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CONCEPT "MONEY" IN THE ENGLISH, RUSSIAN AND ARABIC LANGUAGE PICTURE OF THE WORLD

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The present paper explores the concept "money" in the Russian, English and Arabic languages on the basis of colloquial vocabulary. The study focuses on revealing culture-specific components of the concept in the languages.

The notion "concept" has not been definitively defined yet by linguists, and the search for what they think about it is still continuing. "Concept" is considered as a linguistic-cognitive phenomenon [1], a linguistic and cultural phenomenon [2], a basic unit of culture, a psycholinguistic phenomenon [3] and others. Thus, E. V. Paleeva understands the concept to be an "operational unit of human consciousness that has a multidimensional structure, and it is a result of cognitive activity of the individual and society" [3, p. 7]. We agree with this statement, since "the word expresses the connection between the linguistic and the conceptual pictures of the world, that is, between knowledge of the world, which is mediated in the linguistic picture of the world of an individual and society as a whole" [3, p. 7]. The national picture of the world plays an important role also because it demonstrates certain features of different people.

The concept "money" is a part of the picture of the world and occupies one of the main positions in the system of national values that is why it is the theme of our work.

The purpose of this article is to study the concept "money" in the Russian, English and Arabic language pictures of the world through the means of its verbalization.

The object of our study is the concept "money", which is investigated on the material of the Anglo-American, Arabic and Russian colloquial vocabulary. The uniqueness of the work lies in the fact that for the first time in domestic and foreign linguistics this phenomenon is studied in Arabic, Russian and English in comparison. Thus, the works of Yu. S. Denisenkova, E. A. Osheva, E. V. Paleeva, N. E. Agarkova and others are well known for studying this issue in Russian and English, but no study of the concept "money" in the Arabic language was found. We believe that this topic is quite promising and our work will make a definite contribution to the development of modern linguistics.

Based on the fact that the speakers of the three languages see and understand the world differently, there is a need to study their understanding of the concept "money", which will give us the opportunity to identify features and differences in the perception of representatives of these three different ethnic groups, the specific features of their mentality, which are related to certain people only. The concept "money" shows a very complex system not only material-monetary relations, but also affects the system of spiritual, moral and ethical values of human society and the spiritual world of the individual. In the linguistic consciousness of the three ethnic groups, this phenomenon occupies an important place: it reflects the characteristics of the economic and cultural development of the people and is nationally determined.

In American culture the concept "money" is one of the main notions: the whole life of the state as a whole and the life of every person are built on it. Money, according to American society, is a force, a kind of deity, which influence a person, his way of thinking. Consequently, money is above moral values, occupying a leading position. All this suggests that money is a very important component of American culture. They value money, it is important for them to have it, but the Americans don't like to waste, unlike the Russians, for whom generosity is one of the main characteristics.

An oriental person, in particular, of Lebanese descent, spends more money than he earns, it is connected with large families in the east because traditionally men are breadwinners in the family and they are responsible for their children, regardless of their age. In Arab culture there is such a statement: "هذا بان ملاظة اعطي ان اريد لكن تفسير لها الظاهرة ليس وهذه يدخل ما من اكثر أمواله من يصرف اللبناني وبالأخص عادة العربي" "ذالك وغير اهلهم عند يعيشون زالو ما الذي والأشخاص الكبيرة العائلات في عادة يحصل" which says that the Arabs in particular the Lebanese spend more money than they earn.

The differences in perception of concept 'money' in American, Russian and Arab culture are expressed with the language means also, which allow to determine the place this notion takes in the consciousness of these people. Colloquial vocabulary is of interest for us.

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Thus, the Russian language is rich in its slang, various synonyms of the words and the word "money" is not an exception. Variants such as "лавэ", "бавло", "чистоган", "желтый дьявол", "капуста", "мошна", "мани", which reflect a scornful attitude towards money, are quite common. Other options: "бабулечки", "бабуль", "бабульки", "баксы", "бакшиш", "бакшиши", "балабаны", "балабасики", "балабасы", "бумажечки", "денежка" on the contrary, convey a tender, loving attitude towards it. It is found among slang and sublime understanding of money - "Телец", "Божество" and others.

In English, everything is a little bit different, unlike the Russian language. In English, there are American and British variants, which differ significantly. In this article, we will look at American synonyms for the most part and will partially touch the British ones. The Americans, like the Russians, use the word "cabbage" when talking about money – "cabbage". For example, "I've got no cabbage" would mean "I have no money." The Americans emphasize the value of money with the help of another word – "dough", recalling that bread is made from dough, and we all know that bread is the main thing for people. Therefore, money = bread, that is, the most important things in life. The following synonym is associated with food – "chips", which also means money. It is worth noting that the Americans borrow many words from other languages and turn them into slang. For example, "ducats" is taken from the Italian vocabulary, and "greens" – is from the British. The following options are of interest: "brass" – coppers, small money, trifle, the expression "Where there muck there's brass" is used ("If you are not squeamish, money can be made on everything"); "Mad ducks" is a huge amount of money.

British slang includes synonyms for the word "money", like "quid" – one pound (£ 1), "jack" – one pound (£ 1) (found in the expressions "a piece of jack" – small loose change and "to make one's jack" – make good money); "Nugget" – one pound (£ 1), originating from the gold nugget – a gold nugget, etc.

The Arabic language is one of the richest languages, containing a huge number of concepts that are very difficult to translate into other languages. It should be noted that the Arabs are historically reluctant to borrow other people's words, preferring to create their own ones. There are 5 groups of dialects of the Arabic language. Different groups can hardly understand each other, and more often they do not understand at all. The most common of them is Egyptian, since it is in Egypt that the largest number of Arab speakers (about 70 million) lives. Today, Arabic is one of the most common languages and its importance is gradually increasing. In Arab culture the attitude to money is careful, respectful, which confirms the small number of synonyms of this word. In everyday life people use not only the word "المال" (almalu), which means "money", "capital", but also words that are rarely used in conversations. For example, "فلوس" (flus) – money, having a positive color or "شر فلوس" – "Money is evil." The word "زلط" (zalat) is quite rare to use, since it has been outdated. In addition, there are sayings about money: "بالذهب ملا بالمال لا تشتري لا الصحة ولكن بالمال الدواء نشترى ما

بالذهب ولا بالمال لا أيضا تأتي لا السعادة ولكن والبيوت القصور نشترى ما" ("We buy medicines for money, but health is not bought for money, we also buy palaces and houses, but happiness does not come with either money or gold"). This suggests that for the Arabs the most important things are not connected with money, they appreciate simple human values. In addition, it is necessary to mention such words as "فلوس" (flus), "مصاري" (masari), "نقود" (Nukud), "إيولة" (Suyule), "عملة" (aamle), which also mean "money". They have a positive meaning.

Thus, all the examples listed above reflect the impact on society and are differentiated according to the principle of evaluative connotation. In the Russian language picture of the world the concept "money", expressed through slang, has both a sublime and contempt meaning. The value of money is reflected in the English language; respect for money is emphasized in Arabic. One thing is certain: in any culture, the role of money in the life of society as a whole and in the life of every person is great.

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