

Cognitive aspect in exploration of english aphorisms

The presentation concerns with the study of cognitive-communicative potential of English aphorisms. An analysis of value-labelled utterances (*e.g.* aphorisms) is an important element of the conceptual analysis as they convey common sense through the words of their author. So an aphorism is an intersection area of individual and common to all mankind knowledge about the world.

From the standpoint of functional approach a concept is regarded as a dynamic substance: both a process and a result of giving a meaning to a language sign in the situation of communication. Discourse is the only medium where concept can exist. A certain type of discourse forms a specific conceptual system which represents an individual mental-informative portrait of the discourse. Being a cross-discursive phenomenon, aphorism has a wide conceptual sphere with a special structural organization possessing specific features when used in different discourses. *A cynic is a man who knows the price of everything but the value of nothing. Oscar Wilde.* *A dwarf standing on the shoulders of a giant may see farther than a giant himself. Samuel Taylor Coleridge.* – fiction. *Buddhism is not a creed, it is a doubt. Gilbert K. Chesterton* – religious discourse. *Democracy means government by the uneducated, while aristocracy means government by the badly educated. Gilbert K. Chesterton* – political discourse. And the first known aphorism by Hippocrates *Life is short, Art long* is from medical discourse by origin. A concept or its field displays a certain cognitive-semantic selectivity in its actualization in various discursive formations. The conceptual system of aphorism is believed to comprise mainly the fields of the concepts: LIFE / DEATH, HAPPINESS / MISERY, WISDOM, VIRTUE / VICE, LOVE / HATE, MAN / WOMAN, WAR / PEACE, SUCCESS / FAILURE, WEALTH / POVERTY, LAW, POLITICS, HEALTH / DISEASE, SCIENCE / FAITH.

It is worth saying that according to the type of discourse the nucleus of conceptual system is organized by the fields of different concepts and in the case than a concept is used in different discourses it reveals a specific meaning in each of them.