**CONCEPT-CONSTRUCT «GOLD/GOLDEN» AS A UNIVERSAL TEXT**

**OF CULTURE AND LANGUAGE**

***D. Amichba***

Associate professor, Candidate of Philological Science,

Associate professor of Department of translation and linguistic training of foreigners,

Oles Honchar Dnipro national university

[dammichba@gmail.com](mailto:dammichba@gmail.com)

orcid.org/0000-0002-0421-4714

***I. Suima***

Associate professor, Candidate of Philological Science,

Associate professor of Department of translation and linguistic training of foreigners

Oles Honchar Dnipro national university

[Suima-irina@i.ua](mailto:Suima-irina@i.ua)

orcid.org/[0000-0002-2209-8614](http://orcid.org/0000-0002-2209-8614)

***O. Shkurko***

Associate professor, Candidate of Philological Science,

Associate professor of Department of translation and linguistic training of foreigners,

Oles Honchar Dnipro national university

[eshkurko@i.ua](mailto:eshkurko@i.ua)

orcid.org/0000-0002-3443-3555

**Introduction.** Proverbs and sayings represent an ambivalent semiotic sign that allows to express feelings, emotions, desires, attitudes towards the subject of thought. This sign is objectified by various expressively marked syntactic models of both positive and negative connotations. Among the numerous proverbs and sayings in any language can be distinguished the constructions with a nuclear component «gold / golden», which are represented at a deep mental level by a concept construct.

The study of the concept «gold / golden» is directly related not only to the theory of word combinations and sentences, which goes back to the papers of A. Shakhmatov (1941) and other prominent linguists, but also to the works of scientists exploring the problems of cognitive linguistics, in particular, the linguistics of the text and its deep components. We consider the attributive constructions with the nuclear dominant word «gold» and its derivative «golden» as belonging to these components.

From this point of view, the materials on cognitive linguistics, in which the theory of concepts were developed, are of the greatest interest for us. To analyze the concept «gold / golden» as a theoretical basis, we use the statements of the well-known theory «linguistic picture of the world», developed, studied and described by researchers Ya. Astakhova (2014), I. Makeenko (1999) and others. For this article of great importance are the theoretical findings on cultural linguistics, which were in the focus of the scientific problem under consideration and the analyzed concept-construct «gold / golden» (works of Y. Normanskaya (2005), T. Svetlichnaya (2003) and many other linguists).

The purpose of the article is to describe and analyze the concept-construct «gold» and its mental universal deeply structured images, objectified by attributive constructions. The material for this paper are the proverbs and sayings containing the nuclear dominant component «gold» and its derivative «golden».

To achieve this goal, the authors were assigned the following tasks:

- to consider color designations as a stylistic means of expressiveness of speech;

- to study the categories inherent in attributive constructions (qualitative, quantitative, comparative, gradual, possessive), revealing the implicative nature of the mental components of the concept «gold / golden»;

- to explore the etymology of the word «gold»;

- to analyze the associative features of the «gold / golden» image in different languages ​​of the world.

**Methods and methodology of investigation**. The methodological basis of the article is the special literature on the research topic, which has been studied and summarized.

The main method for studying of the relevant material is the structural-semantic analysis of phraseological units with a semantic nuclear component «gold» and its derivative «golden». The article also uses elements of the contextual and component description of linguistic facts.

**Results and discussion.** Evaluation is one of the essential integral features of the concept construct. The category «evaluativeness» is structured and actualized by coloratives both implicitly and explicitly.

