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**SUCCESS CONCEPT IN ENGLISH PHRASEOLOGY:  
COGNITIVE-SEMANTIC ASPECT**

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Despite the fact that linguoculturology is one of the most actively developing areas of modern linguistics, the problem of cultural concepts is among rather controversial issues in this area of linguistics [1; 3; 6; 7].

The conceptual sphere, the immanence of development and the openness of its borders are indisputable, include concepts that have been sufficiently thoroughly studied, and those whose studies cannot be considered completed. One of the significant, key concepts of any society, the relevance of which in the life of society is undeniable, is the concept of SUCCESS – ultimately, the existence of a nation as such depends on the attitude to work. In our research, an attempt is made to interpret

the concept SUCCESS in proverbs, phraseological units and aphorisms characteristic for culture.

Characterizing idioms, sayings and proverbs characteristic for the American linguistic picture of the world we may come to the conclusion that this culture features language units expressing advice, folk / world wisdom, which is typical for these linguistic units [2, p.40; 6, p.10].

These units transmit cultural information either through the denotative aspect of meaning, or through connotative, and these two aspects are stored in the internal form of phraseology. Inner form being the figurative motivation of the phraseological unit, represents a “concrete form of the sensory form” [3, p. 9].

An analysis of the definitions of phraseological units in special dictionaries made it possible to single out thematic groups representing individual characteristics of the concept SUCCESS (it should be noted that some phraseological units are included simultaneously in several groups). Thus, we have identified the most extensive and widespread thematic groups, such as SUCCESS – MOVEMENT, SUCCESS – ACHIEVEMENT and SUCCESS – WEALTH.

#### **Thematic group “SUCCESS – MOVEMENT”.**

The analysed phraseological units make it possible to represent success in the English language picture of the world in the terms as moving “forward / backward (horizontal)” or “up / down (vertical)”. Orientational metaphors of spatial (horizontal or vertical) movement of the forward / backward or up / down type, according to the authors of the theory of metaphorical modelling J. Lakoff, M. Johnson (1991), are consistent with the basic values accepted in American society. Really existing and deeply rooted cultural and social priorities are reflected in the system of orientation metaphors, the most significant of which are GOOD IS UP, MORE IS UP.

The described social stereotypes present the achievement of success as a movement upward, an improvement in quality, an increase in the quantity, intensity of a feature expressing the phenomenon under consideration, which is consistent in the minds of the communicants with the pro strange metaphors MORE IS UP and GOOD IS UP. In this regard, the desire to be successful, the achievement of success, actualizes positive meanings and is associated with moving up. In the contexts we have considered, such meanings are expressed: at the top; to climb/rise to the top position; to ride on the crest of the wave; to be at the peak; to come out on top.

Verbalization of SUCCESS as happiness is a part of a picture of the world and is seen in verbal units evaluating it on the scale of movement UP – DOWN.

I'm feeling up (Я в піднесеному настрої). That boosted my spirits (Це підняло мій настрій). You're in high spirits (Ви в хорошому настрої). Thinking about her always gives me a lift (Думки про неї завжди надихають мене). America pushes ahead (букв. мчить вперед) with bilateral, regional and global trade.

The thematic microgroup “situations which occur on the way to success” includes the following:

a) situations that contribute to success (an ace in your hole, push at an open door, like a dream, a chink in smb's armor). Representation of such components of the concept “success” as advantage, ease of achievement, closeness to success,

prospects are confirmed by the following lexemes that are part of the definitions of phraseological units: very nearly succeed in; likely to be very successful; advantage; very easy to achieve; without any problems; to help smb. to achieve, etc.;

b) situations that prevent the achievement of success (go for broke, play hardball, a mountain to climb). Representation of such components of the concept SUCCESS as a complex, dangerous, risky situation is confirmed by the following lexemes that are part of definitions of phraseological units: difficulties; take a risk; to harm; to be threatened; disadvantage, etc.

c) the type of activity in which a person strives for success (to do a land-office business, earn your corn, turn the corner, be / stay ahead of the game, wipe the floor with somebody, snatch victory, be ahead of the pack, sweep the board, the rat race).

d) critical moment (hit or miss, sink or swim, suck it and see, try your wings). Representation of the critical moment component of the concept SUCCESS is confirmed by the following lexemes that are part of the definitions of phraseological units: equally likely to fail or succeed; way of measuring; depend on; see if you can succeed, etc.;

e) luck accompanying success (every dog has its day, the best of British, fall on your feet).

#### **Thematic group “SUCCESS – ACHIEVEMENT”.**

The components of this group in the American picture of the world contain idiomatic expressions with the nomination success:

1) to make a success (to achieve success), 2) little success / ill success (unsuccessfully), 3) well-deserved success (deserved success), as well as verbs with a semantic component of achievement: to achieve, to succeed, to attain, to manage.

a) a successful person (top drawer, a bright spark);

b) a thing that is successful (smash hit, blockbuster, flash in the pan);

c) success as an abstract concept (a feather in one's cap, success story);

d) a successful life or a successful period of life (halcyon days, an Indian summer, a one-day / nine-day wonder).

The thematic microgroup “results” includes the units associated with the idea of labour activity as a service, as well as with the health damage caused by hard physical labour.

E.g.: no gain without pain / no pain, no gain; don't count your chickens before they are hatched; well begun is half done; as you brew, so you must drink; nothing seek nothing find; zeal without knowledge is a runaway horse; the end crowns the work; he who sleeps all the morning may go bagging all the day after.

#### **Thematic group “SUCCESS – WEALTH”.**

This group is the most productive, and its components contain a large number of synonymous nominations that explicate the material component of success. The frequency of word usage also indicates the conventional nature of such correspondences.

The film was commercial success (став лідером касових зборів) but many critics hated it. The Texas giant is yet another oil firm to reap a windfall (яка несподівано зірвала куш) from last years' surge in oil prices.

*Success* is expressed not only in the material well-being of the individual, but also in companies, enterprises, as well as in the economic well-being of the country's citizens, successful business development, stability of the economic system, etc.

The microgroup “earnings” is represented by numerous phraseological units: the labourer is worthy of his hire; a cat in gloves catches no mice; least said, soonest mended; no living man all things can; the early bird catches the worm; God helps those who help themselves.

There is no way to leave a job and achieve success without completing the task:

The best way to get rid of work is to do it; Never do things by halves; Whatever you do, do with all your might, for things done by halves are never done right; What may be done at any time will be done at no time.

The analysis of phraseological units, sayings and proverbs shows that success is positively evaluated in American society. Money and wealth are integral components of success, and references to the material component of success are very frequent. Idleness and laziness have negative attitude.

The approval of an active creative activity of the person, their desire to work well and qualitatively, honest attitude of the employee to their duties should also be stated. An American as a representative of the whole nation is characterized by paying great attention and accuracy to the work performed, and a more conscientious attitude to the work.

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