

PHILOLOGY

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Verbalization of the concept of "time" in the British cultural picture of the world by paremiological means of language

It is considered the problem of verbalization of the concept of "time" in the British cultural picture of the world by paremiological means of language. It is pointed out that the language reflects the cultural memory, spirit of the people and its identity. Therefore, such concepts as "picture of the world", "cultural picture of the world", "language", "mentality" and "national character" are important when studying the cultural and national specifics of the people. The paremiological fund of a particular linguistic culture contributes to a detailed study of the cultural and national identity of a particular ethnic group, its historical past, world understanding, attitude to other peoples and value guidelines. The identification of characteristic time values in the British linguistic culture indicates that each nation sees its own world and treats it differently, which is reflected in the language of a particular linguistic culture. Consequently, it is concluded that even such an objective, astronomically conditioned concept, as time turns out to be "subjective", i.e. culturally specific.

Key words: picture of the world, cultural picture of the world, language, mentality, national character, time.

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