The lexical and semantic characteristics of the concept «color», as well as the attributive constructions, updated by this concept, are studied and analyzed by representatives of different schools and directions using the following approaches:

- functional, which allowed scientists not only to consider color designations as a stylistic means of expressiveness of speech, but also to reveal the idea of ​​the work and the author’s subjective attitude to the notion under the research;

- historical, involving the study of attributive constructions denoting color and containing an adjective as a dominant component, from the point of view of the diachrony of their historical formation in the language. This approach is typical for the works of such researchers as N. Bakhilina (1975), Y. Normanskaya (2005);

- lexico-semantic, reflected in the works of R. Alimpieva (1986) and I. Makeenko (1999). According to the point of view of these authors, the attributive construction must be considered from the standpoint of the semantic structure of individual colors, classifying them according to the general semantics;

- grammatical, used to study the grammatical characteristics of the concept «color» by linguists Z. Daunene (1971) and A. Kaibiyainen (1995), who indicate the grammatical features and functional characteristics of color in adjectives and stable attributive-substantive combinations;

- a comparative analysis carried out by Ya. Astakhova (2014), I. Makeenko (1999), T. Svetlichnaya (2003), allowed scientists to obtain information about certain linguocultural features of color designations. Y. Griber, D. Mylonas, G. Paramei (2018) note that color nominations, like other groups of semantically related words, are systems in which the position of one word affects the position of all the others. Hence the So, it is important to study color meanings as separate words, to describe their variability and compatibility.

The mental construct «color» is permeated not only by philosophical metaphysics, but also by psychosomatic perception of the surrounding reality. «It is impossible to understand the cultural meaning and depth of the construct «color», characterizing only colors and their shades, just as, probably, it is impossible to fully cognize and comprehend what the meanings are contained in the «color» itself» (Astakhova, 2014: 2). It is difficult to challenge the following judgment, according to which «linguistic understanding of color nominations (coloratives) can help not only deepen the understanding of color as a category of culture, but also open up broad prospects for the study of color designations that have not been subjected to scientific reflection in any other branches of science» (Astakhova, 2014: 3).

The concept-construct «gold / golden» is not only a «color image». First of all, it is a deep, metaphorically structured text with a complex hierarchical system of images. Like any other text, it is structured by deep mental images. For example, a fairy tale, being a text, is a mental construct «in which the constants of human consciousness are structured into a concept ... a fairy tale is not only and not so much a folklore genre of literature, but an element of cultural and creative meaning. A fairy tale is, first of all, a text, but the text is compressed, firstly, to the concepts of «good / bad», «good / evil», «truth / lie», etc., and secondly, a discourse that structures a developed thought, or «complex predicate» (in the terminology of I. Kovtunova) (Amichba, 2012: 57–58).

The considered concept-construct «gold / golden» is categorized by an attributive construction with a dominant semantic component «gold» and its derivatives. Attributive constructions and forms of their expression in phrases and sentences first became the object of scientific description in the well-known work of A. Shakhmatov (1941). The traditions started by the scientist were dealt with in the works of other linguists, his followers. The problem of the attributiveness of syntactic units as a scientific object and subject for analysis is still relevant and attractive to linguists. The researchers note that «the complexity of their qualification lies in the fact that the models of attributive phrases are very diverse, and often the concept of attributiveness is reduced only to the idea of ​​a part of a sentence» (Khanakhu, 2007: 6).

In the study of attributive constructions with the concept of «gold / golden», proverbs and sayings such *Велика кокора, да никуда не годится, а мал золотник да дорог;* *Не все то золото, что блестит; Больному и золотая кровать не поможет; Сказанное словцо – серебряное, не сказанное – золотое; Галуны золотые, а есть нечего; Воля птичке дороже золотой клетки* are filled with deep meanings. The texts involved for analysis and description are represented by a structured deep metaphor, which is categorized and verbalized by lexical units of positive and negative connotations with the meaning of «measure of value». The choice of the subject of research, objectified by attributive constructions with a nuclear component «gold / golden», allows us to describe the system of human experience and perception of the surrounding reality. In the presented models, the concept of «value» and its opposition «unnecessary, having no value» make it possible to reveal the meanings and sense of deep «universal» images and symbols.

