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**ЕТНОКУЛЬТУРНІ ХАРАКТЕРИСТИКИ КОНЦЕПТУ
MANAGEMENT В АМЕРИКАНСЬКІЙ ТА УКРАЇНСЬКІЙ
ЛІНГВОКУЛЬТУРАХ**

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**ETHNOCULTURAL CHARACTERISTICS OF CONCEPT
MANAGEMENT IN AMERICAN AND UKRAINIAN LINGUOCULTURES**

8.035 “Philology (Applied Linguistics)”

Qualifying thesis for obtaining Educational Master’s Degree

Research advisor:
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ABSTRACT

Artymovych S. Ethnocultural characteristics of concept MANAGEMENT in American and Ukrainian linguocultures.

The thesis consists of 85 pages, has 3 chapters, 108 sources in the list of references and 2 appendixes. The study is based on the comparative analysis of concept MANAGEMENT in American and Ukrainian linguistic cultures.

Keywords: *linguistic and cultural concept, management, conceptual analysis, component analysis, the analysis of dictionary definitions, a free associative experiment.*

The relevance of the master's thesis lies in the study of linguistic-cultural and linguistic-cognitive trends, as well as the position maintained by the linguistic-cultural concept of MANAGEMENT in the language world view of Americans and Ukrainians. Our master's work is carried out within the framework of linguoculturological and linguoconceptual areas.

The thesis aims to determine theoretical and methodological basis based on the study cognitive content of the linguistic and cultural concept MANAGEMENT; to analyze current problems of management development in modern system of management, administration and leadership in American and Ukrainian business circles; by conducting of a free associative experiment to determine the figurative, conceptual and value characteristics of the studied concept in the American and Ukrainian linguistic consciousness; to establish the main linguistic and cultural differences and correlation between the means of verbalization of the MANAGEMENT concept in the modern discourse of management communication of Ukrainian and American business communities.

The following methods of investigation were used in the study of the research: the analysis of dictionary definitions, component analysis, conceptual analysis, a free associative experiment.

АНОТАЦІЯ

Артимович С. О. Етнокультурні характеристики концепту management в американській і українській лінгвокультурах.

Дипломна робота викладена на 85 сторінках, вона містить 3 розділи, перелік використаних джерел налічує 108 найменувань. Дослідження базується на порівняльному аналізі концепту MANAGEMENT в американській та українській лінгвокультурах.

***Ключові слова:** лінгвокультурний концепт, менеджмент, концептуального аналізу, кількісний аналіз, аналіз словникових дефініцій, вільний асоціативний експеримент.*

Актуальність магістерської роботи полягає у дослідженні лінгвокультурних та лінгвокогнітивних тенденцій, а також позиції, яку займає лінгвокультурна концепція МЕНЕДЖМЕНТУ в мовному світогляді американців та українців. Наша магістерська робота виконується в рамках лінгвокультурологічного та лінгвоконцептуального напрямів.

У роботі визначено теоретико-методологічне підґрунтя дослідження когнітивного змісту лінгвокультурного концепту MANAGEMENT, проаналізовано актуальні проблеми розвитку менеджменту в сучасній системі управління, адміністрування та керівництва в американських та українських ділових колах, шляхом проведення вільного асоціативного експерименту визначено образні, понятійні та ціннісні характеристики досліджуваного концепту в американській та українській мовній свідомості, встановлено основні лінгвокультурні відмінності та кореляцію між засобами вербалізації концепту MANAGEMENT у сучасному дискурсі управлінської комунікації української та американської ділової спільноти.

***У ході дослідження роботи були використані наступні методи дослідження:** аналіз словникових дефініцій, компонентний аналіз, концептуального аналізу, вільний асоціативний експеримент.*

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INTRODUCTION

This master thesis devoted to clarify the specific features of concept MANAGEMENT verbalization in American and Ukrainian linguocultures.

In the 21st century, the study of conceptual spheres of different linguistic cultures and individual concepts in their structure remains one of the main research directions in linguistics. The process of concepts implementation is considered in the direction of cognitive linguistics and linguocultural studies, which involves a comprehensive approach that takes into account the achievements of many branches of linguistics (cognitive science, linguistic semiotics, psycholinguistics, and others) and corresponds to the priority anthropocentric paradigm of modern linguistic studies. That is why the analysis of language in the aspect of its interrelationships with the mentality and culture of the people, in the plane of personal perception and the formation of an individual language world view, is relevant. According to the provisions of cognitive linguistics, language belongs to a person who makes sense of himself, his place in the world around him and his function in daily activities and communication.

The master's thesis is aimed at researching the linguocultural concept of MANAGEMENT in the American and Ukrainian language world view at the current stage of these linguistic and cultural communities' functioning and interaction.

The methodological basis of our research was the works of outstanding foreign and domestic researchers on the problems of linguoconceptology and linguoculturalology (V. Evans [11], C. J. Fillmore [12], G. B. Palmer [22], R. Langaker [16], L. Talmy [24], N. Venzhynovych [36, 37], I. Golubovska [38], S. Zhabotynska [43], V. Zhaivoronok [44], A. Zagnitko [45], V. Ivashchenko [47], V. Kononenko [56, 57, 58], T. Kosmeda [60, 61], M. Kochergan [62], L. Lysychenko [69], M. Polyuzhyn [81, 82, 83, 84], A. Prykhodko [86], T. Radziewska [87, 88], O. Selivanova [90, 91], and others. The functioning of the actual concept of MANAGEMENT in the managerial discourse of the USA in

linguistic, cultural and cognitive aspects is investigated in the works of O. Kachmar [49, 50, 51, 52, 53, 54], on which the algorithm of the practical part of our research is based.

Among the concepts that entered the Ukrainian linguistic culture as borrowed ones, and over time acquired national features, the concept of MANAGEMENT occupies a special place. According to M. Tulenkov, the term "management" acquired a significant content expansion during the evolutionary transition of global management thought, it is increasingly interpreted as a universal way of rational organization of not only production, but also social, political and cultural processes. [103, p. 110-111]. This led to a paradigm shift in the interpretation of the meaning of the concepts "management" and "administration", as well as in the interpretation of the first as a general principle of the second when it was combined with its three main types - socio-political, socio-economic and socio-cultural [75, p. 7 - 9].

The topicality of the study of the master thesis is determined by the fact that the research was carried out in the focus of linguistic-cultural and linguistic-cognitive trends, as well as the position maintained by the linguistic-cultural concept of MANAGEMENT in the language world view of Americans and Ukrainians. Our master's work is carried out within the framework of linguoculturological and linguoconceptual areas. It is also devoted to the important problem of studying the specifics of the concepts verbalization transmitted or imported from one linguistic culture to another with a corresponding description of cognitive similarities and differences in concepts as a result of this process. All this determine the relevance of the study.

The object of this research is the concept of MANAGEMENT in American and Ukrainian linguocultures.

The subject-matter of the study is the semantic and structural characteristics of the studied concept.

The aim of the master's thesis is a comparative analysis of the concept of "management" in American and Ukrainian linguocultures.

In accordance with this aim, the following **tasks** are set:

- to determine theoretical and methodological basis of linguocultural concept of MANAGEMENT study;
- to analyze current problems of management development in modern system of management, administration and leadership in American and Ukrainian business circles;
- by conducting a free associative experiment to determine the figurative, conceptual and value characteristics of the studied concept in American and Ukrainian linguistic consciousness;
- to establish the main linguistic and cultural differences and correlation between the means of verbalization of the MANAGEMENT concept in modern discourse of management communication of the Ukrainian and American business communities.

The fulfillment of the aim and tasks of the research involves the use of the following **methods**: *the analysis of dictionary definitions* was used to determine the semantic structure of the concept core; *component analysis* was intended to determine grammatical structure of concept verbalizers; a study of verbalizing ways of the concept and organizing its components was conducted by *conceptual analysis*; *a free associative experiment* for conducting a questionnaire with the involvement of representatives of the studied linguistic cultures.

The material studied is data from sources of reference material (12 of them are lexicographic sources), 120 language units for the designation of the MANAGEMENT concept, obtained by the continuous sampling method from lexicographic and Internet sources.

The theoretical significance of the master thesis proceeds from the characteristics of the linguistic and cultural concept of MANAGEMENT from the standpoint of the business activity of management agents within the American and Ukrainian cultural and business community.

The practical value of the work lies in the possibility of using the research results in teaching courses in general linguistics, cultural linguistics, the intercultural

communication, cognitive linguistics, as well as in practical linguistic and country studies, training of managers for international economic cooperation.

Approbation of research results. The main provisions and results of the research were reflected in reports and speeches at scientific and scientific-practical conferences - X International Scientific and Practical conference "Analysis of modern ways of science development and scientific discussions" and the 80th "Lviv Polytechnic" National University student scientific and technical conference "Current problems of linguistics". The theses "Associative experiment as a method of conceptual analysis"[32]. and "Verbal implementation of the MANAGEMENT concept in the American governance discourse"[33] were published.

Structure and scope of the thesis. The work consists of introduction, three chapters with conclusions to each of them, general conclusions, a list of references, contains 4 tables and 5 figures. The volume of work is 85 pages. The list of used references includes 108 items.

CHAPTER 1

THEORETICAL AND METHODOLOGICAL BASES OF STUDYING CONCEPT MANAGEMENT IN AMERICAN AND UKRAINIAN LANGUAGE CULTURES

1.1. Definition, structure and typology of concept in modern scientific paradigms

The term "concept" is widely used in various scientific disciplines, in particular in the field of cognitive psychology and cognitive linguistics, which investigate the problems of thinking, cognition, storage and processing of information. It is traditionally believed that concept is the main unit of consciousness, a component of the "collective unconscious", an operational content unit of memory, a unit of mental or psychic resources of our consciousness, a "brick" of a conceptual system that reflects human knowledge and experience in the form of "quanta" of knowledge; is verbalized by linguistic means and contains a significant share of non-verbal information [87, p. 90].

According to O. Selivanova's definition, a concept is an informational structure of consciousness, a multi-substratum, a unit of memory organized in a certain way, which contains a set of knowledge about the object of knowledge, verbal and non-verbal, acquired through the interaction of five mental functions of consciousness and the unconscious. The core of the concept is a concept fixed in the form of propositional structures and marked by a certain nominative unit. Concepts are born during cognitive activity, reflect and generalize human experience and the reality internalized by the consciousness of the individual, subsuming information under certain categories and classes developed by society. The word is a means of accessing conceptual knowledge, however, it can represent different concepts, so language is a rather compact means of conceptualization [90, p. 256].

A significant contribution to further development of the concept theory was made by A. Wierzbicka, a representative of the Polish linguistic school, who applies a logical-conceptual approach to the study of concept. A. Wierzbicka created a method of describing the meaning of a word using semantic primitives (the work was performed on specific vocabulary – English: cup, mug, jars, cabbage, carrots, etc.) [30]. In further works, A. Wierzbicka suggests describing society through key words that represent key cultural concepts, and "cultural grammar" that reflects a list of subconscious rules of thinking [31]. In 1997, A. Wierzbicka study "Understanding cultures through their key words" appeared, which analyzed concepts (for example, English freedom, Latin *libertas*, Polish *wolność*, etc.) [29]. The cited author concludes that "key words" are ordinary, not marginal words; they can often be used in semantic domains (domain of emotions, domain of punishment); these words are the centers of entire phraseological clusters, such as, for example, the Russian word *душа*; are often used in proverbs, sayings, popular songs, book titles [29, p. 16]. That is, the main role in the research process is played by the intuition of the linguist, but, unfortunately, introspection (even trained) as a research method does not always allow obtaining reliable results. Therefore, A. Wierzbicka proposes to study concepts as tools of knowledge of external reality, to describe them by means of language in the form of some explanatory constructions [28].

A. Wierzbicka presents a characterization of concept by means of analysis of the amount of knowledge about realities that is necessary for a native speaker of the language. For a clearer understanding, consider Figure 1, which shows the characteristics of the concept:

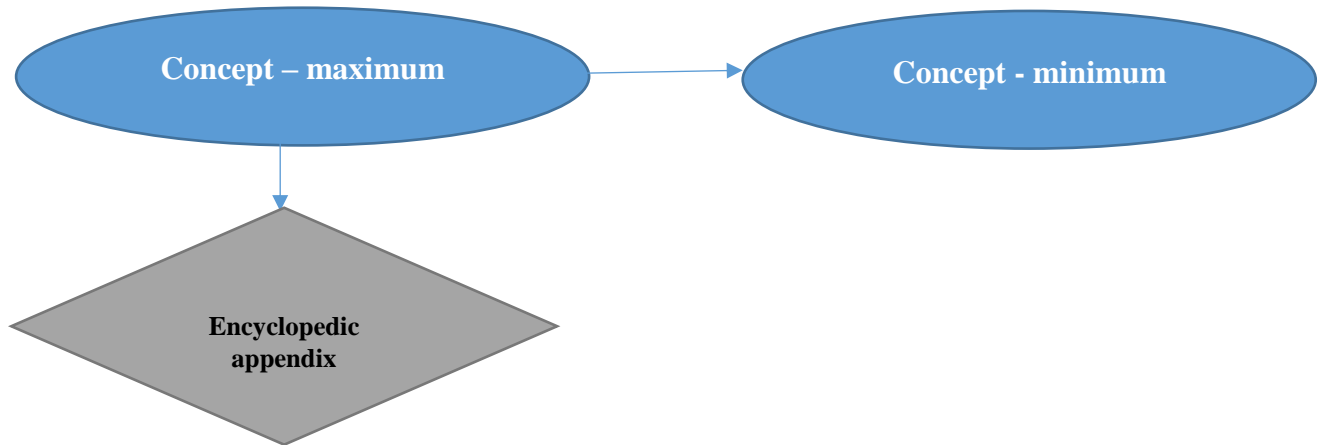


Fig. 1. Characteristics of the concept (according to A. Wierzbicka)

The minimum concept represents an incomplete knowledge of the meaning of a word, that is, a native speaker:

- has general knowledge about this reality, but does not have a clear idea of it
- seldom this reality encountered
- does not have a special desire to know reality (for example: reality is not inherent in the carrier's spectrum of activity)

The maximum concept describes comprehensive (full) mastery, that is, a native speaker:

- understands and perceives reality in all its dimensions
- often applies reality during speech activity.

In addition to this, the concept-maximum complements the encyclopedic application, which serves the advanced professional knowledge of the native speaker.

For example, if for a resident of Ukraine the concept of УПРАВЛІННЯ is a maximum concept, then the concept of MANAGEMENT is a minimum concept (speakers do not know what type of activity it refers to).

