

**Subject matter:** «Phraseological means of representation of the concept "DIGNITY" in modern English»

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**Research relevance:** insufficient information of the phraseological semantic field of «dignity» in modern English and insufficient attention to the associative links of the concept «DIGNITY » with other concepts.

**Purpose:** to describe and model the structure of the concept «DIGNITY» by means of phraseology

**Tasks:** to determine the cognitive principle and the structure of the concept «DIGNITY» based on philosophical and historical research; to do etymological and definitional analysis of initial lexical items; to identify phraseological means of representation of the concept «DIGNITY»; to determine actual meaning of phraseological units with the help of cognitive model of phraseological unit's description.

**Theoretical and practical significance:** is in a definite contribution into the development of the main features of cognitive linguistics, field theory of phraseology within the discursive-cognitive areas of cognitive linguistics. Practical significance is determined by the possibility of using materials and results of the study in academic activity.

**Results of the research:** the results of the study confirmed that phraseological unit is an effective means of linguistic explication of the concept «DIGNITY», carrying linguistic, socio-cultural and psychological information. Approaches to the study of the concept «DIGNITY» used in this paper can be helpful for the analysis of other abstract concepts, which determines its value to future research in the field of cognitive linguistics.