The problem of the relationship of various models of attributive word combinations within the structure itself is still not fully understood. Attributivity, reflecting the relationship subject // attribute, word // metaphorically structured image concretizes semantic relationships within the structure of a noun + attributive component and helps to understand the nature of this phenomenon. It should be recognized that attributive phrases as a special type of phrases are heterogeneous in their composition and are represented by a variety of structures. A noun acts as a nuclear word, and various parts of speech can be other constituent components of the structure (Ivanova, Burlakova, & Pocheptsov, 1981; Melikova, 1983).

The concept «gold / golden» has absorbed deep attribution, in other words, «unmarked attribution». Of interest is also the question of to which extend the components of the structure of the concept «gold / golden» are marked or unmarked. It should be agreed that the components of the analyzed concept «gold / golden» and its strong and weak parts of the opposition at the semantic level can also be characterized by the principle of marked / unmarked unit. It is noted that a marked part of a sentence, in contrast to an unmarked one, has a formally expressed sign.

The expression of «objectivity» in the above-mentioned phraseological constructions is the noun «gold», as well as its derivative «golden». The word «gold» in the analyzed models performs the function of a deep nuclear component in relation to the attribute «golden». The functional feature of the «gold / golden» attribute is that this word form is able to clarify the semantic content of the defined words. The deep characteristics and figurative metaphorization of the mental construct «gold» / «golden» make it possible to assert that the degree of abstraction of attributive models of proverbs and sayings is quite high.

The categories inherent in attributive constructions are: quality, quantity, comparativeness, graduality, possessiveness, determination, and not only the explicit status of attributions, but also a pronounced degree of abstraction, in other words, these categories reveal the implicative nature of the mental components of the concept gold / golden. In the analyzed concept, there is a transition from the more concrete concept of «gold / golden» to the abstract concept of «gold / golden», filled with symbols. The description of the category of «quantity» and «quality» can be based on the statement according to which in the analyzed concept «gold / golden» there is a transition from a more concrete to a more abstract understanding of the deep forms of this concept. The analysis of the material under the review showed that the categories of «attribution» quantity (how much) and quality (what kind of) are characterized by the highest degree of abstractness. As it is correctly noted, these categories correspond primarily to the explicitly expressed class of adjectives (Gaskill, 2020). The derivative word «golden», which has the highest degree of abstractness, is motivated by the word «gold».

The semantic meaning of the word «gold» is represented as an object made of gold (coin); color and shades of gold; beautiful, precious, wonderful (about a person), happy, auspicious, etc. (Ozhegov, 1999: 233).

The image and association «gold / golden», equated to the meaning of «yellowness, yellow, gold of leaves», are associated with description of autumn landscapes, with a subtle perception of the world around us, with human experiences, for example, yellow, withered leaves, a person, fading with age, and proximity to some line from which there is no return; the gold of the fields with crops – the gifts of the golden autumn, golden rye (Phraseological Dictionary of the Russian Language, 1968: 175). Other researchers also pay attention to these associative features of the «gold» image (Alimpieva, 1986, Khanakhu, 2007). The connotative meaning of the concept «gold / golden» acquires deep meanings. So, for example, the mental construct of the «golden youth» means confident, financially secure children of rich and influential parents. Golden spring is understood as impermanence, youth, renewal (Phraseological Dictionary of the Russian Language, 1968: 175). The mental construct «gold / golden» is used for a positive-evaluative characterization of the character's image, it is used in phraseological constructions: *golden head, golden words, golden mountains, golden bag, golden rain, golden dreams, golden ratio, golden hands, golden heart, golden rule* etc. (Phraseological dictionary of the Russian language, 1968: 175).

The etymology of the word «gold» is also of great interest. Many linguists, following A. Preobrazhensky (1910–1914) and M. Vasmer (1964–1973), according to the established tradition, believe that this word goes back to the Proto-Indo-European basis, verbalized by the meaning «yellow».