A. Prykhodko defines concept as a discrete mental formation, which is the basic unit of the mental code of a person, has a relatively ordered internal structure, is the result of the cognitive activity of an individual and society, and carries complex, encyclopedic information about the subject or phenomenon that is

displayed, about interpretation of this information by public consciousness and society's attitude to this phenomenon or subject [86, p. 34].

Among scholars, there is also an opinion that concept is encoded in the human mind and is a mental formation. According to M. Polyuzhyn, the formation of a generalized idea of a certain reality of consciousness and the emergence of all the elements that are collectively included in the understanding of the term "concept" are the outcomes of a reconstructed understanding of words, contexts, and texts. They include:

1) a concept is an inseparable combination of elements of consciousness, reality and linguistic sign;

2) a concept is something that unites people with the help of language signs at different stages of their historical development and is manifested in the attitude towards reality and ways of interacting with it;

3) a concept is both a real and a virtual entity, both sides of which are characterized by both generally accepted and specific national-cultural determinism by linguistic signs. [81]

The definitions of other Ukrainian researchers deserve attention, in particular, L. Pavlyuk draws attention: "Concept is the idea of a "thing", a mental representation of the real properties of an object; linguistic expression of the mental image of a phenomenon that depends on the content of culture and determines the system of related meanings" [79, p. 112]; as well as T. Kosmeda and N. Plotnikova, according to whom, "a concept is an elementary constituent part (the meaning of the conceptsphere), which constitutes a multidimensional culturally significant sociopsychic formation in the collective consciousness and is objectified in one or another linguistic form" [61, p. 41].

So, in domestic linguistics, scientists, as a rule, distinguish two types of concepts – linguistic and cognitive and linguistic and cultural. As A. Martyniuk, whose opinion we share, observes: "(linguistic) cultural and (linguistic) cognitive concepts have a common ontology, differing in epistemology, that is, regarding the attitude of the researcher to the object of knowledge and the methods of obtaining

knowledge about the object [71, p. 84]. Thus, linguistic and cultural studies aim at mastering the concept as an element of culture, as a "concept immersed in culture", which enables scientists to identify certain cultural dominants. A linguistic-cognitive concept, according to A. Martyniuk, is an "individual and at the same time intersubjective product of cognitive activity" and, according to its ontology, is "the quintessence of a person's bodily, sensory-motor and introspective experience, formed within the limits of a certain linguistic culture" [71, p. 84].

Therefore, no matter what direction the concept study has, in each case it is simultaneously the element of cognition and the culture heritage. In view of this, it is suitable to consider the linguistic and cognitive and linguistic and cultural concepts as related concepts with an emphasis on different aspects of human experience. Thus, the linguistic and cognitive concept is closer to a person's perceptual cognition of the world and contains information about "alive knowledge", while the linguistic and cultural concept often reflects the results of the abstract activity of the human brain: certain values, beliefs, attitudes, etc.

In general, scientists put a slightly different meaning into the understanding of the concept and its structure. Thus, there are at least five most common concepts in foreign linguistics: 1) classical, 2) prototypical, 3) theoretical, 4) neoclassical, and 5) atomic [11, p. 3–81]. Let's briefly familiarize ourselves with the postulates of each of them.

According to the *classical theory*, most concepts – especially lexical ones – have a definite structure. This means that the vast majority of concepts are complex mental formations that contain in coded form the necessary and sufficient conditions for their application. For example, the concept of MANAGEMENT consists of a number of representations (or signs), such as: CONTROL, ORGANIZATION, BUSINESS etc. Therefore, such an interpretation of concepts is based on the principles of compositional semantics, according to which a certain complex representation is formed on the basis of a number of simpler representations. According to one of the classical theory versions, concepts still consist of sensory (or perceptual) signs, that is, they reflect the basic level of perception of the world.

However, this opinion has received considerable criticism, especially from representatives of more modern versions of the classical theory (E. Clark; J. Katz).

The *prototype theory* is based on the argumentation that the presence of all the necessary features is not necessary to denote a certain concept, but it should be sufficient, and some features are more important than all others (E. Rosch). In general, the prototypical theory contains at its core the theoretical propositions that those elements that explicate the concept show relative similarity. They form "a complex network of similarities that can intersect and overlap each other: partly absolute similarities, partly similarities of details" [11, p. 32].

The next concept is called the theory-theory of concepts, the authors of which (E. Margolis, S. Laurence) consider concepts as mental representations, the structure of which is determined by their connection with other concepts and specified by the structures of knowledge to which they belong. The concepts are defined as components of thoughts. In other words, concepts are contained within mental theories (certain knowledge structures) and must be identified according to the cognitive roles they play within these theories.

Another theory of concepts in foreign science is called neoclassical ("the neoclassical theory"). Representatives of this direction believe that concepts have partial definitions, that is, their structures contain in coded form a number of necessary conditions inherent in those objects that can denote concepts. Thus, according to R. Jackendoff, the structure of the RED concept is based on the proposition that the object is colored, i.e. RED implies COLOR. Such definitions are called partial due to the fact that such a structure contains only a necessary condition and in no case specifies sufficient conditions for the actualization of the concept. In addition to the necessary conditions, a word or concept can contain other information [11, p. 45].

Finally, let's consider the theory of conceptual atomism, which is noticeably different from the concepts' theories mentioned above. Its authors defend the thesis that lexical concepts are primitive or atomic, that is, they have no structure

(J. Fodor). The basis of this theory is the idea that the concept is in certain causative relations with the objects of non-linguistic reality. According to J. Fodor, one of the representatives of this direction, the mental content of the concept is that it contains information about the property it expresses [11, p. 61].

So, representatives of the American version of cognitivism consider the structure of the concept as: *set of necessary (and sufficient) signs; a list of statistically important (prototypical) and less important features; a structure that is determined by the connection of a concept with other concepts and specified by those structures of knowledge to which this concept belongs*. The most categorical position is the denial of the existence of an internal structure of concepts.

In the "Dictionary of the main terms of cognitive and discursive linguistics" by A. Martyniuk, all areas of concept research are systematized and grouped by thinking style [99, p. 38]:

1) representational methodology covers three directions: ontological, epistemological, experiential:

- ontological is based on the philosophy of objective realism and includes four approaches: symbolic-computational (believe that the structures of knowledge have a symbolic nature and are mental representations of reality external to the subject, which they reflect); semantic-cognitive; logical; logical-psychological;

- epistemological uses the ideas of subjectivism and includes the following approaches: cultural (philosophical and cultural; linguistic and cultural) and cognitive and poetic;

- experiential finds its methodological origins in empiricism. A concept is understood as a product of a person's bodily experience and the neural structures of the brain that provide this experience.

2) activity methodology involves psychological and discursive/cognitive-discursive approaches. Representatives of the cognitive-discursive approach consider the concept "as a dynamic entity that does not exist outside the situation of interpreting the language form in the process of perceiving speech in real time"; "as a dynamic unit of a person's mental resources that arises in the process of endowment

of linguistic form with significance, that is, the ability to provide orientation in the life space, in the situation of discursive interaction of individuals and is the quintessence of their individual (perceptual, affective and cognitive) experience, formed within the framework of a certain linguistic culture" [99, p. 71].

According to scientific research, the concept is "the event of filling the language form with meaning in a situation of intersubjective discursive interaction", which constitutes a dialogue between two consciousnesses – the consciousness of the "speech producer" encoded in the text, and the consciousness of the interpreter, who perceives the text.

In relation to language, the concept is interpreted as meaning (denotation and signification), and in relation to the world – as all possible hypostases determined by the needs of the thinking and communicative activity of an individual: notions and ideas, image, symbol, prototype, stereotype. The image, according to the representatives of this direction, occupies a position between concept and representation and ensures the movement of thought from the individual to the general and vice versa. It transforms specific parameters of sensations into a specific generalized thought form [99, p. 71–73].

Summarizing the overview of approaches to understanding the "concept", we emphasize that none of them exhausts the concept "concept", but they allow us to get to know its nature more deeply. It must be recognized that the considered theories are often cross-cutting, correlated and complex. In our study, the analysis of concepts is based on a linguistic and cultural approach aimed at identifying the connection between the phenomenon of word meaning and knowledge and the structures of its reflection in consciousness.

Today, in cognitive linguistics and linguistic cultural studies, there are several approaches to identifying the structure of a concept. A. Prykhodko is convinced that concept covers the conceptual substrate, reproduces its denotative correlation with the conceptual referent – a minimal self-sufficient part of the mental space, a kind of cognitive formation; perceptual-image adstrate, i.e. knowledge, images and associations that are evoked in the mind in connection with this or that denotation;

valuable (valorative) epistratus is the main component of the concept, determined by spiritual impulses that come to life in the mind of a person due to one's belonging to this or that ethno- and linguistic-cultural collective [86, p.231].

O. Kachmar emphasizes that the organization of the concept is complex, as it includes conceptual and cultural components: the original form (etymology), main content features, connotations (associations and evaluations) [53, p. 83]. The scholar develops the meaning of concept by T. Lunyova, who proposes a concept model that includes a core and five modes. The core stores the most essential knowledge and ideas that make up the content of the corresponding concept. Modes differ depending on the type of information stored in them:

- the rational-logical mode is associated with the formation of logical concepts about a known object or aspect of reality;
- pictorial - with visual and sensory representations of an object or aspect;
- mode of fictitiousness – an ordered set of metaphors, with the help of which additional understanding of the known takes place;
- the axiological mode contains the assessment of the speakers of a certain fragment of reality;
- valuable – utilitarian-practical or cultural significance attributed by speakers to a certain phenomenon [70, p. 88-160].

Regarding the structure of the concept, there is another contradiction. Today, linguistics sometimes emphasizes the impracticality of stratifying the concept [74, p.19], or defends the opinion about its structure, insisting at the same time on the vague character of this structure, its blurring. This is related to the dynamic functioning of the concept: it constantly updates its various aspects, converges, overlaps or coexists with other similar units.

The majority of scholars, in particular O. Selivanova, advocates the nuclear-peripheral principle of organizing concepts. In their interpretation, the core corresponds to propositional (relatively true, non-contradictory) information, and the peripheries – associative-terminal (metaphorical) and the mode – an evaluative-emotional component [91, p. 47]. A similar division is proposed by

Zh. Krasnobaeva-Chorna: the core of the concept corresponds to the dictionary definitions of its verbalizers, and the periphery is primarily related to associations [64, p. 6]. P. Matskiv proposes to distinguish between dominant and defining content characteristics in the cognitive structure, as well as those that are with them in relations of additional distribution [74, p. 48]. It seems undeniable to recognize the fact that some components in the concept are more important for certain reasons, although the criteria for such a selection (truth, sensory visibility, identification with the meaning of verbalizers) are controversial.

1.2. The notion of a linguistic and cultural concept and its main characteristics

Linguistic culture uses the term linguistic and cultural concept, which is understood as "mental entities that reflect the spirit of the people" [37, p. 43], "a certain maximally abstracted idea of a cultural object that does not have a visual prototypical image, although it can cause visual-image associations" [38, p.107].

However, since the interaction of language and culture takes place in the mind, any linguistic and cultural research is simultaneously cognitive. The basic term of cognitive linguistics - "concept" is at the same time a central constituent part of the terminological system of linguistic and cultural studies. Logical-psychological and linguistic categories organically merged in the term "concept", and therefore it is an "umbrella" term, as it covers the subject areas of several scientific domains [60, p. 40]. And therefore, in most definitions of the term "concept", cognitive and linguistic and cultural approaches overlap. It should be noted that linguoculturalists use different synonymous terms: "cultural concept" [58, p. 79], "linguistic concept" [94, p. 85], "linguistic concept" [86, p. 44].

Nonetheless, linguocultural studies further investigates the relationship between language and culture, which is manifested in the ways of linguistic expression of ethnic mentality [68, p. 75], so that the interest of linguoculturalists

still focuses on the studied specific mental units and is directed at the description of distinctive content features of specific cultural concepts.

The analysis of theoretical works provides a basis for distinguishing the main definitions of the linguistic and cultural concept:

- a multidimensional semantic formation in which valuable, figurative and conceptual sides are distinguished [46, p. 129];

- conditional mental unit used during the complex study of language, consciousness and culture [63, p. 76];

- a unit of collective knowledge / consciousness, which has a linguistic expression and is marked by ethno-cultural specificity [73, p. 70]

Synthesizing the above definitions of the linguistic and cultural concept, E. Rozvod singles out its characteristic features, such as multidimensionality, complex combination of mentality, culture and language, ethno-cultural specificity.

The scholar believes that the linguistic and cultural concept is a conditional mental unit marked by ethno-cultural specificity, represented in terms of expression by a number of linguistic realizations that form an appropriate lexical-semantic paradigm aimed at the comprehensive study of language, consciousness and culture. In other words, the linguistic-cultural concept is actually an ethno-socio-psycho-linguistic phenomenon [89].

The most important characteristics of linguistic and cultural concepts include the following [10, p. 13–15]:

- 1) the complexity of everyday life - the linguistic and cultural concept is a conditional mental unit aimed at the comprehensive study of language, consciousness and culture;

- 2) mental nature - it is in the mind that the interaction of language and culture takes place, therefore any linguistic and cultural research is at the same time cognitive;

- 3) value – the linguistic and cultural concept is used in various fields of science;

4) conventionality and blurring - concept has no clear boundaries, the most relevant associations for the native speaker are the core of the concept, and the less significant ones are the periphery;

5) changeability - in the course of the language collective, the relevance of concepts can change, the figurative and conceptual components of the concept also change;

6) limited by the consciousness of the speaker- the linguistic and cultural concept exists in the collective or individual consciousness, therefore individual, group (socio-cultural), ethno-cultural and universal concepts are distinguished;

7) three-competence – in the structure of the concept, it is possible to distinguish valuable, figurative (figurative-perceptual and figurative-metaphorical) and conceptual components [105].

8) multidimensionality;

9) methodological openness – the use of both linguistic and non-linguistic methods is welcomed in linguistic and cultural studies.

Linguistic and cultural concept causes disagreement among scholars regarding its structure. All linguists agree that concept is a whole, not a monolithic entity, but scholars differ on what constitutes this entity. N. Yesypenko, for example, sees the "discrete integrity" of concept in the interaction of "concept", "image" and "action" [42, p. 18]. and O. Ladyka - figurative, conceptual and symbolic components [66, p. 150]. However, most linguists agree on the three-component structure of the concept: the presence of conceptual, figurative and value components in its structure [105].

