ABSTRACT

Subject matter: Cognitive and Linguocultural Aspects of Money Unit Names in Germany.

Author: Galina A. Kuvaeva, 4th year student, Institute of Translatology and Multilanguage Studies

Scientific supervisor: O.P. Skiba, Associate Professor of the Chair of Theory and Practice of Translation and Interpretation.

Information about the sponsor organization: Pyatigorsk State Linguistic University; 9 Kalinin St., Pyatigorsk, Stavropolskiy Krai.

The given work represents an attempt to view the role of concept Geld in German language, to gather and classify nominations of monetary units and to find out idioms and expressions to monetary themes. As an important part of the culture money can be found in all aspects of our life.

From the linguoculturological point of view money have a great impact on language and culture of a nation, therefore we can see it as the concept. The concept is multidimensional and covers the whole meaning of the word both the denotative and connotative, and reflects the views of certain cultures. It incorporates many of the values of lexical units.

Concerning Germany it is notable, that there is a huge variety of the names of monetary units. This fact is connected with the history of the country and is reflected in the mentality of people. We came to the conclusion that not only the names of the new coins formed the word, but also simple words can get a meaning of money. These words can be divided according to certain criteria in groups and identify the causes of certain items. A large number of values are derived from the names of animals, plant, materials and substances.

We define the basic techniques of translation of non-equivalent vocabulary. These are: calquing, descriptive translation, transcription, grammar adaptation to the Russian language, lexical transformation.

The semantics of some lexical items, which denote monetary units, are sometimes marked with mistaken etymology. This is due to several reasons. On the one hand, since the original reason for the metaphor is forgotten and lexical item get another meaning. On the other hand, we are dealing with ordinary cases of homophony.
The concept *Geld* can be considered as an important component of the culture of German society.