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THE CURRENT VALUE DOMINANTS IN THE BRITISH AND UKRAINIAN LINGUOCULTURES

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Abstract. The process of forming the category “value” was influenced by such categories as Truth, Good, Beauty, and Benefit, which ancient thinkers and subsequent generations of philosophers defined. These categories were initially considered philosophical proper nouns and later laid the foundations of entire sciences—logic, ethics, and aesthetics. At the moment, they have also acquired the status of basic cognitive categories. Reconstruction of the core and the near-nuclear zone of the axioconceptospheres of the British and Ukrainians, which consists of four matrix concepts (TRUTH, GOOD, BEAUTY and BENEFIT), by analysing the primary meanings of their names and the names of the closest synonyms, made it possible not only to measure the static and dynamics of their main phases in the studied linguocultures, but also to determine the leading place of modern nations of the British and Ukrainians on the civilisational evolutionary spiral.

Key words: axioconceptosphere, conceptualization, value matrix concepts

Introduction.

The most important element of an individual's internal structure and organisation, his spiritual world, is value orientation, which is a form of reflection of personal values.

There are quite a lot of types of classifications of values in the scientific literature. We can distinguish the main ones: *hedonistic* values that are associated with various types of human satisfaction as a biological need; *utilitarian* values that are primarily related to benefits, which are considered general cultural and demonstrate common manifestations of this category in different cultures; *aesthetic* values, the central category of which is beauty; *cognitive* values are, first of all, truth and knowledge; moral values, the central category of which is good; *social* values are realised when people interact in society and are manifested in such categories as love, friendship, respect; *vital* values are life and safety, health, etc.; *existential* values relate to the meaning of life and awareness of ideological principles on which a person can rely in his life; *religious* values are holiness and righteousness, and faith associated with the observance of religious canons. Religious values overlap with moral values; political values are derived from social and ethical values, which include political freedom, social justice, patriotism, democracy, political stability, etc.; economic values can be considered as a type of utilitarian values, which include such categories as profit, wealth, etc. [1;2].

Main part.

The importance of these categories in people's lives distinguishes the dominance of values, that is, by the type of motivational goal that they fulfil. The scientist identified ten motivational values according to three universal needs of the human condition: 1) biological, 2) social, and 3) individual [3;4].

These ten values cover various categories of content that were worked out in early theories of values and religious and philosophical discussions of values. Each basic value can be characterised by an analysis of its central motivational goal: POWER (social status, prestige, control and dominance over people and resources); ACHIEVEMENT (personal success through the manifestation of competence in accordance with social standards); HEDONISM is associated with pleasure; STIMULATION means new challenges in life; SELF-DIRECTION — independent thought, creativity, freedom; UNIVERSALISM — wisdom, social justice, equality, the world of beauty; BENEVOLENCE — well-being in everyday interaction with responsibility; TRADITION means respect; CONFORMITY — restriction of actions; SECURITY is associated with security, harmony and stability of society [3].

The motivational continuum is the overall picture of the relationship between these values, as suggested by S. Schwartz. The closer any two values are in either direction in a circle, the more similar their motivation is. The more distant any two values are, the more polar their main motivations are [3;4].

The value picture of the world includes the most important meanings belonging to a particular culture. The totality of a given culture's value dominants forms a certain type of culture maintained and preserved through language. The value picture of the world is part of the linguistic and conceptual picture of the world and is a component of the nation's conceptsphere.

Modern anthropo-oriented linguistics, in its broad interdisciplinary fields, continues to explore the relationship between language and culture, language and ethnicity. The main task of the directions is to reveal the mechanisms of the process of categorising phenomena of the surrounding reality by representatives of different societies, as a result, certain categories are formed, the most problematic of which is the category of values.

The process of forming the category “value” was formed under the influence of such categories as Truth, Good, Beauty, and Benefit, which ancient thinkers and subsequent generations of philosophers defined. These categories, which were initially considered philosophical proper nouns and later laid the foundations of entire sciences – logic, ethics, and aesthetics – are now interpreted as basic cognitive categories. These value formations have acquired a mental character in each culture and have become its value concepts, which, according to their belonging to a certain field of science or the sphere of the environment, are differentiated into logical and philosophical (TRUTH), moral and ethical (GOOD), aesthetic (BEAUTY), hedonistic (BENEFIT).

Reconstruction of the core of the axioconceptspheres of the British and Ukrainians, which consists of four matrix concepts (TRUTH, GOOD, BEAUTY and BENEFIT), by analysing the primary meanings of their names and the names of the closest synonyms, made it possible not only to measure the static and dynamics of their main phases in the studied linguocultures, but also to determine the leading place of modern nations of the British and Ukrainians on the civilisational evolutionary spiral.

Its value core is formed by Indo-European, proto-Germanic and proto-Slavic primary meanings of the names of the concepts TRUTH, GOOD, BEAUTY, and

BENEFIT, which are world view value-mental formations that reflect the social, biological and individual motivational needs of a person. Invariant-variant periphery assumes ancient and modern meanings (including terminological and associative ones), as well as lexical-semantic variants and synonyms that persist and dominate in the linguistic consciousness of British and Ukrainian people and can be measured by ethnosemiometric diachronic and synchronic lexicographic and experimental parameterisation [1].

The near–nuclear zone of the motivational continuum was formed on the basis of further mentalisation and conceptualisation of value primary meanings directly in each linguoculture (by splitting the meanings and their opposite fixation in different names of concepts): from the ancient state to the modern one, where the transitions of the corresponding semantic continuants took place in three directions: 1) abstraction, 2) concretisation and specification, 3) terminologization, preserving nuclear ethnic constants and at the same time radiating new semantic dominants.

Conclusions.

Diachronic and synchronic analysis allows us to determine that the core of the motivational continuum of the axioconceptospheres of the British and Ukrainians, which consists of four basic matrix concepts TRUTH, GOOD, BEAUTY and BENEFIT, underwent various layers and transformations, but retained in each of the linguocultures Indo-European ethnic constants with their transitions to proto-Germanic and proto-Slavic reflexes and individual national languages.

The axioconceptosphere of British and Ukrainian linguocultures is a motivational continuum, considered a holistic and synergistic model of the kaleidoscopic matrix of universal, collective-national and individual value creativity. This model is a fixator of the primary ethnic constants and national value dominants of the British and Ukrainian ethnic groups and is designed on the principles of core (centre) and flexible periphery.

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