The basis of the linguistic and cultural concept is a conceptual component that contains a certain amount of information about a real or imaginary object, necessary for successful communication within a certain culture. The basis of this information is various semantic features that distinguish it from related concepts. Unlike other elements of the concept, the conceptual component is always reflected by the speaker of culture.

The figurative component of the linguistic and cultural concept contains all naive ideas fixed in the language, internal forms of words that serve to express the concept, "thought images".

Since the concept serves the study of culture, and the basis of culture is actually a valuable principle [106, p. 77], since concepts are not only thought, but also emotionally experienced and have the ability to intensify a person's spiritual life when they fall into the focus of thought, it seems legitimate to include a value component in the structure of the concept. Concept acts as the structure of consciousness in which the values of the society are fixed, and the description of the set of concepts contributes to the modelling of the system of its values [90, p.10].

Therefore, linguistic and cultural concept is a complex structured phenomenon in which the conceptual principle, passing through the sieve of ethnopsychological assessment, is organically combined with linguistic and cultural. It has a three-component structure: conceptual and meaningful, figurative and evaluative components. This is how we understand the structure of the MANAGEMENT concept we are studying: the conceptual component is objective information, the actual definition of this concept, given in dictionaries with all definitive and distinctive features; the figurative component is the ethnocultural specificity of this concept, characteristic in our case of the American and Ukrainian communities; the evaluative component is naive ideas fixed in the language of the studied society, it is speech images that serve to express the concept.

1.3. Actualization of concept management in the post-industrial society

1.3.1. Concept management in the conditions of digitalization

In modern market conditions, the digitalization process is one of the determining factors of the economic growth of enterprises, and of the entire society as a whole. Changes in the external environment, in particular technological

transformations, the strengthening of information processes, the formation of new consumption requests cause the growth of digitalization throughout the world.

Management as a social institution of modern society covers all the spheres of its life activities, which allows to consider this phenomenon in a broad sense, identifying it with an innovative type of organizationally flexible, motivational management, which is carried out on a professional basis and plays a key role in achieving the most effective activity of the organization aimed at the realization of economic and social needs of people. At the same time, management as a system organized on a scientific basis is characterized by significant integration of constituent elements, as well as great flexibility and the potential ability to quickly rebuild in accordance with internal and global external conditions that are constantly changing.

Innovation, creativity and scientific research are the dominant factors in the development of modern management, which is based on creative thinking models embedded in everyday managerial activities. In order to define the mission and strategic prospects of the organization's activities, as well as to introduce efficient and humanistic people management technologies in contemporary settings, creativity becomes a crucial component of successful managerial activity. This involves releasing the manager's potential as a management subject and fostering one's ongoing skill development.

Currently, the implementation of artificial intelligence systems, which are focused on performing some "intellectual" actions, is relevant.

The COVID-19 pandemic was a separate important factor contributing to the activation of the integration of artificial intelligence into the business processes of enterprises. The pandemic has led to an acceleration of the rate of growth of information volumes and to a radicalization of changes in the environment. Being in critical conditions for themselves, enterprises reviewed their strategic plans and intensified the implementation of modern information technologies in the practice of all departments and branches of enterprises.

It is also worth noting that living in the age of information technologies, when electronic computers become the calculation basis for making management decisions, when the world is developing at a fast pace, and the competencies of an employee in a digital society are fundamentally changing [39], the use of technologies based on artificial intelligence is a necessity . However, the issue of challenges facing the management staff of the enterprise during the implementation of artificial intelligence technologies and after this process is relevant.

In our opinion, the use of artificial intelligence in management can be aimed at preventing risks accompanying business processes, at optimizing the movement of goods, material and financial flows of enterprises and public organizations, at analyzing information about new markets and possible new strategic goals for business and the state. Under the conditions of the application of reasonable regulations and restrictions on the use of artificial intelligence can be involved in the development of perfect strategies for the development of business, industry, and region. Thanks to artificial intelligence, strategies for the development of social systems can acquire a new quality of its application. Thus, artificial intelligence can be used in management as a perfect preparation tool for making quality management decisions. Freeing the workforce and depriving a person of routine office work, artificial intelligence cannot replace a manager in decision-making and control of business processes.

1.3.2. Updating the concept of time management

The idea of time management has been around for as long as humanity has existed. The problem of time research has been under the scrutiny of the curious human mind throughout history. What is time? How to rationally use it? Does it exist objectively? Where does it irreversibly flow? Scholars from various fields of knowledge tried and are still trying to find answers to such questions, which form the main complexity of the problem.

In Ukraine today, there is an active development and application of time management principles in the practical activities of the most innovatively active enterprises. Thus, in large cities, companies are being created that specialize in conducting trainings and seminars on this topic. According to various studies of the domestic market, the demand for such services will increase every year. According to the Ukrainian researcher N. Shargorodska, time management is a very complex and individual system, therefore it is not advisable to strictly regulate the time of local self-government officials, without taking into account the peculiarities of individual temporal characteristics and personal space [107, p. 11].

Due to the fact that each person has his own characteristics, there is a need to develop an individual time management technology taking into account the following mechanisms [48, p. 10]:

- the biological clock, which determines what part of the day a person is most active;
- intellectual engineering, which is understood as the use of knowledge about human potential and the dominant hemisphere of the brain;
- a psychological clock, in which a psychological time perspective is singled out, which includes the psychological present, past and future and the perception of time as a process of forming the psychological present;
- the style of human behavior, which reflects the moral and ethical norms of an individual and determines his behavior in various life situations.

It is worth noting that there are no universal systems for arranging affairs and organizing one's time. In practice, it is necessary to apply various methods of time management in their relationship and independently choose those methods that allow taking into account individual characteristics and are the most effective for a specific person, the team as a whole.

1.3.3. Information technology management

In the English concept of MANAGEMENT, the seme “informativeness” is closely related to the seme “technology”, since the management of information flows is associated with the use of computer or electronic technologies. That is why the semantic content of the concept is specified by the semantic content of the "technology" subconcept, which expands the value component of the MANAGEMENT concept to IT-MANAGEMENT (information technology management).

Information technology (IT) management is the broad term used to describe the planning, direction, and coordination of any activity related to information systems. Individuals who work in this field must stay apprised of their organization’s needs and harness the appropriate tools and technologies to fulfill them — all while delivering on time and within budget.

The resources managed by IT specialists are virtually limitless and include various networks, hardware, software, mobile devices, cloud programs, data collection tools, and emerging technologies.

Information technology professionals add value to their business by ensuring that its technological systems support organizational goals. Responsibilities vary based on the type of industry but typically include:

- troubleshooting and providing user support;
- implementing security measures;
- analytics and database management;
- network administration;
- developing and maintaining websites;
- performing system upgrades and updates;
- software development;
- recruiting and training personnel;
- researching industry trends;
- general project management.

IT staff, particularly managers, must maintain the balancing act of staying within budget while ensuring that all funds allotted to them are used wisely. If you're looking to advance into a manager or director position, the ability to propose strategic solutions that fall within or under budget is especially desirable.

Quickly evaluating issues and offering viable solutions is critical to managing information systems. Additionally, as the life cycles of most tech products become progressively shorter, those working in this field must be able to formulate strategic methods of maintaining the equipment in their inventory while streamlining the acquisition of new products.

Time management is extremely important in the IT sector. Many tech companies are now paying their employees based on project completions instead of hours worked. The ability to prioritize competing requests is crucial.

Key features of effective IT management

Overseeing current IT projects and operations will always be part of an IT management mandate. But today's CIOs will need to use technology in new, innovative ways to help the business keep pace with rapid change.

IT management software and tools can help. Data and analytics, as well as cloud, are some of the areas CIOs have pursued. At the same time, they're looking at artificial intelligence (AI), Internet of Things (IoT) and more to prepare for the future.

Analytics

An analytics solution can mine terabytes of operational data quickly to find the root cause of service impacts. It helps identify potential bottlenecks, predict outages and drive greater efficiency. Organizations gain insights into data or processing issues, negative IT trends and anomalies – making it easier to take steps to avoid system chaos.

Beyond in-house optics, analytics provide insights to help enterprises better understand their customers – which in turn can drive business strategy.

Cloud computing

Cloud services offer scalability, data security, data recovery services and more. Using the cloud can improve efficiencies and reduce infrastructure costs. It can benefit all aspects of the business, from operations to finance, and help position the organization for transformative cloud-based solutions in future.

Many enterprises host core business applications on mainframes, which process millions of transactions each day. Cloud enablement helps IT departments modernize their mainframe systems – while freeing up CIOs to focus on other priorities. Organizations benefit from higher levels of productivity and performance with less overhead.

AI and cognitive computing

AI systems analyze data, learn and predict problems to help IT managers deliver better service quality. As well, AI-based chatbots can function as virtual agents, talking with users to resolve technical issues. Customers can also use them to learn about products and services. Moving ahead, cognitive computing may become vital to helping enterprises manage IT and accelerate innovation.

IoT

IoT platforms collect and analyze data from devices and sensors, helping to proactively resolve issues and improve productivity. IT managers can quickly derive insights into what the organization is doing right – and what it could be doing better.

Cognitive learning further enables business to unlock IoT value. For one, it could combine multiple data streams to identify patterns and provide more context than would otherwise be available. Intelligent sensors too have the potential to self-diagnose and adapt to their environment without the need for human intervention.

Conclusions from Chapter one

At the current stage of the development of linguistic field of knowledge, there are different approaches to defining the concept. Research of the concept using a linguistic and cultural approach is relevant, since it includes not only linguistic

factors, but also factors of national culture. It is important to note that it is through the language world view that mentality is connected with culture. The basic unit of mentality is the concept of that culture, which is realized within the limits of a verbal sign and language, as well as expressed in the form of an image, concept or symbol.

Concept is a global unit of thinking. Concepts are ideal and coded in the mind by units of a universal subject code, which are based on individual images formed on the basis of personal sensory experience of people. Concept, unlike notion, does not have a clear structure and a fixed arrangement of layers. According to the content, concepts are divided into representations, schemes, notions, frames, scenarios and gestalts. The term "concept" is related to the idea of those meanings that function in the process of thinking and reproduce the content of experience and knowledge, the content of the results of all human activity and processes of knowledge of the world in the form of certain "quanta of knowledge."

The linguistic and cultural concept is defined as a complex structured phenomenon, in which the conceptual principle passes through the sieve of ethnopsychological assessment, organically combines with the linguistic and cultural. It has a three-component structure: conceptual, figurative and evaluative components.

Concept MANAGEMENT is a complex mental structure, which consists of a conceptual component (a complex process of ensuring effective targeted economic activity of the organization), a figurative component (a production and economic situation in which manager and subordinates participate, usually in the form of discussion on production problems and decision-making), a value component (norms and rules of effective management of the economic organizational activity).

CHAPTER 2

RESEARCH METHODOLOGY

2.1. Conceptual analysis as a methodological basis of the research

Concept that is the object of our research is both a cognitive formation and an element of culture, therefore, for its comprehensive analysis, various methods are depending on the ontological and semantic characteristics of the mental unit, the goals and objectives of the research, as well as the choice of a certain approach in the study of concepts.

After conducting the study several of scholastic works and considering the definition of "conceptual analysis", is possible to single out the opinion that this term is used not only by scholars in the linguistic field, but also by other humanities. However, it should be noted that the issue of concept, approaches and methods of research, which rely on conceptual analysis, remains debatable.

The leading method of concept research is conceptual analysis, interpreted by O. Selivanova as "the main method of logical analysis of language and cognitive linguistics, which involves the modelling and description of concepts" [67, p. 261]. According to the researcher, it consists of the "reconstruction of cognitive mechanisms of an individual or collective consciousness, which mediate the formation and organization of knowledge about the objects of reality and the results of internal reflective experience" [90, p. 419].

According to A. Martyniuk, conceptual analysis aims at modelling concept and establishing its connections with other concepts, which is carried out not only by describing the meanings of each word, but also by determining the specificity of the entire conceptual field and logical relationships between its components. The researcher singles out the semantic and pragmatic competence of the native speaker, which is used for conceptual analysis, and understanding is provided by knowing the meanings of words and sentences (semantic competence), and

interpretation is provided by knowledge of the mechanisms of language use (pragmatic competence) [71; p. 184].

V. Starko considers the aim of conceptual analysis to be the construction of a cognitive definition of the concept, which involves "the study of sometimes quite significant arrays of language units that verbalize the same concept, as well as the search for associative (connotative, stereotypical, culturally determined) features" of the concept. In his study of the concept of GAME, he names the components of conceptual analysis as the method of comparison, contextual analysis, analysis of dictionary definitions, as well as the method of practiced introspection as the main method of penetration into the conceptual level. In the course of the research, V. Starko analyzes the direction from central to peripheral (according to the structure of the concept) verbalizers, where the central, main verbalizers of the GAME concept are considered to be established, reproduced from memory language units that express this concept [100; p. 4].

It is common knowledge that lexical, phraseological and part-language units (some scholars also include text) can serve as a mean of expressing concepts at the linguistic level. During the conceptual analysis, it is assumed that these units are established and interpreted. This method is often associated with semantic analysis and is commonly called conceptual-semantic analysis among scholars.

At the same time, the statement that conceptual analysis and semantic analysis still have different research objects and different tasks is more convincing. According to V. Kononenko, if the semantic analysis is related to the interpretation of the meaning of a word, then conceptual analysis aims at knowledge about the world [56; p. 54].

The analysis of the core of the concept begins with the identification of basic lexemes that represent it in the language according to such criteria as the frequency of use, a sufficient level of abstractness of meaning and common usage.

As noted by V. Levytskyi, the simplest and most effective method of component analysis is the lexicographic procedure for the selection of semantic components [67, p. 120]. So, to study the conceptual components of the concept, we

use the analysis of dictionary definitions. According to the basic principles of component analysis, in the study we use such terms as "sema" and "component", which are identical minimal units of the content plan, "semema", which is understood as a separate meaning of a multi-meaning lexeme, as well as "semantheme", i.e. collection meanings of a polysemantic word. The terms that are usually recorded by lexicographic sources indicate that there are certain cognitive signs in people's minds. Their content is revealed through contextual and conceptual analysis of key lexemes.

As noted by R. Langacker, each sememe refers to a certain cognitive domain (that is, the sphere of conceptualization, relative to which the semantic structure is characterized) [15, p. 547], which is also proved by the opinion of M. Polyuzhyn that the meanings of words are correlated with certain cognitive structures or blocks of knowledge that stand beyond these meanings and ensure their understanding [84, p. 27].

