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Conceptualizing of pride in Russian and Serbian linguocultures (Based on lexical and phraseological units)

Abstract

The article presents a comparative analysis of the Russian concept *гордость* 'pride' and its rough equivalent *ponos* 'pride'. An integrated approach is used in which the etymology of the concept's names and its synonyms have been analyzed, as well as the conceptual core of the concept through the generalization of the Russian- and Serbian-language lexicographic data. The conceptual characteristics have been identified; moreover, the analysis of image-bearing and axiological components of the concepts, based on standard collocations, has been carried out. The study proved that the conceptual core of both concepts is identical, and that 75% of characteristic in the semantic structure are positive. The study revealed paired concepts that have an approximate meaning 'pride': in Russian, *гордость* and *гордыня*, and in Serbian, *ponos* and *gordost*. There is difference in frequency, connotations, and the discourses the concepts belong to, secular and religious discourse respectively. In general, the study of the conceptualization of *гордость* and *ponos* 'pride' revealed both similarities and differences in the concepts' structure. The conceptual core is mostly similar, while the differences were observed in the image-bearing and axiological components of the concepts.

Keywords: concept, *gordost* 'pride', *ponos* 'pride', Russian linguistic culture, Serbian linguistic culture, comparative analysis.

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