормалізація символів. Цей процес може покращити скасування результатів пошуку. Покращення таких скасувань за допомогою нормалізації символів означає, що буде завантажуватись більше документів, навіть якщо ці документи не точно відповідають запиту. Так чином систему Watson можна використовувати у юриспруденції, лінгвістиці, медицині та навчанні. Компанія також має намір використовувати Watson в інших інформаційно-інтенсивних галузях, таких як телекомунікації, фінансові послуги та прогноз погоди.

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ASSOCIATIVE MEANINGS VS LEXICAL MEANINGS

The language picture of the world is a system of interrelated language units that reflects the objective state of the things of the environment and the inner world of man [1].

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* does not coincide with the meaning of the term linguistic picture of the world [2].

Conceptual picture of the world consists of many levels of signs. There are arkhaization and desemantization processes that 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 that is partially fixed in any texts. The following levels are knowledge of different sciences, both systematized, and not systematized. Language «remembered» and kept this knowledge in the signs and categories [2].

Linguistic picture of the world is historically formed in the everyday knowledge of the community and reflected in the language of the totality of representations of the world, a certain way of reflection and conceptualization of reality through the prism of cultural and national peculiarities that are inherent in a particular language group; interpretation of the world by national conceptual and structural canons of reflection of reality in the consciousness of an ethnic group, which is assimilated by the child in the process of its socialization [3]. Linguistic picture of the world is not in line with the scientific pictures of the world (chemical, physical, etc.), poetic, philosophical, religious, folklore, etc. It precedes them and forms them, because a person is able to understand the world and himself through language. Language picture of the world in its own way classifies ways of perception, it is noted own tribal relations [4].

Conceptual picture of the world exists in the form of concepts that form the conceptual sphere, then linguistic picture of the world exists in the form of values of verbal signs that form the cumulative semantic space of speech [1].

The aim of the article is investigating of associative and lexical meanings of some words from the economic sphere (RENT, BUSINESS) that makes it possible to understand some features from conceptual picture and linguistic picture of the world.

To understand some features of concepts by the students we used data about reactions of concepts. There were conducted about 400 students of economic specialties (the Faculties of Economics) to the experiment.

BUSINESS: *money (239); case (116); plan (96); profit (35); work (30); income (27); firm (25); center (21); development (19); entrepreneurship (18); deposit (18); structure (18); competitors (18); wealth (17); activity (16); partner(16); trade (14); occupation (14); capital (14); office (13); drugs (12); shop (12); organization (12); labor (7); development (7); its right (7); finances (6); businessman (6); shares (5); America (4); economy (4); idea (3); competition (3); people (3); possibility (3); prospect (3); world (3); strategy (3); selling (3); private power(3); corporation (3); pyramid (2); communication (2); the authorities (2); paper (2); murder (2); lucky (2); balletic (2); blood (2); the rich (2); time (2); civil servants (2); house (2); homely (2); Donald trump (2);*

abundance (2); life (2); employment (2); investor (2); class (2); client (2); suit (2); corruption (2); papers (2); prestige (2); private (2); problems (2); project (2); recreation (2); restaurant (2); risk (2); market (2); calculation (2); independence (2); consumer (2); stability (2); sum (2); goods (2); success (2); bribe (2).

RENT: *rooms (78); apartments (69); housing (66); the earth (64); office (63); real estate (57); money (56); contract (50); loan (49); use (39); pay (33); shop (31); rooms (26); hostel (23); area (23); costs (22); extract (19); house (17); business (17); building (13); income (13); credit (13); estate (11); possibility (10); for some time (10); clothes (9); rent (9); tenant (6); work (6); restaurant (6); temporary (6); loan (6); payment (6); funds (5); for money (4); dear (4); money on the wind (4); the house (3); auto (3); agent (3); car (3); the poor (3); exchange (3); footwear (3); profitably (3); using (3); payment (3); garage (2); hotel (2); dividers (2); work (2); for the poor (2); additional profit (2); oblivion (2); dependence (2); earnings (2); find an apartment (2); idea (2); investment (2); client (2); collective (2); easy money (2); left profit (2); leasing (2); store (2); property (2); brand (2); mark-up (2); wrong time (2); lack of monetary currency (2); fire (2); clothes (2); oil (2); pay (2); tenant (2); hotele (2); passive (2); antiquity (2); period (2); angel (2); housing fee (2); taxes (2); service (2); supply (2); bus (2); labor (2); rocket (2); installment (2); business development (2); the thing to be given (2); service (2); sleep (2); buildings (2); string possession of something (2); temporary property (2); goods (2); maintenance (2); price (2); time (2).*

All reactions to the appropriate stimulus provide an opportunity to establish the structure of *conceptual picture of the world.*

Lexical meaning of BUSINESS: the activity of and selling goods and services; a particular company that buys and sells goods and services; work that you do to earn money; the amount of work done or the number of goods or services sold by a company or organization; a situation or activity, often one that you are giving your opinion about [5; 6; 7].

Lexical meaning of RENT: the things that you do or the matters that relate only to you; a fixed amount of money that you pay regularly for the use of a room, house, car, television, etc. that someone else owns; offered by the owner for someone else to use in exchange for money; to pay or receive a fixed amount of money for the use of a room, house, car, television, etc.; a large hole torn in a piece of material [8; 9; 10; 11; 12].

Associations don't always correspond to the proper lexical content of the words. Perhaps it is connected with the fact that everyone understands the reality differently. Various nations express it differently in their languages because mythology, history, culture emphasize diverse way of knowing the world. Considering the separate nation in which everybody is related by ethnicity, all people will think differently, the associations will not match the words, and this is due to a narrow worldview. Various attitudes lead to the formation of different pictures of the world. They are formed in the human life.

Further research must involve the extension of economic words and comparing the associative value of economic words with lexical value.

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**РЕПРЕЗЕНТАЦІЯ КОНЦЕПТУ ДЕРЖАВА
В КАНАДСЬКОМУ МЕДІЙНОМУ ДИСКУРСІ**

Сучасні лінгвістичні дослідження стали неможливими без концептуального аналізу, який передбачає вивчення не лише номінативної функції мовних одиниць та їхньої стилістичної ролі, а й урахування колективної свідомості, національних та ментальних особливостей текстів та дискурсів. Одним із ключових концептів політичного та медійного дискурсу є концепт ДЕРЖАВА, що зазвичай сприймається крізь призму лексичного