Therefore, the analysis of the dictionary definitions of the key lexeme-verbalizer MANAGEMENT is aimed at elucidating the mental structures contained in the minds of speakers of American and Ukrainian linguistic cultures regarding the concept of the homonymous.

Among the priority methods of concept research in modern literature, we consider the theory developed by J. Lakoff and M. Johnson, which is known as the tool of the theory of conceptual metaphor [14].

According to American scholars, human thinking and metaphor are related to each other. After all, human thinking is based on a metaphorical essence, and metaphor is characterized as a characteristic phenomenon of human thinking, human thinking itself is inherently metaphorical [14, p. 6].

The theory of application of this method is based on the representation of the value components of the content of the concept. J. Lakoff believes that the concept is represented by a metaphor, is defined as the target domain, and is used to compare the source domain. Thus, conceptual metaphors reveal the figurative component of the concept.

To consider the structure of the concept, the method of frame analysis is considered productive, the essence of which is that any situation can be presented in the form of a model. The frame is depicted as the structure of nodes and relationships. According to TA Van Dijk, those levels of the frame located on the top are established and correspond to things that are always true about the appropriate situation. The vertex nodes are the constant components of the situation and "contain always relevant information for the given situation" [9, p. 289–290]. Below these nodes are slots (empty nodes), which are filled in the actualization of the situation in discourse, "which are filled with information from a particular situation" [9, p. 289–290].

According to S. Zhabotynska, the frame structure is explained in 5 slots of the subject frame, 3 slots of the actional frame, 3 slots of the possessive frame, 3 slots of the identification frame, and 3 slots of the comparative frame [43, p. 12–13]. Building a frame structure allows you to compactly display information, knowledge and experience associated with the analyzed concept. As M. Minsky notes, this is "a data structure for representing a stereotyped situation, a cognitive model of human memory." [19, p. 211–277]

If we apply frame analysis to the concept of management, we can correlate it with the concept of activity. In turn, the activity is divided into so-called components (slots). In the construction of frame structures, the name-verbalizer is the basis. From it, the so-called communication scenario is already being built and slots are formed that fill the corresponding language units, which are expressed, in our case, in economic and management terminology. Particular contexts (mini-, macro-), phrases that describe certain features of concept are taken into consideration.

Another semantic-cognitive method for studying concepts is singled out, which is the most common in the Slavic space. Its essence has a somewhat different direction of methodology. It consists of a study based on such a statement by A.P. Martyniuk: "a person perceives reality with the help of his senses and reflects the essence of things in mental representations - concepts".[71, p. 81]. That is, the conceptual sphere of certain people is taken as the basis for the correlation of

language semantics. Conceptual research methods in this direction are represented by a set of procedures, such as component analysis, which aims to highlight the key seven; analysis based on lexicographic sources, which can distinguish identifier words and units that are synonymous; cognitive analysis, which aims to study the structure of knowledge.

Many scholars single out and apply the methods of component and descriptive analysis to analyze concept. In different types of dictionaries, lexical definition is displayed according to the feature of linguistic world image.

The main principles of the component analysis of linguistic meanings were developed by the works of the Copenhagen structural school (L. Yelmslev, V. Brundal). This analysis demonstrates the possibility of decomposing lexical meanings into elementary figures, according to which the structure can be used to describe lexical and grammatical meanings. Scholar Yelmssev proceeded from the idea of language as a symbolic system. That is, in the methodology of analysis, he considered it expedient to take into account the smallest possible components. The form is decisive for learning a language for a scholar. In the article "The Method of Structural Analysis in Linguistics", the researcher wrote: "Any sound can be replaced by another sound or letter, or a conventional signal, but the system remains the same." [41, p. 117-136].

Another type of conceptual analysis is represented by the ethnocentric approach to the meaning of the word (A. Wierzbicka) [28, p. 68–87]. In this case, the value is considered a mental object, analyzed from two points of view - anthropocentric (which depicts the universal characteristics of human nature) and ethnocentric (determined by the characteristics of a certain ethnic group). It is believed that the world cannot be adequately described by linguistic means, because they impose a certain imprint (image of the world) on speakers of the language. Each language captures its linguistic world image. Comparing the images of the world of different people, we see completely different conceptual structures: the same concepts can exist in different ways.

Research of the concept using definitional analysis, which is productive and necessary for the study of the structure of the concept and the description of the modern conceptual system, remains relevant today in modern linguo-conceptology. Using the definitions, we see: this analysis correlates the meaning of certain lexical units. Dictionary definitions help establish the nature and types of the meaning structure of words, they can belong to different semasiological subclasses and semantic categories [89]. Dictionary articles that describe the semantic structure of the concept usually contain the same and different definitions and present different lexical-semantic options. Schemes for constructing lexicographic definitions can be different, it all depends on which part of the language and which lexical-grammatical category are established. Therefore, dictionary definitions can be considered as a complete and objective source of an established description of a concept.

As already mentioned above, when encountering the objects and phenomena that surround him, a person perceives them through the prism of his experience, that is why certain characteristics of objects cause the emergence of certain associations on the mental plane.

One of the first researchers who emphasized the importance of analyzing the associative component of the concept was G. Slyshkin, who noted that the process of nomination and renomination of objects is continuous, new associative links between language units and objects appear and are lost which they nominate. The nominative density of the concept within the framework of the approach proposed by the researcher is the main characteristic of the intrazone of the concept (a set of associations included in the concept), and metaphorical diffuseness characterizes the extrazone (all associations arising in connection with the concept) [95, p. 60].

In our research, we investigate the associative components of the MANAGEMENT concept using semantic analysis of the constituents of the lexical-semantic field of the homonymous.

Additionally, taking into account the fact that the associative component is the key to understanding the mentality of the nation, we consider it necessary to focus attention on the study of associative elements of culture-specific means of verbalizing concept. To achieve this goal, we resort to an associative experiment.

2.2. The role of associative experiment in concept research

A free-associative experiment plays an important role in the analysis of concept perception. As a consequence of it, associative fields are established, thereby studying the linguistic consciousness of representatives of certain peoples, reconstructing the linguistic world image.

As a result of an associative experiment, it is possible to reveal the semantic connections of words that objectively exist in the psyche of a native speaker and to carry out the profiling of a certain concept.

Meaning is a defined reflection of reality, established by a linguistic sign. A person who has mastered the values includes them in his or her activity, a certain attitude towards a specific meaning appears, and it acquires meaning for a given person [65, p. 97–99]. Associative meaning - "a meaning that is distinguished by analyzing the distribution of associative reactions to a certain word-stimulus" [72, p. 30]. G. H. Kent and A. J. Rozanoff initiated the modern method of the free-associative experiment at the beginning of the 20th century [quotation from 13, p. 153]. In the semantic-cognitive approach, the psycholinguistic meaning is singled out, which is based on the generalization of the results of experimental studies.

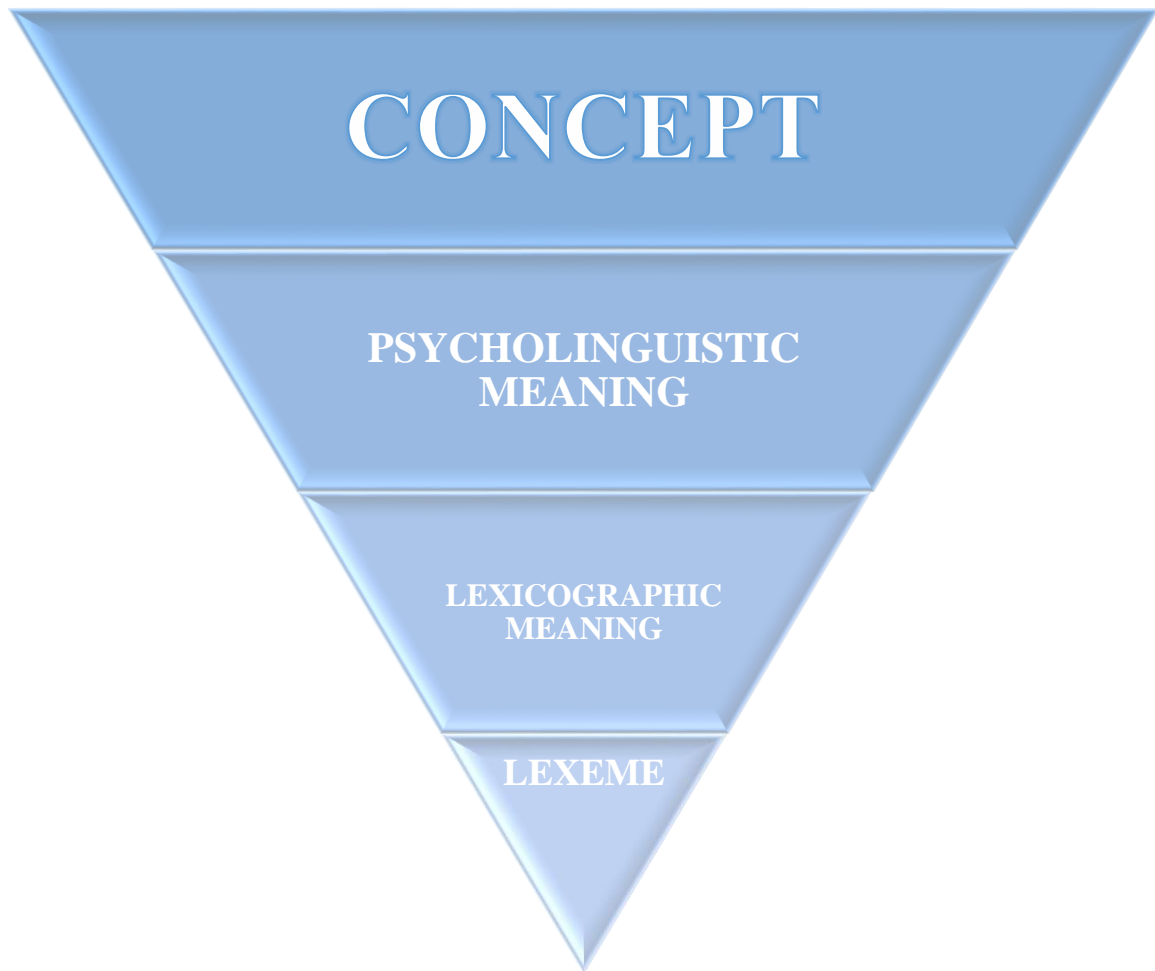


Figure. 2. 1. *The meaning of the concept*

The basis for using the associative experiment in the conceptual analysis was the theory of cognitive definition, which was proposed by the famous Polish researcher J. Bartminski. Having analyzed the linguistic adequacy and suitability of lexicographic definitions, the scholar concluded that lexicographers base definitions on scholarly knowledge, while they should rely primarily on knowledge established in a common language. Colloquial, or common language, according to the researcher, differs from scientific in relation to the world. In scholarly language, this relation is theoretically cognitive, in the colloquial language it is pragmatic, and the position of "common sense" is established in it [3, p. 9–19].

N. Sydyachenko, analyzing the concept of the language model of the world by J. Bartminski, notes that due to the scholarly and encyclopedic character of most definitions, there is a loss of the connection between the main and metaphorical

meanings, the motivation of phraseological expressions and comparisons.

Scholarly definitions lack what a simple user of the language associates with a certain word, what is connected with its functioning, lack of stereotypical elements.

The tradition of building definitions of values, which comes from structuralism, limits the number of features to the necessary and sufficient. Necessary features serve for distinction and sufficient features for identification [92, p. 253–254].

Therefore, E. Bartmiński proposes the following concept of cognitive definition: cognitive definition begins with the selection of the appropriate hyperonymic concept to which the denotation refers. Such a choice occurs from a certain point of view, according to a certain type of rationality and culture of the community.

The researcher believes that the choice of a hyperonym determines the signs of identification of different types of concepts. He emphasizes that the anthropological position in lexicography contrasts with the impersonal nature of the traditional description of meanings, and that the cognitive approach provides an answer to the question of how extraordinary reality is interpreted in the language of a communicative community. The linguist is convinced that the new lexicographic practice "creates a linguistic and cultural portrait of the subject in such a way as to show how it is perceived by a typical representative of a certain culture" [4, p. 89].

Analyzing special type of dictionary definition developed by J. Bartmiński. The content of this definition is established in the so-called linguistic stereotype of the phenomenon. The boundaries of such a definition are open, and the features given in it may belong to their category to a greater or lesser extent. A definition of this type, the researcher believes, reproduces the methods of "naive" human cognition of the surrounding world recorded in a language. It is based on the understanding of the meaning of the word as a form of human interpretation of the world. This makes it possible to study ways of representing the world reflected in a language. Such a definition contains an analysis of a large corpus of contexts of the studied concept [108, c. 15].

The method of cognitive definition is considered one of the broadest, because it covers the three most important sources from which we take data for research, namely:

- language systems;
- materials of the conducted questionnaire;
- texts.

However, it is believed that the research itself should be based on the researcher's intuition.

As J. Bartminsky notes, linguists consider cognitive definitions (stereotypes) mostly in the form of formulas that are reflected in the process of communication. [2, p. 169–183]. The researcher singles out formal models that take into account both the content and the plan of expression. These form models include:

- phrasemes which are built by word combinations;
- phrasemes that are formed like sentences.

Based on the presented formations, it can be noted that phrasemes are formal models for a certain ethnic group. That is, they characterize the behavior of an individual of one or more ethnic groups, in the consequence of which it is possible to investigate the linguistic and cultural peculiarity of a certain ethnic group and conduct a comparative analysis with others.

There are three types of associative experiment: free, purposeful and chain.

At the time of the free experiment, the respondent is offered an isolated word with the task of responding to it with the first word that comes to mind, and the respondent is not limited in the choice of associations. In the purposeful one, the experimenter limits the choice of association in a certain way by asking certain tasks, for example, to answer only with adjectives or nouns. In a chain associative experiment, the interviewee is offered to answer in a certain period of time with possible words. This type of reaction is understood as an uncontrolled, spontaneous process of reproduction of the content of the subject's consciousness and unconsciousness. But a significant drawback of this type of experiment is that a dependence can be formed between consecutive subsequent reactions.

In our research, we used a free associative experiment with the aim of identifying cognitive signs of the concept's presentation in the mind of a modern native speaker, which allows us to create a scientific understanding of the role of management in the social life of Ukrainians and Americans.

Let's consider in more detail the questionnaire system proposed by J. Bartminsky. It is based on a free-associative experiment. That is, the respondent is asked the question "Can you describe the given concept?"