From the above-mentioned etymological sources attention is drawn to the dictionary article by A. Preobrazhensky, according to which «*zlato; zlaty gold, guilder; zlatiti. η. zioto; zloty golden. ow. zloto. nl. zloto. plb. Zlatny; ancestors. scr. hâtakam gold (Hâtaka - the name of the best country and its inhabitants, golden; from \* zhàltaka-); lts. selts., goth. (with different vocalism) gulth gold ... drvnm. gold, cold. Nnem. gold. Here is the MSKR. hirangam gold. Zend. zaranga-, zaranim (npers. zarr. mb from drpers. \* zarna). ... a gold coin»* (Preobrazhensky, 1910: 256).

M. Fasmer, analyzing the word «gold», writes the following: «*Gold, adj. gold, ukr., blr. gold, art.-Slav. gold, χρυσός (Supp.), bulg. zlato, Serbo-Croatian. evil, slovenian. zlatȏ, Czech, slvc. zlato, Polish, v.-pudd., n.-pudd. zɫоto. related to Eastern-lit. žеl̃tаs «golden», «golden yellow», ltsh. zèlts «gold», «gold»; with other vocalism: goth. gulÞ, further OE híraṇyam «gold», ave. zаrаnу- the same, Old-Ind. hári- «yellow, golden, greenish», avest. zairi- «yellow, golden», here is green»* (Vasmer, 1964).

Summarizing the data of these etymological dictionaries, it can be argued that «gold» and «golden» are words of the same root, which are verbalized with the meaning of «yellow», «valuable». It should be noted that the word «gold», like the word «golden», is ambivalent and includes signs of both positive and negative connotations.

So, for example, in the Explanatory Dictionary of V. Dahl (1863), in the dictionary entry «Gold», there are words, idiomatic expressions, objectified by varying degrees of connotation. The author cites syntactic models with a nuclear component «gold / golden», in which deep metaphorization is revealed through a given word with both positive and negative connotations. This statement can be illustrated by the following models:

«Про тебямолодца нет *золотца*. Все облито *золотищем.* Копить *золото*, деньги. Человек *золото*, неоцененный, либо никуда не годный. Добро серебро, а *золото* лучше. ***Золото*** и на воде плавает. И правда тонет, коли *золото* всплывает. Булат не гнется, шелк не сечется, *красное* *золото* не ржавеет. Не все то *золото*, что светит (блестит). Сказано – серебро, не сказано – *золото*. *Золото* (или мошна) не говорит, да много творит (а чудесатворит). Через *золото* слезы льются. *Золотой* человек, *золотые* руки. С твоего слова, что с *золотого* блюда. Мал *золотник,* да увесист. И мал *золотник,* да дорог. Дуга *золоченая*, сбруя ременная, а лошадь некормленая, *Златоимец,* м. лихоимец. *Златоимный,* лихоимный, подкупной» (Dal, 1863).

The words *«золот-ца», «золот-ищем», «золот-ые», «золот-ой», «золот-ого», «золот-ник», «золоч-ен-ая», «злато-имец», «злато-имный»* are used in expressions with mental fields of positive and negative connotations; plus / minus signs in these constructions are deeply metaphorical. These models characterize a person not only as an implementation of something good, but are also categorized by words of the material world, which are verbalized by the meanings «good / evil», «greed / generosity», «greed», «unkind» / «good», «cordiality / heartlessness», «good / bad», etc.

The information from the Dictionary of Symbols with the capital word «Gold» is also interesting. The word under the research is personified with “wisdom, fortitude, nobility, honor, superiority, wealth… In the Aztec cultural tradition, gold is associated with the «shining of God» (Dictionary of Symbols, 2000).

«Gold / golden» in Buddhist ideas is associated with light, illumination. The ancient Chinese consider the gold / golden image as a harmonious combination of yin and yang; the sun (yang) is opposed to silver (lunar yin). In the Christian tradition, «gold / golden» is mentally and figuratively associated with pure light. In Christianity, «gold / golden» is a symbol of purity, it is considered a spiritual treasure, hence the «imperviousness to putrefaction». Among the ancient Egyptians, the image «gold / golden» was associated with the «flesh of the gods»; among the Hindus «gold / golden was associated with light, immortality..., the form of the gods...» (Dictionary of symbols, electronic resource).

