

LINGUISTICS
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Rouzhnikova G.G. Concept “love” in Spanish speaking personality's consciousness

Owing to specific character of Hispanic mindset (emotionality), the most important value categories of Spaniards (epicureanism, desire for life pleasures, life delight and love) find its reflection in their language. In Spanish there are two verbs that mean – to love (someone) – "amar" – to love, and "querer" – to love, to want. Analyzing the study of semantic space of concepts love-amar, to want-querer we can notice that the semantic components that structure the conceptual sphere love-want, produce in a language picture of the world the basic prototypes. The distinctive feature of the concept is its ethnocultural property. A number of concepts forms the conceptsphere of the given nation, and, accordingly, the given language, which directly relates to the language picture of the world. Spontaneity and sincerity are characteristic features of manifestation of a state of mind of Spanish-speaking people; machism. Machism phenomenon – is historically developed high cult of males. One of the important element of Spaniards behavior is a compliment.

Key words: actualization of the concept, the concept actualizer, cognitive and lingvocultural concepts, concept sphere, intermental and interlingual character of concepts study, linear axis of language, agent of action.

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