

Eng. *money is power* – Ukr. *Гроші – влада* equals to Ukr. *у кого гроші – у того і влада*. The pun of words: Eng. *never marry for money, but marry where money is* – Ukr. *Ніколи не одружуйся за гроші, але одружуйся на грошах*. Compare: Eng. *money, like manure, does no good to it is spread* – Ukr. *Гроші, подібні гною, гарні, коли ними користуєшся*. Emotional and evaluative connotative components prevail in idioms that characterize the attitude of money by representatives of Ukrainian and English cultural communities, especially in describing the impact of money on life and behavior of people. Both Ukrainian and English demonstrate predominance of the negative, disagreeable attitude to money, especially the dishonest way of acquiring them.

Conclusion. In Ukrainian there is a large number of idioms in terms of poverty, small abundance. This is due to the hard life of the Ukrainian people, symbolizing the difficulty in earning money. The conducted study showed that idioms are the figurative means of expressing the world perception of the carriers of different languages and cultures and give a clear idea of the peculiarities of mentality, being a part of the linguistic picture of the world.

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Introduction. The term "concept" has become the main unit in scientific research devoted to explication of the world's linguistic picture in recent decades. This term is considered as the main form of knowledge categorization and the main means of reality conceptualization.

Review of recent publications. According to researchers, this is due to a number of factors: "The necessity of creating a new term is somewhat which synthesizes lexicographic and encyclopedic information in which semantics would merge denotation and connotation, "closer" and "further" definition of the word, knowledge of the world and the subject that recognizes it, is explained, including the needs of cognition in particular is explained, among other things, by the needs of cognitive science, in particular cognitive linguistics, which focuses on the correlation of linguistic data with the psychological ones for which the categorization of the concept in the classical "non-figurative" representation was manifestly inadequate [1: 12].

Objectives of the paper. Construction of text concepts models through the reproduction of their content filling is the goal of this research paper. Conceptual information is semantically deduced from the whole text as a structural-semantic and communicative part of the whole. The essence of the proposed method is a system of technique for modeling the content of concepts, which is constant and based on the identification of the concepts components out of text matter, their analysis and the conceptual structures formation. In our research we proceed from the notion of the concept as an informational-cognitive entity which is the carrier or the concentrator of the meanings of a certain discourse or a certain system of knowledge.

Results of the research. On the first stage of our research of text concepts, the key words are allocated in the system of lexical-semantic means of creation. Basing on them is due to the fact that they form a system of leitmotifs that have a high degree of connection to the current meanings due to a powerful system of ties and relations which repetitive word induces, so they are the leading bearers of meaning by creating a peculiar framework for keeping the basic ideas of the text. As those who lead the leitmotif (theme) they are characterized by the dynamics of semantic filling, namely from the usual nominative meaning of the word to the text meaningful, performing certain components of categorization function of the language world view.

Since the key words as the content-thematic dominant of the text "inherent in the ability to form ridicule clusters, a peculiar semantic thematic field, is reverberating only in this text united by the theme and the main idea of the work" [3: 158] they serve as units for nomination of text concepts. It reveals its inherent ties to the text components – the nominee of the concept – because of the connectivity of the keyword. Simulation of such compatibility is carried out through generalization of the regular compatibility of key lexems. The analysis of word classes with which the keyword combines allows to set the most important features of the corresponding concept that are combined into key fields. L. Cherneiko states that the text concept is formed by the conceptual features (meanings) whose composition is organized on the principles of field formation. The researcher describes the content of the conceptual field as follows: "Concept is a construct that represents the associative field of a

name, but not equal to it. Concept is a paradigmatic model of the name, which includes both the logical structure and the sub-logical structure of its content. These structures are derived from the free connectivity of the name and non-free that is, from the syntagmatic relations of the name, fixed in the text" [5: 513]. N. Bolotnova considers the use of field approach as the main means of studying conceptual content: "We believe that the allocation of the concept (conceptual analysis) is possible on the basis of text associatively, that is conceptually organized by semantic fields and stimulated lexical structures of different types" [2: 83].

In our research paper the concept of "conceptual field" is applied to an orderly set of linguistic units. These are the conceptual components interconnected by systemic relations and united on the basis of common sense form one aspect of conceptual content and grouped around a keyword. Means of concepts explication are text components that are syntagmatic or paradigmatically associated with a key word. They are located in the immediate context, which, by repeating in certain fragments, unites them within the framework of typical content situations (fields). Thus, "the detection of the concept structure is possible through the observation of the connectivity of the corresponding linguistic signs" [4: 31].

Modeling of concepts is carried out on the basis of generalization and systematization of regular repetitive in the text of homogeneous conceptual means that represent them. Conceptual features are means that form the field formation by demonstrating their essential features.

Conclusions. Semantically similar material is a set of linguistic units (mainly lexico-phraseological) and is usually taken into account in the analysis of specific concepts. They are joined by a common content that reflects the conceptual substantive or functional similarity of the phenomena being observed, phenomena which forms the corresponding fields, namely the components of the concept field. Conceptual field is an open model. The composition of its components is determined by the integrative component. This is a structurally semantic dominant of a field that unites them in one semantic whole and is called the minimal semantic conceptual sign or the minimal conceptual component of meaning. The final result of the description of concepts is the materialization of their content through a linguistic description with a verbal representation of all conceptual features.

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DEVELOPMENT AND FUNCTIONING OF COMPUTER NEOLOGISMS IN MODERN ENGLISH

Introduction. With the technical progress and the advent of the Internet a huge number of new language units – neologisms – appeared in English, especially in the IT sphere. It has led to the language vocabulary enrichment and changing its semantic structure [10].

Review of recent publications. Many research works of such linguists as A. Metcalf, I. Danilova, M. Kozak, Yu.A. Honest, D. Crystal and others are devoted to the study of neologisms [4; 6; 8]. However, the problem of the emergence, formation and functioning of neologisms in the computer sphere remains ambiguous and demands being further investigated.

There is still no a complete definition of the term “neologism”. Scientists just emphasize on the novelty of a word. I. Danilova interprets the term as “... a new word, linguistic novelty, a grammatical feature that appears in the language” [4]. M. Kozak adds that the novelty of a neologism “is understood by the speakers” [4].

So, after we have examined the main tendencies of the interpretation of the term “neologism”, we can assume that the computer neologism is a word or a phrase that