

Summary

Subject matter: Linguistic means of contemporary Spaniards' and Nogays' idea about success in diachronic aspect **Author:** Adgibaeva Zalina Arslanovna

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Topical Importance: the concept of success is relevant in contemporary society according to its verbalization and modification

Object of the research: lexical units which verbalize the concept «success» in Spanish and Nogaish.

Goals: revealing and describing the content and the structure of the concept «success», its representation's peculiarities in Spanish and Nogaish. **Tasks:**

- to reveal and describe the peculiarities of the concept as a basic notion of a contemporary cognitivistics;

- to define socio-cultural suppositions of formation of the concept «success» in modern society;

- to reveal the structure and signs of the concept «success», its prototype in Spanish and Nogaish;

- to carry out the research of speech actualization of the concept «success» in Spanish and Nogaish;

- to reveal the facts which influence the development of the concept and its modification in time;

Theoretical significance: contribution to theory and methodology of conceptual analysis.

Practical significance: the results of the research can be used in courses of general and special linguistics and lexicology. The results can also serve as additional material in interpretations of dictionaries' definitions.

Implementation advice: contribution into the theory and the methodology of conceptual analysis. The results of the research can be used in the courses of general and specific linguistics and lexicology. The results can also serve as additional material in the interpretation of words' definitions.