The aim of the work is to define the notion of the evaluative realia, to determine the main components of its lexical meaning and the criteria of singling out the evaluative realia from the whole lexical corpus of English and Ukrainian.

The evaluative realia is a nominative unit the core component of the lexical meaning of which is the national-cultural component, combined with the evaluation seme. The national-cultural component of the evaluative realia lexical meaning is a semantic microcomponent consisting of the semes ‘locality’, ‘ethnicity’, ‘evaluation’. There are a number of formal markers which show that the semantic structure of a lexical unit comprises the national-cultural and evaluative components, thus indicating it as the evaluative realia. They are the following:

1) a dictionary entry containing usage labels like Engl. approving, facetiously, disapproving, derogatory, derogatorily, offensive; Ukr. пестливість, грайливість, захоплення, жартівливість; осудлива, зневажлива, презирлива, лайлива, образлива etc.;

2) a realia dictionary definition including such words and word-combinations as Engl. in Great Britain, British, English, Scottish, Welsh, Irish; in the USA, in America, American, the USA; normal / abnormal, reasonable / unreasonable, true / false, good / bad; Ukr. в Україні, український; норма / не норма, розумно / нерозумно, істинно / невірно, добре / зле etc.;

3) by stretch of the derived-evaluative realia that proves a realia being evaluative is the presence of the following lexemes in its synonymic row or the synonymic row of the words, used in its definition: Engl. normal / abnormal, reasonable / unreasonable, true / false, good / bad; Ukr. норма / не норма, розумно / нерозумно, істинно / невірно, добре / зле etc.

Establishing the criteria of the language material selection is an important stage of the evaluative realia structural-semantic peculiarities analysis and defining nationally marked concepts, verbalized by them.