In connection with the competency of the performer, certain associations are formed from his memory regarding this or that concept. It can be interpreted as a symbolic space of internal use of the individual. A mental lexicon that has a paradigmatic relation is included in the contextual concept.

The free-associative experiment that we conducted consisted of the fact that in the form of a questionnaire, respondents had to write words (phrases or sentences) with which they associate the word "management". Working time was unlimited. In the questionnaire, there were no restrictions on the flow of associations: neither the instruction, nor the part of speech, nor the number, nor the syntactic form of associations. The questionnaire included questions about the place of permanent residence, gender, age, education, nationality and language.

At the time of processing the results, the frequency of respondents' reactions was calculated and an associative field of the word stimulus was built, where all reactions are presented according to their decreasing frequency.

Therefore, in the process of analyzing the linguistic and cultural concept, we suggest applying a comprehensive approach aimed at highlighting various aspects of the concept. We consider it necessary to single out the following main step-by-step stages of the research:

1. Analysis of the conceptual content of the concept (using a definitional analysis based on lexicographic sources). This stage involves the processing of vocabulary material and its comparative adaptation. Elaboration of dictionary definitions of the components that objectify the concept of MANAGEMENT makes

it possible to determine the core of the concept in both languages, as well as to establish its near and far periphery and related concepts.

2. Analysis of the concept by etymological characteristics (finding out the origin and history of the concept). The etymological analysis of the name of the linguistic and cultural concept of MANAGEMENT made it possible to reveal the dynamics of functioning the notion in American and Ukrainian linguistic culture, since the development of the form and meaning of the etymon reflects changes in culture. Determining the primary etymological motives of the name of the linguistic and cultural concept involves establishing its cognitive features. In this aspect, etymological analysis allows us to analyze the internal form of the name of the linguistic and cultural concept, which, according to the researchers, is defined as the closest etymological meaning of the word, the literal meaning that consists of the meanings of the morphemes that make up the word. [78; 67].

3. Expanding the meaning of the keyword (using synonym dictionaries). In this way, all nominations of the studied concept, including occasional and descriptive ones, are clarified.

4. Determination of individual perception of the concept based on the study of aphorisms and conducting a free-associative experiment. The associative experiment relevant to our study involves the following stages: 1) development of a questionnaire that should allow the respondent to indicate all possible associations associated with the stimulus word; 2) selection of respondents-representatives of American and Ukrainian linguistic culture according to age and gender characteristics 3) actual conducting of the experiment (remote); 4) processing the obtained results, identification of certain regularities, quantitative calculations.

5. Construction of a lexical-semantic field to expand the meaning of the lexical unit management. The lexical-semantic field for the designation of concept includes a number of micro fields that allow us to distinguish the main conceptual characteristics of this concept.

6. Comparative analysis of concept's objectification in the language world view on the material of two languages. The interpretation of the same concept varies among speakers of the same language and is especially clearly observed when comparing its linguistic objectification by speakers of different languages. A comparison of the interpretive fields of concepts that make up the linguistic world images of different linguistic and cultural groups makes it possible to identify the national features of the evaluation and interpretation of the researched concepts by speakers of different languages.

Conclusions from Chapter two

The analysis of the methodological foundations of concept research made it possible to develop a comprehensive methodology for the research concept of MANAGEMENT. To describe and model the structure of the linguistic and cultural concept, the method of dictionary definitions, the method of component analysis, the method of field modelling, the method of contextual analysis, and elements of quantitative calculations were involved.

The algorithm for the study of the linguistic and cultural concept of MANAGEMENT, foregrounded in the American and Ukrainian worldview, includes six consecutive stages, and the number of stages is determined by the tasks set in the work, the solution of which is necessary to achieve the goal. The definitional analysis based on lexicographic sources takes up the majority of the first stage. The second stage is an etymological analysis (clarification of the origin and history of the concept). The third stage is the selection of different-level nomination units that expand the meaning of the keyword. The fourth stage is verification of the received cognitive description by native speakers through a free-associative experiment. The fifth stage is the construction of the lexical-semantic field, based on which concept is verbalized. The sixth stage is a comparative analysis of the objectification of concept in the linguistic world image based on the material of the English and Ukrainian languages.

CHAPTER 3

LINGUOCULTURAL CONCEPT OF MANAGEMENT IN AMERICAN AND UKRAINIAN LINGUISTIC WORLD IMAGES

3.1. A conceptual component of the concept of MANAGEMENT

The conceptual component contains only factual information about a real or imaginary object, which inputs a basis for the formation of concept. The conceptual component is stored in the mind in a verbal form. The set of linguistic means representing concept forms its nominative field [57, p.225], the main difference of which from the traditional structural groupings of vocabulary in linguistics - lexical-semantic group, lexical-semantic field, lexico-phraseological field, synonymous series, associative field - is that it has a "complex character, including all the listed types of groupings in its composition, and does not act as a structural grouping in the language system, being a collection of nominative units identified and arranged by the researcher and including units of different parts of the language" [80, p.216].

The conceptual component of the concept is revealed on the basis of the study of dictionary definitions. The dictionary article contains information on all language levels – phonological, lexico-semantic, grammatical, phraseological. It is also a source of obtaining not only linguistic indicators, but also general cultural information. The dictionary article consists of definitional and illustrative parts. In the definition part, we find information about the scope, content and limits of the concept. An illustrative form of the contexts of using a linguistic unit (examples of the use of the word in fiction, precedent texts, etc.), which expresses concept, reveals its essence.

Consequently, the dictionary article stores information about concept, its evaluation and understanding by the native speaker. The study of the definition of the word reveals a conceptual component of concept, and the study of the

illustrative part of the dictionary article establishes its figurative and valuable component.

One of the main conditions for conducting an analysis of dictionary definitions as a source of sense detection is the primary generalization of dictionary definitions from various explanatory dictionaries. This analysis will make it possible to expand the understanding of the term, with the help of the maximum research of the list of its meanings and semantic components that make up the meaning.

Taking into account the fact that each of the definitions presented in the dictionary reflects certain essential signs of meaning, and a thorough lexicographic description is carried out only by a set of definitions from various dictionaries, a number of English-language linguistic explanatory and thesaurus electronic dictionaries were analyzed in the work. Furthermore, in order to carry out a comparative analysis, the Ukrainian dictionary of foreign words and one of the modern explanatory ones were included.

Therefore, firstly, we analyzed the meaning of the lexeme management in English dictionaries. For a clearer model of the differences between the perception of the concept, consider the meaning in the analysis of contexts, which is presented in Table 1. As the basis for our analysis of dictionary definitions in the studied languages, we chose:

– dictionaries of the Ukrainian language (8): Тлумачний словник української мови [102]; Словник української мови: в 11 томах [99]; Етимологічний словник української мови Інституту мовознавства ім. О. О. Потебні НАН України [40]; Практичний словник синонімів української мови; Словник синонімів Л. Полюги [98]; Новий словник іншомовних слів Л. Шевченко [77]; Словник іншомовних слів О. Мельничука [97]; Словник економіста та підприємця [96]; Фінансово-економічний словник [104];

– The English language (12): The Cambridge Essential American English Dictionary [25]; Longman Dictionary of American English with Thesaurus [17]; The Oxford Advanced American Dictionary [26]; The Oxford Dictionary of English Etymology [27]; A Historical and Etymological Dictionary of American Sign

Language [1]; Collins English Thesaurus [6]; Collins COBUILD Intermediate Dictionary of American English [5]; Oxford Dictionary of Business English [20]; Oxford Dictionary of Business and Management [21]; Dictionary of American Business [8]; Collins Essential English Dictionary [7].

The used dictionaries are indicated in the list of lexicographic resources.

Table 1

Representing concept meaning in dictionaries

The main meanings	Lexical-semantic version	frequency of displaying the meaning in dictionaries, %	Examples
Management as an action	The act, manner, or practice of managing;	100%	<i>The company has suffered from several years of bad management.</i>
Management as person	The people who run and control a business or similar organization	90%	<i>(The) management is considering closing the factory.</i> <i>The store is now under new management.</i> <i>Management decided to hire more workers</i>
Management as skill	Skill in managing; executive ability	100%	<i>classroom management</i> <i>time management</i> <i>The successful applicant will have experience in project management.</i>
Management body	Management bodies, administrative units, services and subdivisions	20%	<i>The management board has the powers to take the necessary actions.</i>
Management in the aspect of medicine field	The treatment or control of diseases, injuries, or disorders, or the care of patients who suffer from them	10%	<i>The use of combination chemotherapy in the management of breast cancer</i>
Management in deception	Trickery; deceit	5%	<i>If there has been any management in the business, it has been concealed from me</i>

Analyzing the definitions of concepts that coincide in dictionaries, it can be clearly established that this lexeme is used as a noun and is distinguished by six main

meanings. It should be noted that the meaning is clearly distinguished from the abstract, as a process, to the concrete, which is understood as the person performing the process. Also, management is perceived as a skill in organizing something in various areas of human life. In addition, management is also described as the governing body of the institution, which includes supervisory and managerial functions. The less common use of the concept is observed in the field of medicine, with the aim of providing quick and good help to patients. However, there is the lowest perception of management, it's deception. This meaning is used in quite the opposite of the accepted understanding. An illusion, as it were, of proper management in order to carry out certain false manipulations and deception for the benefit of the manipulator.

Based on the above, we can claim that the lexeme-constituent MANAGEMENT is polysemantic, as it contains six lexical and semantic variants in its semantic structure.

The next stage of the semantic structure study of polysemantic MANAGEMENT is the selection of sememes that correspond to the following lexical and semantic variants:

Sememe 1: [control and organization] (*archiseme*): [of business, organization, company, or its employees] (*differential seme*);

Sememe 2: [people in charge] (people who manage) (*archiseme*): [of a business, company, organization or institution] (*differential seme*);

Sememe 3: [skills, abilities, activity] (*archiseme*): [in managing and making decisions] (*differential seme*);

Sememe 4: [skillful and resourceful use] (*archiseme*) : [of materials, time, etc.] (*differential seme*).

The next step in the semantic structure analysis is the identification of a set of its differential semes, which will allow us to identify certain semantic features in its structure. For this purpose we conduct a study of the semantics of identifier words used in dictionary definitions citing lexicographic sources.

For this purpose, we are conducting a study of the identifier words semantics used in dictionary definitions.

The analysis of the identifier words semantics showed the presence of the following differential semes in the semantic structure of the word **management**:

1) **the presence of a management object** – *a manager* – is an existential sign verbalized in English by the lexical units *manager, employer, member of administration*;

2) **the presence of an object of management** – *the one who/what is being managed* – an existential sign, which is explained by the lexical units *employee, business, organization*;

3) **the place** where the *management process takes place* – a locative feature expressed in modern English using the words *company, institution*;

4) **the quality of the management process** – a qualitative sign represented by the lexemes *skillful, resourceful, careful, tactful, effective*;

5) **the application of certain methods and skills in the management process** – an instrumental feature, explained by the words *supervision, control, methods, abilities, skills, act, activity, art, manner, technique, practice, science*;

6) **the purpose of the management process** is a teleological feature indicated by the dictionary definitions of such words and phrases *as making decisions, controlling and organizing a company, dealing with people or situations in a successful way*.

Therefore, the analysis of identifier words made it possible to point out differential semes that signal the presence of the following features in the semantic structure of the lexeme **management**: *existential* (which indicate the presence of a subject and an object of management), *locative* (which indicate the place of the management process), *qualitative* (which expresses how the process of management and the quality of the manager proceeds), *instrumental* (indicates the tools with which the management process is carried out) and *teleological* (expresses the purpose of managerial activity).

Dictionaries-thesauruses of the modern English language indicate that the lexeme management has a significant number of synonyms. The synonymous series includes 36 lexical units: *administration, authority, board, bosses, brass, directorate, directors, employers, execs, executive, executive suite, executives, front office, head, leadership, mainframe, micro management, person upstairs, top brass, upstairs* [Oxford Advanced Learner's Dictionary]; *care, charge, command, conduct, control, direction, governance, government, guidance, handling, manipulation, operation, rule, running, superintendence, supervision* [Collins English Dictionary].

Having analyzed the available components of the meaning of the lexeme "management" in the English-language lexicographic sources, we can highlight the most common constructions of use, represented in Table 2.

Table 2

Basic grammatical constructions of the use of management

Constructions	Examples
Verb+management	<i>The project needs stronger management.[26]</i>
Management+noun	<i>Management personnel are aware of his issues.[25]</i>
Preposition+management	<i>She is now celebrating ten years in management.[17]</i>
Phrases with management	<i>The restaurant is under new management.[6]</i>

Analyzing the table, we can notice that in the presented management constructions, *subject and object* appear, mostly in combination with verb, noun, preposition. The essential characteristic is also the use of the word in phrases that have received a stable formulation in the English language.

In order to compare and perceive the concept of management in another society, we will analyze the interpretation in the Ukrainian language.

First of all, we can single out that the term management is of foreign origin for Ukrainians. In particular, this concept becomes popular relatively recently, namely in the early 90s of the XX century. Foremost it was used in the field of economy, because the beginnings of the country's integration into the world economic space were taking place.

The phenomenon of management became widespread and interested representatives of many fields and sciences. In one of the foreign language dictionaries of the Ukrainian language, this term is interpreted as follows:

1. A set of principles, methods, means and forms for managing production to increase productivity and profits
2. The management of the company's enterprise, the governing body.

In addition to the above definition, the following one is highlighted in the new online explanatory dictionary:

3. The knowledge field of organization management.

Furthermore, there is another interpretation in Melnychuk's dictionary of foreign words:

4. Capitalistic organization of management by managers.

The universal encyclopedia dictionary describes this term as:

5. A unique approach to managing hired employees' actions, etc. subjects of the economy; includes the creation, monitoring of implementation and constant adjustment of the mechanisms of the enterprise's work in accordance with current needs.

This gives rise to the interest in researching the explanation of the term management, because in the Ukrainian language there is a term that is quite similar to perception - management. Mixing of concepts is characteristic in the practice of the Ukrainian language. Such a mixing of concepts in the Ukrainian language practice is quite common. However, is it appropriate to equate these terms?

Having analyzed the points of view of various scholars, we claim that the interpretation of the meaning of these two concepts is quite debatable. As the American scholar P. Drucker notes, the word "management" is quite difficult to understand in terms of its semantics, since it is purely American in origin and can hardly be reliably translated into other languages [10].

