

Cognitive exploration of language on base of concepts

Modern cognitive theory is one of the basic linguistics' theories since it gives basic understanding of function and origin of the language itself. One of the methods of the learning language is learning of concepts because no language would exist but for the concepts standing behind it. It helps to imagine the conceptual nature of the objects of the reality and to make a conceptual model of the linguistic world image, since concept includes not only the meaning of the world but also customs, traditions, way of behavior, etc.

One of concepts that form the nucleus of each language is concept SUCCESS. But there is a difference between a word and a concept that lies in the fact that the concept has individual features of carrier. According to the dictionary one can pick out such definitions of the word 'success': 1) success as achievement (*Nothing succeeds like success*); 2) success as wealth (*Naked's financial success is in part driven by the success of its clients*); 3) success as fame (*Success is never blamed*); 4) success as luck (*In his diaries he looks forward to future success, but it was his artistic success that he sought before financial security*).

In the structure of the concept the following five main sectors can be singled out: 'Positive result of activity' (*'It's an incredible achievement,' he said in an interview, meaning his experience, on screen and off*); 'Subject of success' (*'You are lucky devil'*); 'Way to the success' (*The Mets had been staggering through a listless season, and Randolph does not know how many more games he will manage*); and 'Qualities necessary for achieving success' (*Here is Mr. Black, the leader of his profession*), each of them is formed on base of different cognitive characteristics.

Topical cognitive features of concept SUCCESS, that are formed in the contemporary native speakers' mind and reflect new features of mentality, are achieving the aim thanks to the own person's affords; financial character of the achieved result; achievement of high social status; person's self implementation; ambitions as positive personal characteristics of subject of success.