The above-mentioned information allows us to conclude that the common Slavic noun «gold» (zolto), recorded in the times of the Old Russian period from the X-th century, ascends its etymological basis to Indo-European languages ​​with the meaning «yellow». This word has absorbed a metaphorically structured deep mentality. And this mentality is represented by a positive connotation, which is objectified by images of light, sun, goodness, purity, on the other hand, by a negative connotation, since the word itself is ambivalent in nature. Derivatives of the word «gold» are such word forms as gold-headed, ruddy-golden, golden, gilding, gold-plated, gilded, etc. Attributive constructions structured by the concept of «gold / golden» are objectified meanings and senses that are capable of linearly expanding the deep text of culture. The symbols encoded in the concept of «gold / golden» make it possible to understand the values of people of different times and cultures.

The core component of the metaphorically structured concept «gold / golden» at the mental level is actualized both in preposition and postposition; there are also constructions with full-voiced word forms («golden cockerel») and incomplete forms of the «golden» type. The point of view that attribute constructs are not labeled postposition / preposition (Griber, Mylonas & Paramei, 2018) is still controversial. The lack of designation of attributive constructions in the concept-construct «gold / golden» (according to the principle of «postposition / preposition») is explained by their status; such models are able to reveal their inner potential not only in marked, explicit forms, but also in unmarked, implicit forms, as, for example, in the following cases: *patience means gold; the owner of the golden mountain is also greedy*. Patience, bordering on kindness, forgiveness, humility, is encoded in the deep metaphorical image of gold and in the word form «golden». This word expresses an abstract idea of ​​gold. At the mental level, this model is transformed into a kind, light, warmth, open soul / heart. This syntactic model from the point of view of deep structuring is objectified by the meaning of goodness, incapable of doing something evil.

The point of view stated above does not contradict the scientifically proven fact, according to which the explicit characteristics of attributive constructions can be attributed to both words and phrases. This idea also does not contradict the general theory of phrases, since the analyzed attributive construction is a group of words «grammatically equivalent to a single word, which does not have a subject and predicate, but which is capable of linearly expanding of any text, structuration of the nuclear and peripheral components of these phrases. The concept under the research correlates with the scientific point of view, according to which a phrase is a designation of any free syntactic group built on the basis of subordination or composition, which is fully represented in attributive constructions» (Ivanova, Burlakova & Pocheptsov, 1981: 101).

It is an important fact that the attributive construction is directly a phrase, which has, as a rule, the structure Adj. + Noun and linked by attributive relationships. It is absolutely fair that the concept of «definition» refers to a greater extent to a sentence and its deep meanings, explicitly expressed by an attributive construction and represented by a lexical unit in a specific context, more precisely in a text that reveals the meanings and senses of the concept-construct «gold / golden». From this point of view, the opinions of researchers (Levi, 1978; Ryder, 1994) who analyzed attributive constructions from the standpoint of semantic content, it seems to be correct, since the attention of these authors was focused on their implicit characteristics. Attributive models expressing semantic features of «attitude to a person, object, phenomenon», etc., as can be seen from the analyzed phraseological models, structure the deep meanings and senses of the analyzed concept-construct.

It seems that the attributive construction is not only a metaphorically structured word, for example, the noun «mountain» and the associated mental image of gold (noun + adjective – the mountain of gold), but it is also a linearly organized deep text of both compressed and expanded structure with implicit pronounced characteristics.

The word «gold», possessing the highest degree of abstraction, carries a deep semantic loading. This thesis correlates with the well-known statement expressed by L. Chesnokova: «In the thinking of a modern person who has reached the highest degree of abstraction in the representation of quantity, different degrees of abstraction coexist and are regularly used and, therefore, there are different degrees of concretization in the depiction of quantity and quantitative relations» (Chesnokova, 1981: 44).

