

**Anna I. Khlopova, Oksana M. Ladoshina**  
**Moscow State Linguistic University, National Research University "MPEI"**  
**Moscow, Russia**

chlopova\_anna@mail.ru, o.m.ladosha@yandex.ru

## **Lexical and semantic content of the “Erfolg” value in German linguistic culture**

### **Abstract**

The article examines the lexical and semantic content of the core value *Erfolg* 'success' in German linguistic culture. The research is based on the ethno-psycholinguistic paradigm, and the relationship between language and culture is considered as a linguistic problem; therefore the main research methods are the method of contextual analysis and free associative experiment. The study showed that for representatives of German linguistic culture an important role is played by career success, which is also confirmed by data from previous studies. Values codified in lexicographic and etymological sources are also identified in relevant studies. The dynamics of core value *Erfolg* is manifested in the identification of additional semantic attributes: the sphere of success, the ritual role of success in etiquette speech acts, an indication of the sources and subjects of success, as well as the temporal characteristics of the situation.

**Keywords:** core value, semantic analysis, text corpus analysis, free associative experiment, associative-verbal network model, associative meaning model.

© Khlopova A. I., Ladoshina O. M. 2021

**For citation:** Khlopova A. I., Ladoshina O. M. (2021). Leksiko-semanticheskoe sodержanie tsennosti «Erfolg» v nemetskoy lingvokul'ture [Lexical and semantic content of the “Erfolg” value in German linguistic culture]. *Teoreticheskaya i prikladnaya lingvistika* [Theoretical and Applied Linguistics], 7(2), 135–151. doi: 10.22250/2410-7190\_2021\_7\_2\_135\_151.