In contrast to *управління* (which is applied to various spheres of human activity - social, political, economic, spiritual), *management* primarily involves the

activity of leading people in very different organizations, which are focused mainly on obtaining profit or commercial success.

The *management* process involves managing people in various profit-oriented organizations. On the other hand, *управління* refers to the processes of various spheres of human activity - social, political, economic. That is, the term acquires a wider perception, because it is possible to manage technical systems, computer networks, cars, people, etc.

The definition of the essence of management in the studies of B. Budzan, who, in particular, believes that management is "a process of managing resources and people, which includes certain goals, planning, organization, leadership and control aimed at achieving the ultimate goal; this is an activity aimed at the implementation of this process; this is a certain stratum (category) of people professionally engaged in this activity and concentrated in the management apparatus; it is the art of management; it is a branch of science, that is, a theory, a sum of knowledge accumulated over the entire history of the development of society, which is presented in the form of concepts, approaches, principles and methods " [35, p. 32].

There are other criteria for comparing the similarities or differences between the terms management and administration. Schematically, they can be presented in the form of a graph (Fig. 2).

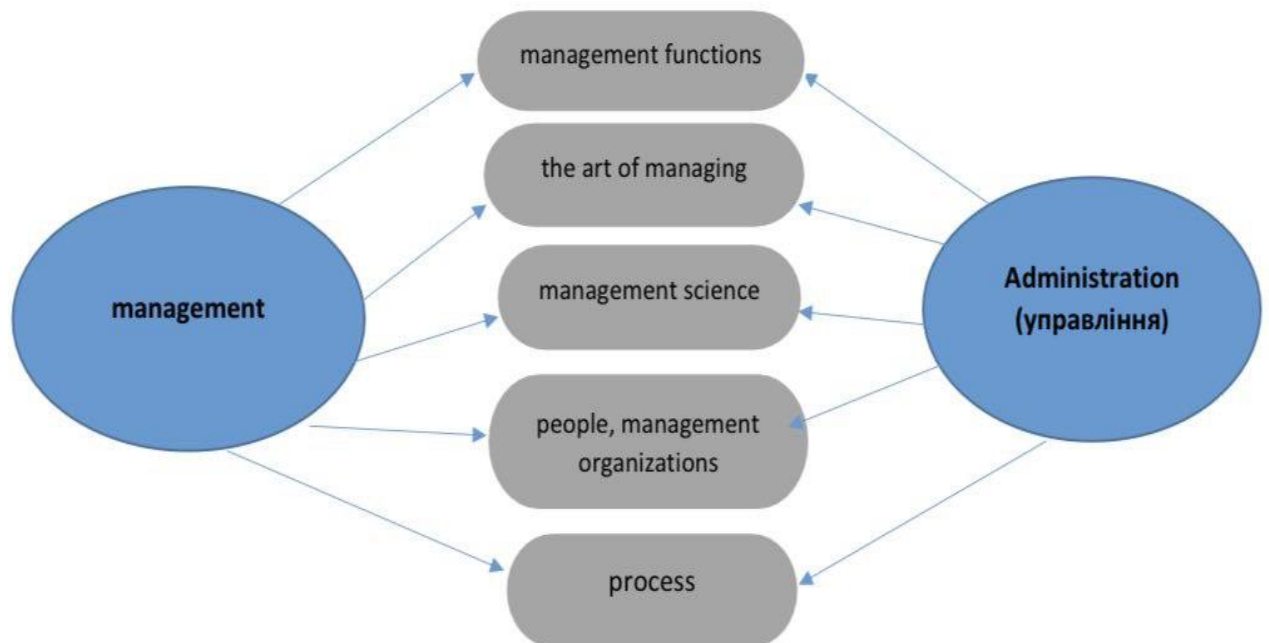


Fig. 2. The main criteria for comparing the concepts of "management" and "administration"

Therefore, the concepts of "management" and "administration" are considered in scientific literature from almost the same positions.

In the Ukrainian language, next to the term management, you can also use the specific Ukrainian word керування in order to avoid the stylistic monotony of the presentation of information.

In general, it is very difficult to give a precise definition of the term "management". Different researchers from different disciplines consider and interpret management from their own perspectives. Economists view management as a resource like land, labor, capital, and organization. Bureaucrats see it as a system of power to achieve business goals. Sociologists consider managers as part of the class elite of society.

Several generalized approaches to defining the concept of management can be identified.

Management as an integrative process – through which professionally trained specialists for organizations and manage them by setting goals and developing ways to achieve them.

Management as an administrative function – by performing this, managers provide conditions for the effective work of employees employed in the organization, and obtaining results that meet the goals.

Management as people who manage the organization – a certain social category of professionally trained managers whose job is to organize and direct the efforts of all personnel to achieve goals.

Management as a management body or apparatus – a person or a group of persons who have formed a specific management body or apparatus, which is responsible for studying, analyzing and formulating goals, and also initiates appropriate actions in the interests of the organization.

Management as a science – an independent field of knowledge that has its own subject, specific problems, methods and ways of solving them.

Management as an art – the ability to achieve set goals by directing the work, intelligence and behavior of people working in an organization.

Therefore, summarizing these concepts, we come to the understanding that the most succinct definition can be considered: "Management is the administration of a business entity for the purpose of making a profit."

3.2. Etymological characteristics of the concept

Etymologically, management has Latin roots from the word "manus", which is translated as hand. Since ancient times, this word has been associated with processes that were relevant at that time, namely: skillfully performing one's work, carefully managing a household, skillfully owning tools. Eventually, there was a need to create a term to describe a certain specialization in fulfilling a number of requirements to obtain a satisfactory result. In connection with this, the meaning of the concept of management was transformed. This word absorbed all the numerical

requirements for management as a science, the art of conducting affairs and a style of work. For a clearer idea of the formation of the word management, let's turn to the statement of the term in the etymological dictionary:

Management (n)

The 1590s, "act of managing by direction or manipulation," from manage + -ment. Sense of "act of managing by physical manipulation" is from the 1670s. Meaning "governing body, directors of an undertaking collectively" (originally of a theater) is from 1739.

For a broader understanding of the origin, let's analyze the term manage, which is the basis:

manage (v.)

The 1560s, "to handle, train, or direct" (a horse), from the now-obsolete noun manage "the handling or training of a horse; horsemanship" (see manege, which is a modern revival of it), from Old French manège "horsemanship," from Italian maneggio, from maneggiare "to handle, touch," especially "to control a horse," which is ultimately from a Latin noun manus "hand" (from PIE root *man- (2) "hand").

Extended sense of "control or direct by administrative ability" any sort of business is by the 1570s; meaning "to wield (a tool or object) by hand" is from the 1580s. Meaning "effect by effort" (hence "succeed in accomplishing") is by 1732. Intransitive sense of "get by, carry on affairs" is suggested by the 1650s, in frequent use from the mid-19c. Related: Managed; managing. Managed economy was used by 1933.

From the above description, it can be stated that management has its roots from the verb *manage* and the characteristic suffix -ment. It is used when forming verbal nouns, which conveys the meaning of an action, a state, or the result of an action. Initially, this concept was used to define the ability to drive a horse, later - the ability to wield a weapon. Over time, it became established in military practice and began to mean the ability to lead a unit or a group of people.

The Egyptian pyramids, built in 3000-2000 BC, are a vivid evidence not only of the culture of the ancient Egyptians, but also of their management art. The construction of huge pyramids required, above all, careful planning.

Socrates perceived management as a special sphere of human activity. He argued that the most important thing in management is to put the right person in the right place and to get him to fulfill the assigned tasks.

The first surge of interest in management dates back to the beginning of the 20th century. In 1911, American engineer Frederick Winslow Taylor (1856-1915) published the book "Principles of Scientific Management Organization." He proposed a system of production organization, which later became known as "Taylorism", the purpose of which was to obtain profit by maximizing labor intensity. The publication of Taylor's book is considered the beginning of the recognition of management as an independent field of knowledge.

However, like any other science, management did not arise spontaneously. Active development of the process began in the middle of the 19th century, and the impetus for this was the English industrial revolution. However, the idea that management can make a serious contribution to the development and success of the organization was first born in the USA. This was due to the fact that, unlike other capitalist countries, a system was created here that allows a capable person to move up the career ladder at the expense of his knowledge and competence, rather than origin and social status. In addition, by the end of the 19th century, the highly developed American economy had created many large companies that needed effective management.

In the development of the Ukrainian concept of management, it appeared against the background of a total fascination with the "Europeanization" of science. That is why many scholastic terms are called "Anglicanisms" by modern Ukrainian-language scholars, working mostly on automatic translation of English-language sources. The universal Anglicanism management is indeed synonymous with Ukrainian "управління", but its use in the scientific and political lexicon allows for freer, sometimes speculative interpretations.

The beginning of the formation of Ukrainian management practice is attributed to the times of Kyivan Rus'. At first, the idea of management existed at the level of practice, and then at the level of art. Sources of knowledge about managerial thought are written memos, acts, registers, chronicles, etc. The chronicles contained not only the chronicle of the events of those days, but also a number of other monuments: acts (international agreements, princely charters), literary works («Поучення» of V. Monomakh), legal codes («Руська правда»).

Volodymyr Monomakh's (1053–1125) "Поучення" actually depicts an ideal picture of the governance of subjects necessary for a country. He urges his "children" to be hardworking, responsible, control the state of affairs, independence, and study what you don't know. According to the "Поучення", special attention should be paid to "guests" who will spread a good or bad rumor about the country around the world.

Over time, a rapid transition of Ukraine to market relations took place, which required significant improvement of management practices. Then the term American management was borrowed, which became the main model. However, the practice of using management encountered certain difficulties. The American ideology of "rely only on yourself", which was promoted by consultants, could not be combined with collectivism as a cultural value of Ukrainians. Therefore, the actual "explosion" of management did not occur in practice.

In the case of borrowing words that do not belong to the specific vocabulary of the language, the source of their origin is established by identification with the corresponding words of a certain related language. However, blind copying of foreign management models is not only not beneficial, but on the contrary, it harms the reform of the economy. In management, national psychology, traditions, sociocultural factors, spiritual values, etc. are of great importance.

Borrowing anglicisms to the Ukrainian terminology of management is a natural, objective phenomenon that has no significant restrictions or prohibitions, an important means of enriching Ukrainian scientific terminology. The main reasons for borrowing are the priority of American scholars in scholastic research on management, the need to distinguish the concepts of the specified field of

knowledge, the tendency to internationalize Ukrainian terminology, the tendency of language economy. In the process of adaptation, English borrowings are adapted to the laws of the Ukrainian language.

Summarizing what has been said, it should be emphasized that the main sources of the formation of administration as a special type of management are:

- industrial way of organizing production;
- the development of market relations, the main elements of which are demand, supply and price.

3.3. Expanding the meaning of the concept keyword

For further research, we use the component analysis of the synonymous series of the concept. It will enable the concept's central idea to be expanded. Based on the opinion of scholars, the analysis of synonyms of a keyword makes it possible to identify additional features through the comparison of lexemes belonging to a synonymous series. For example, N. Pashkovska defines the synonymous series as a microsystem in the synonymous system and the general language system [52].

The synonym series for the lexeme management in the American and Ukrainian languages is presented in Table 3.

Table 3

Comparison of the synonymous series of the lexeme management in the American version of English and the Ukrainian language

American synonyms	Ukrainian synonyms
administration, leadership, control, direction, governance, government, handling, care, operation, oversight, supervision, charge, command, conduct, guidance, manipulation, rule, superintendence, intendance, superintendency, agency, keeping, lap, protection, safekeeping, trust, tutelage, ward, engineering, logistics, machination, manipulation, coadministration, codirection, comanagement	управління, адміністрування, керування, керівництво, адміністрація, управа, дирекція, завідування, логістика,

By creating a synonymous series, we expand the idea of the core of the concept. As a result of the lexicographic analysis of the lexeme "management", in particular, the study of the components of the synonymous series of the management concept, it was found that it acts only as a noun. From the comparative Table 3, we highlight that the Ukrainian synonym composition is narrower compared to the American one. In this regard, the core and the peripheral layer will have significant differences.

At the time of the semantic analysis of some of the most used dictionary meanings of the lexemes "administration", "control", "direction", "leadership", common content attributes were found in their content structure, which are correlated with the content attributes of the lexeme "management", which is used to denote the concept of management within the framework of its understanding as a process or activity.

The lexeme "administration" is correlated with the lexeme "management" through the following common semantic attributes:

- «the process or activity of running a business, organization, etc» (Oxford Dictionary of Business and Management);
- «activities connected with organizing and supervising the way that an organization or institution functions» (Dictionary of American Business).

The lexeme "control" correlates with the lexeme "management" through common semantic attributes:

- «the process of monitoring and adjusting organizational activities in such a way as to facilitate accomplishment of organizational objectives» (Pearce, 1989);
- «the ability to direct the financial and operating policies of another undertaking with the view of gaining economic benefits from its activities» (Oxford Dictionary of Business English);
- «the ability to manage or direct an organization» (Collins Essential English Dictionary, 2006).

The lexeme "direction" is correlated with the lexeme "management" through the following common semantic attributes:

- «when someone directs a project or a group of people, they are responsible for organizing the people and activities that are involved» (Dictionary of American Business / Ed. by P.H. Collin, 2000);

- «the management or guidance of someone or something» (Oxford Dictionary of Business English / Ed. by A.Tuck, 2002);

The lexeme "leadership" correlates with the lexeme "management" through the following common semantic attributes:

- «the process of inspiring others to work hard to accomplish important task ... the manager's use of power to influence the behavior of the other persons in the work setting» (Darf, 1983);

- «the process of influencing the activities of an organized group toward goal achievement» (Miller, 1996);

- «the process of influencing the activities of an individual or a group in efforts toward goal achievement in a given situation» (Donnelly, 2003).

The specific meaning of the term varies depending on the historical, cultural or sociological context and partly depends on subjective and sometimes emotional or cultural values.

3.4. The determination of individual perception of the concept based on the study of paremiological units and conducting a free-associative experiment

The next stage of the research is the conduction of the definition of the value component, as an individual perception of the concept and the attitude of the recipient toward this element of reality.

The research was conducted in two stages:

At the first stage of the research, aphorisms of famous people and individual proverbs were taken into account.

At this stage, highlighting the significance of the concept and researching a broader understanding based on contextual fragments is relevant.

Consider the part of the construction of the first stage, which is presented in Table 4.

