

LINGUO-CULTURAL FEATURES OF VERBALIZATION IN DOMINANT MORAL AND ETHICAL BINARMS OF THE OLD AND NEW TESTAMENTS

The actuality of W. von Humboldt and Potebnia's ideas about the language as a spiritual essence as a unique piece of ethnos determines choice of linguo-cultural objects of scientific analysis, which enables the study of the correlation of philological and encyclopedic knowledge, identify patterns explication of language, especially in its lexical-semantic system of cultural concepts.

In the Ukrainian picture of the world the conceptsphere of the God is the subject of conceptual and semiotic understanding of the dissertation of P. Matskiva in which the researcher made a comparative historical analysis of biblical interpretation, folklore and linguistic discourses to identify archetypal, prototypal, stereotypical, symbolic and associative meanings.

Universal Cultural biblical concepts, especially biblionims as important segments of Ukrainian language world require systematic research in linguoukrainistics. Biblionims are one of the important means of verbalization in the language picture of the world as representing the diversity of properties, features, characteristics of the environment and the spiritual world of the individual. Therefore require systematic linguistic understanding of concepts such as Scripture as culturally significant priority notion of national identity. It is reasonable to outline the range of reference, significant and associative segments which Ukrainians verbalize with means of religious conceptsphere that will help with the understanding of the definition of the Bible for social activity of the community and the elucidation of the specific Ukrainian worldview. In this we find the actuality of the proposed exploration.

Today in linguoukrainistics observe updating questions about the entire understanding of the relationship of language and mentation, language and culture, which primarily involves elucidating of the mechanisms reflected in the language extralinguistic reality, knowledge about the world, and is the basis for the formation of linguistic and conceptual worldview.

There are many methods of constructing linguo-cultural concepts. Any concept can be verbalized through the linguistic units on different levels: lexemes, idioms, phrases or sentences. Diachronical analysis of the definite signal formation as a fragment of the world pattern makes possible acquiring linguistic units of the conceptual meaning provided the dynamics of precious paradigms.

Concept – it's not only the lexical meaning of the word, in addition to lexically-semantic variants and their individual components of the conceptual features, there are other features, such as: national, universal, marked by their own experience and individual beliefs. It means that in the concept coded through the genetical, historical, cultural memory of society.

Such studies are considered perspective, especially for modern society, spiritually indifferent and including the religious morals, because the absolute nihilism leads to the degradation of society. A more detailed analysis is needed to the actual processes of transition into the possessive adyektonimiv to apelyativiv.