The above-mentioned information allows us to conclude that sentences with an attributive component «gold / golden» are characterized not only by a linear structure, but also by compression, which also allows us to reveal the meanings and senses of the analyzed concept. Such functional features of the sentense contribute to the description of the relationship of attributive constructions within the structure. In attributive constructions, there is also a two-component unity of structure, independence and autonomy. Taking into account all the points of view discussed above and the hypothesis put forward about the deep structuring of the above-mentioned proverbs and sayings, it can be argued that a sentence, like the word, is capable, on the one hand, of linearly expanding of a structured text, and on the other hand, of collapsing it to understanding of the meanings embedded in the deep text. Linguists who studied attributive combinations with various grammatical categories, such as participles, pronouns, substantive phrases, considered and described them from the point of view of explicit functionality (Kaibiyainen, 1995; Melikova, 1983, etc.)

In proverbs and sayings, verbalized by the components «gold», «golden» and structured by the concept-construct «gold / golden», deep content is hidden behind the external form, a deep meaning is encrypted, which is difficult to understand due to, on the one hand, an expanded, linear nature components of the structure, both the main and peripheral ones, on the other hand, the folded, compressed nature of the same components.

The concept-construct «gold» / «golden», which is ambivalent in nature, is a colorative with pronounced explicit characteristics that describe the external characteristics of an object: *gold braids, golden tops*, etc. Syntactic models *Якщо золото випливло – правда потоне; засип правду золотом, вона спливе*, etc., symbolize not only truth / untruth, truth / falsehood, good / evil. Golden color (*Золото – вогнем, людина бідою пізнається; Золото в землі не псується; Золото і в бруді блищить; Як знати, де знайдеш золото, а де жабу; Коли щастя посміхається, то і жменя пилу золотом обернеться*), verbalized in the analyzed proverbs and sayings, not only depicts a person, his\her life and the surrounding reality, but is also ambivalent, since, being a concept-construct, it absorbs metaphorically structured images with both positive and negative connotations.

**Conclusions.** The study of constructions with the noun «gold» and the adjective «golden» in proverbs and sayings made it possible to draw to the following conclusions.

1. The concept-construct «gold / golden» is, first of all, a linear, expanded text of culture, a text actualized by the word. The considered attributive constructions are characterized by high frequency; the mental fields of the concept-construct «gold / golden» are categorized by words indicating the sphere of nature, the animal world, human life activity.

2. The negative or positive connotation of the concept-construct «gold / golden», verbalized by the attributive construction, is proof of the ambivalence of the concept-construct itself and its components. The golden color is actualized not only when indicating the positive characteristics of an object that is in harmony with the external and internal world, but also when describing the negative qualities of a person and objects of the surrounding world.

In our opinion, the study of the concept-construct «gold» and its mental universal deeply structured images, objectified by attributive constructions, is part of a more general problem of the relationship between form and content in language, which makes an advanced theoretical study of concepts of different semantic meaning very important.

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***Анотація***

***Постановка проблеми.*** *Прислів’я і приказки є амбівалентним семіотичним знаком, який дає змогу висловити почуття, емоції, ставлення до предмета думки. Цей знак об'єктивують різними експресивно забарвленими синтаксичними моделями позитивної та негативної конотації. Серед численних прислів'їв та приказок у будь-якій мові можна виділити конструкції з ядерним компонентом «золото / золотий», які репрезентують на глибинному ментальному рівні концепт-конструкт. Дослідження цього концепту пов’язане з теорією словосполучення та речення, а також з проблемами когнітивної лінгвістики, зокрема лінгвістики тексту та його глибинних компонентів. Такими компонентами вважаємо описані в цій роботі атрибутивні конструкції з ядерним домінувальним словом «золото» та його похідним «золотий».*

***Мета статті*** *‒ описати й проаналізувати концепт-конструкт «золото» та його ментальні універсальні глибинно структуровані образи, об'єктивовані атрибутивними конструкціями.*

***Методи дослідження.*** *Структурно-семантичний аналіз фразеологічних одиниць із семантичним ядерним компонентом «золото» та його похідним «золотий»; елементи контекстуального та компонентного опису мовних фактів.*