Table 4

Evaluative perception of the management concept based on quotes and proverbs

Perception of the concept of management	Example	Assessment of perception
Leadership	Not the cry, but the flight of a wild duck, leads the flock to fly and follow. <i>Chinese proverb</i>	positive
	To lead people, walk behind them. <i>Lao Tsu</i>	positive
Time Management	Time management is really personal management, life management. and management of yourself. <i>Brian Tracy</i>	positive
	I've actually not read any books on time management. <i>Elon Musk</i>	negative
Myth	The first myth of management is that it exists. The second myth of management is that success equals skill. <i>Robert Heller</i>	negative
Communication	Don't tell people how to do things; tell them what to do and let them surprise you. <i>George S. Patton</i>	positive
	The art of effective listening is essential to clear communication, and clear communication is necessary to management success. <i>James Cash Penny</i>	positive
Delegation	The first rule of management is delegation. Don't try and do everything yourself because you can't. <i>Anthea Turner</i>	positive
Feminine management	For real change, we need feminine energy in the management of the world. We need a critical number of women in positions of power, and we need to nurture the feminine energy in men. <i>Isabel Allende</i>	positive
People	Get the right people. Then no matter what all else you might do wrong after that, the people will save you. That's what management is all about. <i>Tom DeMarco</i>	positive
Handling	To handle yourself, use your head; to handle others, use your heart. <i>Eleanor Roosevelt</i>	positive
Control of work	Catch someone doing something right.	positive

Perception of the concept of management	Example	Assessment of perception
	<i>Kenneth Blanchard and Spencer Johnson</i>	
	Just because it's what's done, doesn't mean it's what should be done. <i>Cinderella</i>	negative

At this stage, the perception of the concept was investigated based on the quotes of famous people and certain proverbs, which were involved in order to determine the value and perception of the concept of management. The attached table allows you to analyze, for example, that management is associated with leadership, which has a positive assessment of perception. Also, one of the most common is the association of management with time. We think that this connection was formed due to the fact that time in people's lives has a high value, and because of this, they are engaged in its proper management in various spheres.

As we can see, there is also a negative perception of this concept, management is equated with a myth and does not give it any valuable features at all.

The existence of management without people is also realized, therefore there is a positive assessment of the perception of management in relation to communication and people.

In management, the division of work processes through delegation is considered important. This allows you to get a more productive result.

There is also a gender association with management. She carries a positive assessment in the feminist movement in our time. However, in ancient times, management was mostly done by men and the so-called gender discrimination prevailed.

Monitoring one's emotions and control of work are also important features of management, because under the influence of emotions, the work process can get out of control.

The second stage was based on conducting a questionnaire and involving native speakers of the two languages.

The relevance of conducting a free-associative experiment is determined by the fact that it is one of the most effective methods of researching language awareness. In this case, the native speaker not only provides information, but also acts as a respondent with his system of values and motives. Thirty speakers of one and the same number of other languages took part in the survey to study the concept of management in the linguistic world image of Ukraine and America.

According to this, a Google form was created and a free question was asked: "What do you associate the word management with?". Respondents had to give the first answer that came to their mind and had no restrictions on their statements.

Let's consider the associative series, shown in percentage on the histogram (Fig. 3):

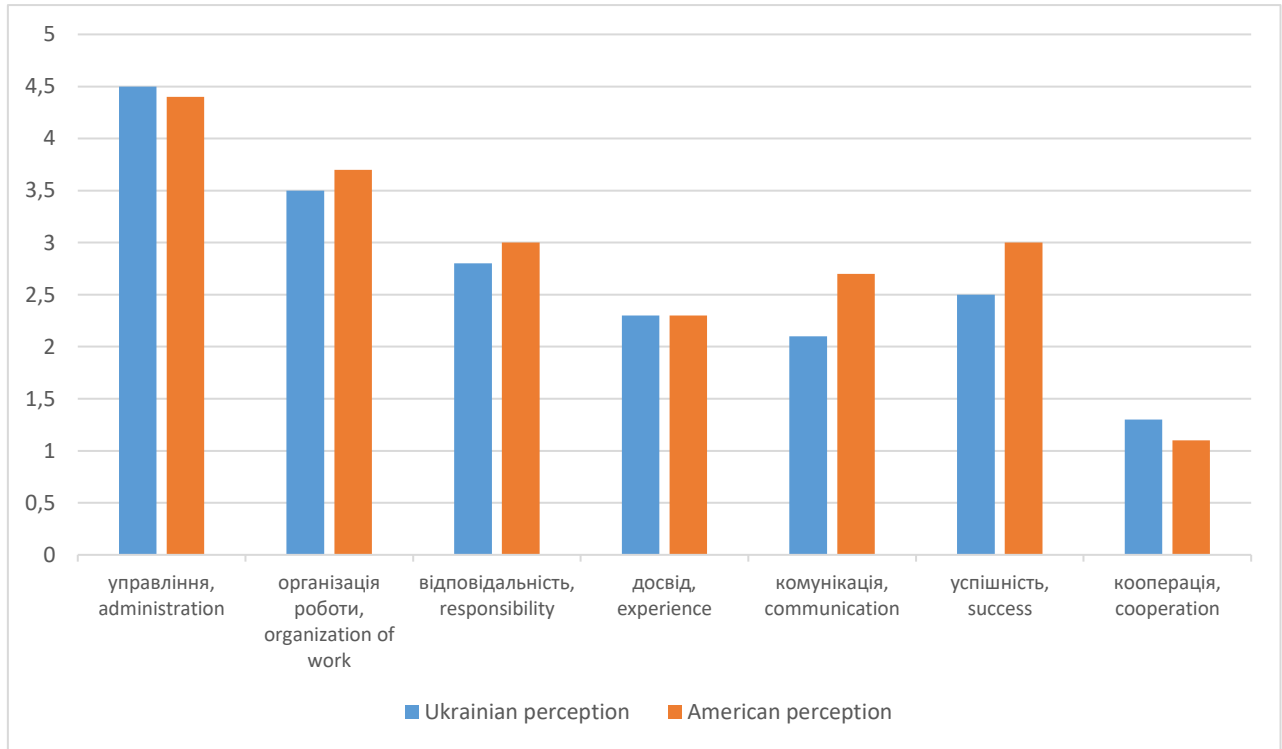


Fig. 3. Comparative display of the associative components of the management concept in Ukrainian and American perceptions

In the process of analyzing the respondents' answers, we focused on the most priority associative formulations that are formed in the minds of speakers of the two languages and depicted them in a graph for comparative analysis.

As we can see, there is no significant percentage difference between the perception of the concept. It is mostly associated with *administration*, because it is

the most common synonymous representative of the description of the structure of this concept.

The importance of ***work organization*** is also emphasized, this statement was formed in connection with the presence of such descriptive associations in the majority of respondents as: *planning, control, management, coordination*. They represent vital functions for the organization.

We also single out associations of ***responsibility and experience*** that are quite high in value. In both languages, the speakers emphasize the importance of a responsible attitude to management and emphasize the experience that has an important role in the performance of management processes.

Another individual and personal quality of management is ***communication***. Its importance lies in understanding, for example, between employees to achieve goals through mutual *understanding, respect and politeness*.

Success is also considered important in management. Respondents attribute different qualities to it, for some it is *a high profit of the company, or satisfaction with the work of employees*.

A partial association of the manager with the ***cooperation*** is also observed. In our opinion, such a comparison is based on the spread of the concept of management in economic and political relations. After all, often in these industries there is a problem with the joint achievement of common goals or satisfaction of needs.

Thus, various associations of native speakers can be divided into:

- paradigmatic associations that belong to the same semantic field as the stimulus and are its synonyms (for example: Ukrainian: менеджмент – управління; English: management – *administration, coordination*)

- syntagmatic associations formed by word combinations, the grammatical class of which differs from the grammatical class of the motivating word (for example: Ukrainian: менеджмент – *злагоджена робота, управління персоналом, організація робочих процесів*; English: management - *personal accomplishment, supervising skills*) (Appendix 1, Appendix 2)

- hierarchical associations - the relationship of structurally simpler units to more complex ones (for example: Ukrainian: менеджмент – *телефонні дзвінки, розпорядок дня, державна адміністрація*; English: management - *soft & hard skills, time management.*) (Appendix 1, Appendix 2)

According to the syntactic characteristics, all associations were distributed as follows:

- 1) associations based on individual words - 35% (For example, Ukrainian: *керівництво, відповідальність, управління*; English: *responsibility, control*); (Appendix 1, Appendix 2)
- 2) associations in the form of word combinations – 25% (for example, Ukrainian: *заробляння грошей, державна адміністрація*; English: *achieve a goal, art of managing*); (Appendix 1, Appendix 2)
- 3) associations in the form of sentences - 40% (for example, Ukrainian: *Уміння організувати роботу так, щоб вона виконувалась якісно.*; English: *Management means directing and controlling a group of people.*) (Appendix 1, Appendix 2)

Through this experiment, based on the answers, a comparative study was conducted. That is, we managed to separate the linguistic world image of the speakers of the two languages and compare these associations for further research.

3.5. Construction of the lexical-semantic field of the lexical unit management

On the basis of synonymous and experimentally discovered lexemes representing the concept of management, we obtained a basis for defining the lexical-semantic field.

The lexical-semantic field forms lexical units that enter into mutual intra-linguistic and extra-linguistic relations.

The main organizing factor is the configuration of semantic differential features. "Nodal points" are words that are included in a field because of an invariant meaning.

Words of other communicative significance and words that are included in the field due to their possible variable meaning are located on the periphery. According to their invariant meaning, such words belong to another lexical-semantic field.

Separate microsystems (fields) of the vocabulary are also not only interconnected but also overlap each other.

In this regard, the following issues are of particular importance: lexical relations, peculiarities of the structure of such a field; configurations of elementary fields; ways of including peripheral words in the lexical system; lexical layers with the most stable and most free structural organization; the conditions of semantic changes in field elements in the event of a change in the value of one element, as well as the relationship of individual fields with each other.

The essence of the concept of management will be distinguished by 50 lexemes for its designation in the American language world view, which are depicted below, in Fig. 1.1, which represents the field organization of the concept of "management" in American discourse.

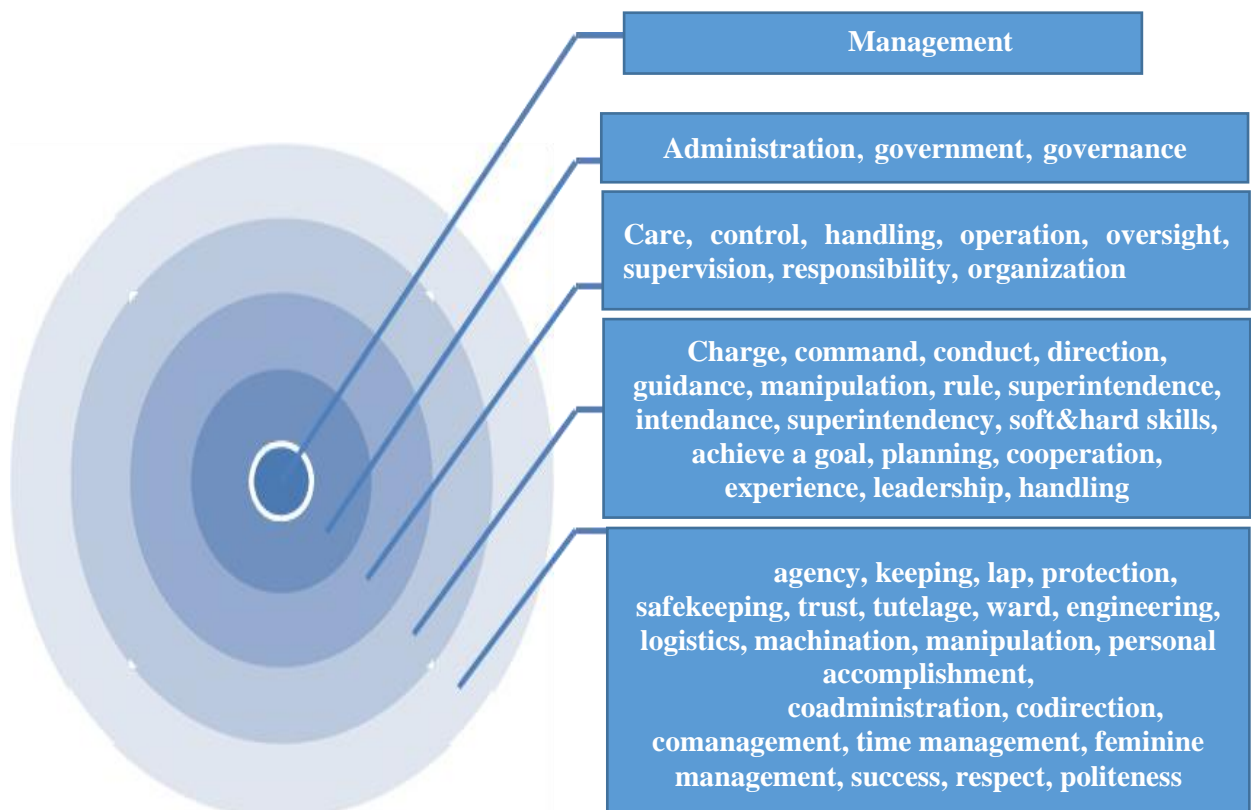


Fig. 1.1. Lexical-semantic field "management"

The core of the lexical-semantic field is 1 lexeme-representative - *management*, which expresses the concept in all its possible meanings.

The core zone consists of 3 lexemes-representatives, which are synonymous with the concept, but have a certain difference in contextual use: *administration, government, governance*.

The near periphery consists of 8 lexemes: *care, control, handling, operation, oversight, supervision, responsibility, organization*.

The far periphery consists of 18 lexemes representing management, individual evaluations of management activities, which themselves serve as an overlay of one informational layer on core lexemes from other concepts, but are often used by conceptualizing speakers and are clear, perceptible ways of its lexicalization with a vivid manifestation of the value component: *charge, command, conduct, direction, guidance, manipulation, rule, superintendence, intendance, superintendency, soft&hard skills, achieve a goal, planning, cooperation, experience, leadership, handling*.

