Subject matter: «Linguistic means representing the concept TOWN in different languages»
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Research relevance: is in the need to study the mechanism of semantic-pragmatic coding of the cognitive-conceptual sphere TOWN;
Purpose: to define the lexical means of representing different frame semantics describing town, town’s building, the problems of life in towns, etc.
Tasks: to state the main directions of forming the concept TOWN in two compared languages; to define the lexical items constituting them; to state the differences in both languages.
Theoretical and practical significance: is in cognitive-frame approach towards the study of lexical items representing the concept TOWN in two compared languages; as well as in practical importance for teaching communication skills in ESL class.
Results of the research: conceptual approach made it possible to divide frame TOWN into several sub-frames: architecture, open places, problems of living, negative and positive features, town services, etc., each having specific lexical expressive means both words and phrases. All means can also be divided into proposition-oriented items and those, forming the propositional content, showing the attitude towards the problems.