***Основні результати дослідження.*** *Оцінність є однією з істотних інтегральних ознак концепту-конструкта, що актуалізують колоративами імпліцитно й експліцитно. Концепт-конструкт «золото / золотий» – це глибинний метафорично структурований текст з дуже складною ієрархічною системою образів. Концепт, що аналізуємо, категоризують атрибутивною конструкцією з домінувальним семантичним компонентом «золото» та його похідними. Тексти, залучені до аналізу й опису, репрезентують глибинною метафорою, яка вербалізована лексичними одиницями позитивної та негативної конотації зі значенням «мірило цінності». Вибір предмета дослідження дає змогу описати систему людського досвіду та сприйняття навколишньої дійсності. У поданих моделях поняття «цінність» та його опозиція «непотрібний, який не має ціни» розкриває смисли та значення глибинних універсальних, загальнолюдських образів і символів, що дають змогу зрозуміти ціннісні орієнтири людей різних часів та культур.*

***Висновки і перспективи.*** *Вивчення конструкцій з іменником «золото» та прикметником «золотий» у прислів’ях та приказках дає змогу зробити висновки про те, що по-перше, концепт-конструкт «золото / золотий» – це лінійний, розгорнутий текст культури, по-друге, що негативна або позитивна конотація цього концепту, вербалізована атрибутивною конструкцією, є доказом його амбівалентності. Дослідження концепту-конструкта «золото» та його ментальних універсальних глибинно структурованих образів є частиною загальнішої проблеми співвідношення форми та змісту в мові, що робить глибоке теоретичне вивчення концептів різної семантичної наповнюваності нагальною потребою.*

***Ключові слова:*** *концепт, золото, золотий, колір, символіка, ментальні образи, атрибутивна конструкція.*

***Abstract***

***Background****. Proverbs and sayings are an ambivalent semiotic signs that allow us to express feelings, emotions, attitudes to the subject of thought. This sign is objectified by various expressively marked syntactic models of positive and negative connotation. Among the numerous proverbs and sayings in any language, we can distinguish constructions with a nuclear component «gold / golden», which are represented at a deep mental level by a concept-construct. The study of this concept is related to the theory of phrases and sentences, as well as to the problems of cognitive linguistics, in particular, the linguistics of the text and its deep components. We consider the attributive constructions with the nuclear dominant word «gold» and its derivative «golden» as belonging to these components.*

*The* ***purpose*** *of the article is to describe and analyze the conceptual construct «gold» and its mental universal deeply structured images, objectified by attributive constructions.*

***Methods****. Structural and semantic analysis of phraseological units with the semantic nuclear component «gold» and its derivative «golden»; elements of contextual and component description of linguistic facts.*

***Results.*** *Evaluation is one of the essential integral features of the concept-construct, which is actualized by coloratives implicitly and explicitly. The concept-construct «gold / golden» is a deep metaphorically structured text with complex hierarchical system of images. The concept under the consideration is categorized by an attributive construction with a dominant semantic component «gold» and its derivatives. The texts involved in the analysis and description are represented by a deep metaphor, which is verbalized by lexical units of positive and negative connotation with the meaning «measure of value». The choice of the subject of research allows to describe the system of human experience and their perception of the surrounding reality. In the presented models, the concept of «value» and its opposition «unnecessary, having no value» reveals the meanings and meanings and senses of deep universal images and symbols that allow us to understand the values ​​of people of different times and cultures.*

***Discussion.*** *The study of constructions with the noun «gold» and the adjective «golden» in proverbs and sayings allows us to conclude that firstly, the conceptual construct «gold / golden» is a linear, detailed text of culture, and secondly, that the negative or positive connotation of this concept, verbalized by an attributive construction, can be considered as a proof of its ambivalence.*

*The study of the concept-construct «gold» and its mental universal deeply structured images is part of a more general problem of the relationship between form and content in language, which makes an advanced theoretical study of concepts of different semantic content very important.*

***Keywords:*** *concept, gold, golden, color, symbolism, mental images, attributive construction.*

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