In turn, 21 related concepts – *agency, keeping, lap, protection, safekeeping, trust, tutelage, ward, engineering, logistics, machination, manipulation, personal accomplishment, coadministration, codirection, comanagement, time management, success, respect, politeness* – independent of "management" that are used together with the concept of MANAGEMENT under different communicative circumstances. [1, 5, 6, 7, 8, 14, 17, 18, 20, 21, 23, 25, 26, 27] (Appendix 1, Appendix 2)

In turn, the field organization of the "management" concept with 25 representative lexemes is presented in Fig. 1.2

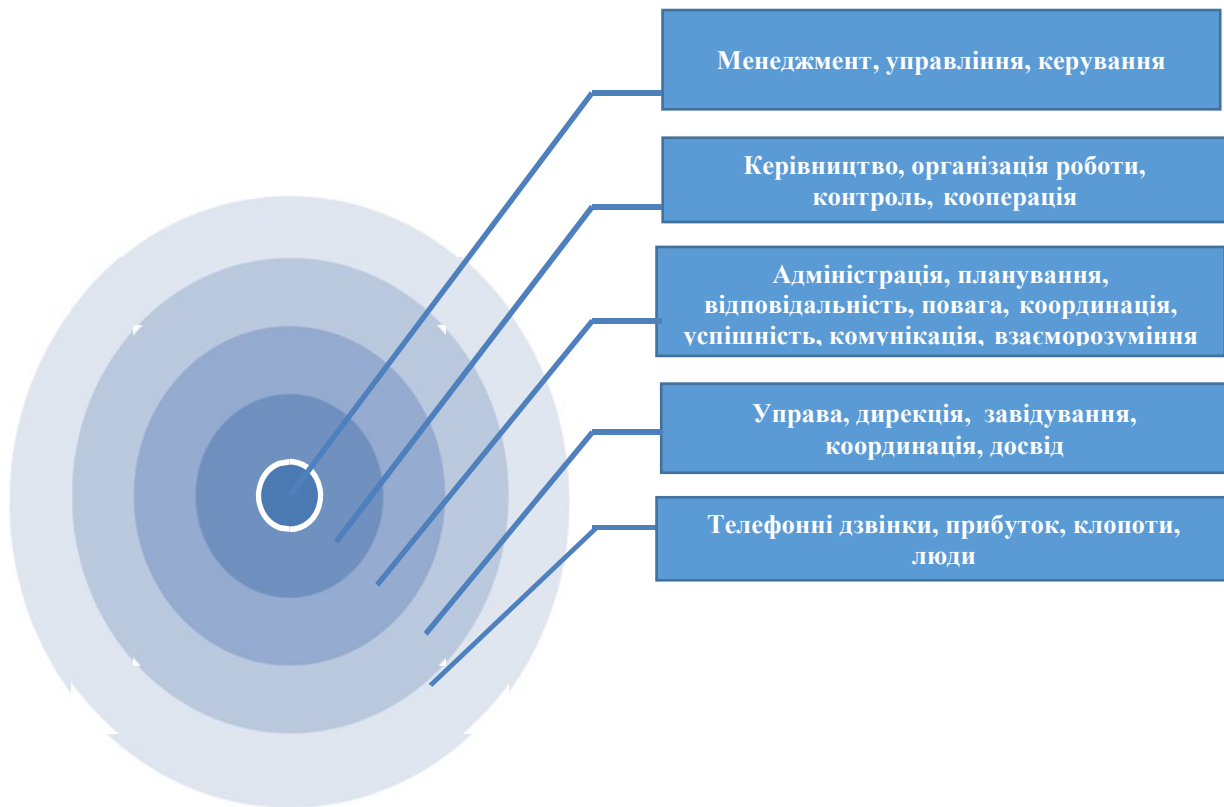


Figure 1.2. Lexical-semantic field "management"

The lexical-semantic field "management" includes 3 lexemes of the core zone: *менеджмент, управління, керування*; 4 lexemes representing the perinuclear zone: *керівництво, організація роботи, контроль, кооперація*. 8 lexemes representatives occupy the near periphery:

The lexical-semantic field "management" includes 3 lexemes of the core zone: *менеджмент, управління, керування*; 4 lexemes representing the perinuclear zone: *керівництво, організація роботи, контроль, кооперація*. 8 lexeme representatives occupy the near periphery: *адміністрація, планування, відповідальність, повага, координація, успішність, комунікація, взаєморозуміння*. The far periphery is represented by 6 lexemes of the individual and social mode: *управа, дирекція, завідування, координація, досвід*. The 4 related concepts have been noticed: *телефонні дзвінки, прибуток, клопоти та люди*. [40, 48, 75, 77, 85, 96, 97, 98, 99, 102, 103, 104] (Appendix 1, Appendix 2)

Conclusions from Chapter three

Management in the American linguistic consciousness is associated with the most important value orientations of behavior and has a detailed conceptualized structure. It differs from the corresponding concept in the Ukrainian linguistic consciousness, for which the concept of MANAGEMENT does not yet have such a detail, which is explained by certain socio-historical conditions. The identified linguistic and sociocultural differences regarding management in the linguistic consciousness of representatives of the Ukrainian and American management societies demonstrate a certain dynamic of the Ukrainian-language business linguistic culture, which gradually adapts the meaningful characteristics of the American concept of "management" to the Ukrainian conditions of management communication.

The concept of MANAGEMENT as a complex mental formation occupies an important place in the American and Ukrainian business and linguistic cultures, being located in their center and forming the conceptual sphere of managerial communication. As part of the concept, a conceptual component is highlighted - a complex process of ensuring effective targeted economic activity of the organization, which includes norms and rules of effective management of the economic activity of the organization. At the same time, it was established that in the conceptual sphere of management, the analyzed concept is presented as a core one surrounded by adjacent and peripheral concepts that clarify and support its verbalization in business (management) discourse.

The concept of "management" is a concept imported from American linguistic culture into Ukrainian, it introduces into the Ukrainian linguistic consciousness the need to use modern scientific and technical achievements in economic activity, primarily in the field of information storage and processing, and the system of norms of business behavior adopted in the USA (democratic and a respectful style of communication between the manager and subordinates, high responsibility of the subordinate for the work performed, encouraging the initiative of subordinates).

GENERAL CONCLUSIONS

A linguistic meaning and a concept are regarded to be the central issues in the language science. The efforts to treat them in every detail are associated with the desire to reveal their peculiar nature and to construe the existing body of the content according to the intellectual movements in the history of linguistic thought. Understanding what we mean and how we think is a vital issue for our intuitive sense of ourselves as human beings. With the development of linguistic science the word meaning is bringing us closer to the understanding of the second very important entity, called a concept, with which the word meaning and many other linguistic notions become inseparable.

At the current stage of the development of linguistic science, there are different approaches to defining concept. Research of the concept using a linguistic and cultural approach is relevant, since it includes not only linguistic factors, but also factors of national culture. It is important to note that it is through the linguistic world image that mentality is connected with culture. The basic unit of mentality is the concept of that culture, which is realized within the limits of a verbal sign and language, as well as expressed in the form of an image, concept or symbol.

Concept is a global unit of thinking. Concepts are ideal and coded in the mind by units of a universal subject code, which are based on individual images formed on the basis of personal sensory experience of people. An idea, unlike a concept, does not have a clear structure and a fixed arrangement of layers. According to the content, concepts are divided into representations, schemes, concepts, frames, scenarios and gestalts. The term "concept" is related to the idea of those meanings that function in the process of thinking and reproduce the content of experience and knowledge, the content of the results of all human activity and processes of knowledge of the world in the form of certain "quanta of knowledge".

The linguistic and cultural concept is defined as a complex structured phenomenon, in which the conceptual principle passes through the sieve of

ethnopsychological assessment, organically combines with the linguistic and cultural. It has a three-component structure: conceptual, figurative and evaluative components.

Typology of concepts as mental formations may be carried on the basis of their standardization (individual, group and national). On the basis of content they can be divided into conceptions, schemes, notions, frames etc. On the basis of language expression concepts may be represented by lexemes, phrase combinations, free words combinations, syntactic constructions, and even by texts and sets of texts. Concepts are also classified by their content, by the format of representation, by the environment of functioning, by the associative principle. The presence of various classifications indicates the complexity of the content and structural organization of concepts.

The analysis of the methodological foundations of concept research made it possible to develop a comprehensive methodology for the study of the MANAGEMENT concept. To describe and model the structure of the linguistic and cultural concept, the method of dictionary definitions, the method of component analysis, the method of field modeling, the method of contextual analysis, and elements of quantitative calculations were involved.

The concept of MANAGEMENT is a complex mental structure, which includes a conceptual component (a complex process of ensuring the organization's effective, targeted economic activity), a figurative component (a production and economic situation in which the manager and subordinates participate by discussing production problems and making decisions), a valuable component (norms and rules of effective management of the economic activity of the organization).

Management in the American linguistic consciousness is associated with the most important value orientations of behavior and has a detailed conceptualized structure. It differs from the corresponding concept in the Ukrainian linguistic consciousness, for which the concept of MANAGEMENT does not yet have such detail, which is explained by certain socio-historical conditions. The identified linguistic and sociocultural differences regarding management in the linguistic

consciousness of representatives of the Ukrainian and American management societies demonstrate a certain dynamic of the Ukrainian-language business linguistic culture, which gradually adapts the meaningful characteristics of the American concept of "management" to the Ukrainian conditions of management communication.

In the conceptual structure of the concept of MANAGEMENT there are such components as:

- orientation of the consciousness of the management subjects to determine the patterns of the management process;
- management of information flows;
- management of labor operations;
- market management, marketing;
- management of operations with control objects, i.e. resources and products of activity;
- management of property, possessions;
- forecasts when making managerial decisions, determining trends and directions of scientific and technological progress, demographic indicators of society and their importance for successful management.

All of the listed components of the concept are reflected in the management discourse.

The concept of MANAGEMENT as a complex mental formation occupies an important place in the American and Ukrainian business and linguistic cultures, being located in their center and forming the conceptual sphere of managerial communication. At the same time, it was established that in the conceptual sphere of management, the analyzed concept is presented as a core one surrounded by adjacent and peripheral concepts that clarify and support its verbalization in business (management) discourse.

The concept of "management" is a concept imported from American linguistic culture into Ukrainian, it introduces into the Ukrainian linguistic consciousness the need to use modern scientific and technical achievements in economic activity,

primarily in the field of information storage and processing, and the system of norms of business behavior adopted in the USA (democratic and a respectful style of communication between the manager and subordinates, high responsibility of the subordinate for the work performed, encouraging the initiative of subordinates).

In American managerial communication, the concept of MANAGEMENT is verbalized in various ways, while we can talk about a special concept sphere of management, consisting of the core concept of MANAGEMENT, related and peripheral subconcepts, transported into the managerial discourse by the linguistic personality of the manager, creatively using three types of communicative strategies, combined the idea of planning and implementing the goals and objectives of management.

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APPENDIX 1

<i>Part of the conducted questionnaire based on the Ukrainian respondents' answers</i>		
Позначка часу	стать	Які асоціації у Вас виникають, коли Ви чуєте слово менеджмент?
06.10.2022 13:59:23	ж	<i>Кооперація, колаборація, допомога, підлеглії, довіра, відповідальність</i>
08.10.2022 18:00:01	ж	<i>Для мене менеджмент це щось про керування, управління, це відповідальна посада, організація праці та досвід</i>
08.10.2022 20:07:25	ч	<i>Управління, комунікація</i>
10.10.2022 14:27:24	ж	<i>Організація роботи, успішність у цьому процесі</i>
13.10.2022 18:29:43	ж	<i>Злагоджена робота, команда, кооперація, фірма</i>
13.10.2022 19:55:25	ч	<i>Управління персоналом. Уміння організувати роботу так щоб вона виконувалась якісно, працівники працювали з задоволенням, у результаті прибуток фірми зростає.</i>
14.10.2022 12:30:34	ч	<i>Державна адміністрація, управління, успіх, відповідальність</i>
14.10.2022 17:51:28	ч	<i>Коли чуємо слово менеджмент або менеджер у багатьох людей є розуміння слова але немає усвідомлення. Для мене менеджер це керівник. Людина, яка має у підпорядкуванні підлеглих працівників і відповідальна за результат. В поняття менеджмент входить процес організації роботи: планування, мета-ціль, засоби і інструменти, часові рамки, ресурси і т.д.</i>
14.10.2022 20:01:47	ж	<i>треба багато думати, телефонні дзвінки, потрібен великий досвід, відповідальність</i>
15.10.2022 18:48:57	ж	<i>Керівництво, відповідальність, розуміння тайм менеджменту та розпорядку дня, досвід в спілкуванні із людьми</i>
15.10.2022 20:10:12	ч	<i>Велика відповідальність та керівництво</i>
17.10.2022 12:13:45	ч	<i>Розпорядок дня</i>
17.10.2022 13:55:17	ж	<i>Уміння організувати роботу так, щоб вона виконувалась якісно</i>
17.10.2022 17:18:38	ж	<i>Управління, кооперація, заробляння грошей</i>
18.10.2022 14:13:54	ч	<i>Якісне управління та комунікація</i>
19.10.2022 15:33:27	ж	<i>Керівництво, відповідальність, розуміння тайм менеджменту та розпорядку дня, досвід в спілкуванні з людьми</i>

APPENDIX 2

<i>Part of the conducted questionnaire based on the American respondents' answers</i>		
Timestamp	Gender	What do you associate the word management with?
01.10.2022 21:15:18	f	<i>Administration, organization of work, responsibility</i>
05.10.2022 19:03:17	f	<i>Getting success, satisfaction with the work of employees</i>
05.10.2022 19:09:22	m	<i>High responsibility, cooperation, planning</i>
07.10.2022 17:15:49	f	<i>Coordination, supervising skills, experience</i>
11.10.2022 18:29:43	m	<i>Communication based on understanding, respect and politeness</i>
11.10.2022 19:55:25	f	<i>Personal accomplishment, control of work, responsibility</i>
13.10.2022 20:37:02	f	<i>Administration, work organization</i>
13.10.2022 21:09:24	m	<i>Achieve a goal, get a high profit of the company</i>
13.10.2022 21:12:31	m	<i>Management means directing and controlling a group of people</i>
14.10.2022 15:27:17	m	<i>Time management, experience, planning</i>
16.10.2022 13:31:43	f	<i>Control, art of managing</i>
16.10.2022 18:10:19	f	<i>Soft & hard skills, success, communication</i>
17.10.2022 20:01:56	f	<i>Organization</i>
17.10.2022 20:05:14	f	<i>Coordination, communication, respect</i>
17.10.2022 20:10:18	m	<i>Responsibility</i>
19.10.2022 21:57:12	f	<i>Great communication and success</i>
21.10.2022 18:09:23	m	<i>Leadership and control</i>
21.10.2022 18:14:31	m	<i>Supervision, government</i>
22.10.2022 19:20:45	f	<i>Handling and great experience</i>