



**THE CONCEPT OF LOVE: THE PECULIARITIES OF ITS USAGE IN THE ENGLISH  
PAREMIOLOGY**

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**ABSTRACT:** The aim of this research article is to compare concept “love” in English as exemplified by paremiology and lexicography of studied language.

**KEYWORDS:** love, concept, linguistic culture, representation.

The thesis about the direct influence of the culture of the people on their language finds multiple confirmation in the vocabulary, semantics, and grammar of the language. The difference in languages is explained by the difference in cultures, the difference in conceptual codes and mental styles of different peoples. Differences in the national specifics of cultural concepts are especially striking among the peoples of the West and the East. In fact, “East and West are two mental planets (Asia and Europe) on the globe, with their own codes of cultural concepts that determine “; hemispheric”; the mental styles of the peoples inhabiting them”

The interaction of civilizations appears before us not only as a clash of different types of economic organization of traditional, industrial and post-industrial societies, but, first of all, as a clash of different mental, linguistic and value pictures of the world, cultural attitudes, methods of cognition and self-knowledge. The increase in the intensity of intercultural communication in the context of total informatization is not always accompanied by conflict-free discovery of another culture. Much more often one has to observe an exacerbation of the problematic component of communication, which manifests itself in misunderstanding and rejection.

Forecasting possible conflict situations and identifying the most favorable conditions for intercultural communication are the priority tasks of modern humanities. Their solution is possible, in our opinion, only if an effective research strategy is developed, aimed at an adequate understanding and description of the ongoing cultural changes. This strategy cannot be limited by the framework of one science; a stereoscopic view of the subject is provided through the joint efforts of a number of disciplines focused on the study of a person. Among them stand out: philosophy of knowledge, cognitive neurophysiology and psychology, cognitive linguistics, cognitive anthropology and a number of other areas.

Thus, the determining factor in the relevance of the problem of the relationship between language and culture is the active development of the problems of interaction of cultures of different peoples, especially in the modern era, characterized by the processes of internationalization of various aspects of life, social, including spiritual, the existence of entire peoples, an individual, under the powerful influence scientific and technological progress. Therefore, the emerging formation of a new direction - linguoculturology, for which the problem of "language and culture" is key, seems to be important for modern linguistics.



The concept of "Love", considered in our study, is present in any ethnic culture and is universal. Conceptual representation of love is based on local, national, cultural and historical traditions, religious beliefs of ethnic groups. Like most of these concepts ("will-freedom", "truth-truth", "bliss-happiness", etc.), in its verbal representation, love is characterized by "diversity" and "semantic doublet" (love - affection -passion -infatuation -devotion). As a universal concept, the concept of "love" is evidently present in all ethnic linguistic cultures.

Dictionaries offer the following definitions of the word "Love":

- 1) Something that you like very much, or that you enjoy very much; someone who you have romantic feeling about;
- 2) The object of attraction or liking; a person who is loved; a friendly word of address;
- 3) A delightful or superb example, instance, or occurrence;
- 4) No score for a player or side in tennis and certain other games;
- 5) An amorous episode;
- 6) Tender attachment, fondness;
- 7) Love affair –heritage;
- 8) An instance of affection, an act of kindness;
- 9) To have strong affection or deep tender feelings;
- 10) To love to hate;
- 11) The feeling of liking and caring for someone such as a member of your family or a close friend;

The associative array of the concept "love" in English Generalized presentation of the concept "love" in English paremiology allows us to draw the following conclusions:

-Love is omnipotent, unreasonable, no one and nothing can resist it. Love encourages to forgive, believe, worry about the fate of a loved one, and also transforms him. -Love cannot be ordered, at will, love cannot be hidden either; love is inexpressible in words, distorts the perception of reality, drives you crazy. -New love expels the old one, separation from someone kills all the beautiful feelings, from someone, on the contrary, intensifies. -Love is a blessing, it is associated with hatred, it can be real and not real; -Love cannot be bought, but it depends on material wealth and age. Status and position play a role. -The choice of an object of love occurs unmotivated, but at the same time the internal, intuitive background of the choice is positively assessed. To achieve the favor of the object of love, there are appropriate techniques. Love can be achieved in all ways. Marriage is fatal to love;

-Love is present in family relationships, motherly love is especially strong. Love takes a definite position in adolescence. Particularly noteworthy is the abundance of units that refer to the material -activity side of love -marriage and courtship. In addition, a certain part of the paremiological corpus is represented by units common to almost all European languages, which formally and semantically copy each other. For example, Amor caecus est, Love is blind, Omnia vincit amor, Love conquers all each other.



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