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Certain specifics of the metaphorical representation of the concept «success» in American linguistic culture¹

Abstract. *The objective of the article is to analyze the metaphorical representation of the concept «success» in American linguistic culture. The material for the analysis is aphorisms, quotes, books on success in English. The study is based on the analysis of statements, in which the lexical unit «success», as well as its synonymic variants are considered as part of the metaphorical expression. For American society «success» is one of the most important components of culture, so it is interesting to observe what place in the everyday consciousness of the American takes the advancement to success and how success is conceptualized by means of language. Consideration of the metaphorical content of the concept of «success» in different languages allows us to take a deeper look at its content and to describe the national and cultural peculiarities.*

The methodology for studying cultural dominants is in the form of sampling lexical, paremic, phraseological units, sayings and quotations from success literature, blogs, and the electronic Corpus of Contemporary American English.

The results of the study showed that the concept «success» metaphorically acts as an object, is likened to a living being, has a moving intentionality, is verbalized by a variety of metaphors, including ontological. The basic projections of the concept «success» were revealed. The frequency of projecting success through failure is several times higher than the number of other projections. This indicates that for the ordinary consciousness of the American, failure is one of the essential markers of success.

Keywords: *conceptualization of success, everyday consciousness, conceptual metaphor, gestalt, verbalization, ontological metaphor.*

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Introduction

«Success» refers to one of the most multifaceted as well as significant concepts in American culture. The main components of success are considered to be hard work,

motivation, and productivity. The conviction that every free person has the ability to overcome all difficulties, the opportunity to achieve success is one of the basic American values, later this desire for success will be called the «American Dream» [1]. The media covers stories of successful people

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in different spheres of life. Success is cultivated in modern society and influences the consciousness of the individual.

Success was studied in different aspects: in philosophy success was considered as a form of luck, as a characteristic of human activity by V.I. Bakshtanov, Y.V. Sogomonov, V.A. Churilov [2]; as a discourse in a sociological perspective by K.A. Voronov, A.V. Zadoyko [3]; success as a value was considered by I.A. Beltsova [4]; in linguistics success was studied as a concept by scientists O.V. Ryabukha [5], E.N. Goncharova [6], L.R. Sakaeva [7], I.V. Adonina [8], A.L. Ryabova [9] and others. All studies of the concept «success» indicate its high value in culture.

This article is focused on the metaphorical features of the expression of the concept «success». The representation of the concept «success» in cognitive metaphors allows a deeper look at its content, fixed in the linguistic units. According to V.A. Maslova [10], the origin of metaphors is connected with the conceptual system of native speakers, with their ideas about the world, which are verbalized in the language. Linguists, literary scholars, sociologists, psychologists, philosophers, and other representatives of the humanities have recently been regularly addressing the phenomenon of metaphor. This has been stimulated by new ideas about the essence of metaphor, as reflected in the theory of cognitive metaphor. As E.S. Kubryakova wrote, the center of cognitive science is the study of representation and storage of knowledge within the framework of perception, categorization, classification, evaluation, and comprehension of the world [11, 34]. As a manifestation of the analogous possibilities of the human mind, metaphor plays an important role in cognitive processes. In modern cognitive science, metaphor is commonly defined as a basic mental operation, a way of cognizing, conceptualizing, explaining, and evaluating the world. Human beings think in metaphors, cognize the world, and express their thoughts. Metaphors introduce a new categorization into the representation of well-known phenomena, metaphors help to transform the linguistic worldview in the mind of the recipient.

Due to the fact that «success» is one of the key concepts underlying American culture, it seems interesting to study the features of its conceptualization in the language, namely in modern literature, popular American books about success, aphorisms, quotes through metaphor, because metaphor reflects national specific properties of consciousness of carriers of this culture.

The research was conducted on the material of modern American language, books and blogs about success, and statements of famous people. The aim of the study was to identify and describe the methods of metaphorical verbalization of the concept «success» and to establish its place in the American worldview.

Research methods

The sample consists of quotes and aphorisms of famous Americans, including, in particular, writers and poets, scientists, politicians, civil rights activists, entrepreneurs, sports figures, actors and celebrities. All quotes were sourced from collections of the Corpus of Contemporary American English, books about success, aphorisms and quotes available on the Internet, contemporary blogs, and their popularity was inferred from their repeated appearances on several sites of this type. A sampling was also made from popular books on success over the past 10 years. More than 1,050 aphorisms and sayings were analyzed. The concept of «success» can be linguistically realized in various forms using various lexical units, such as «achievement» or «accomplishment», they were also considered as part of metaphorical expression.

Theoretical review

Z. Kövecses notes that although there are many various conceptions of success in the United States, the prototypical understanding, which functions as an idealized concept of success, remains remarkably consistent [12]. It is largely based on three basic concepts: The Protestant work ethic, the «American Dream» and the competitive spirit. «Success for most

Americans means financial success. The idea is that if you have a lot of money, you are successful». A common belief is that if inner resources (talent, intelligence, determination) are combined with the resources provided by America (the land of limitless opportunity), and if a person just works hard, success will eventually come. Along with intrinsic qualities and hard work, another important component of success is competition with others. «If you are smarter, stronger, harder-working, and otherwise, than others, you will be successful» Other components are courage and willingness to take risks, dynamism and action orientation, and a belief in the variability of the future. This prototypical understanding of success in American culture is confirmed by numerous studies that highlight other components (in addition to hard work and determination), such as self-sacrifice and self-denial, and point to various measures of success, including independence and self-sufficiency.

«Success» refers to abstract concepts, the linguistic and cultural feature of such universals is elusive, and the metaphorical conceptualization of success helps to reveal the content of this concept in the minds of speakers of American linguoculture.

There are several approaches to the study of metaphors among them: the theory of conceptual integration by M. Turner and G. Fauconnier [13], the descriptive theory of metaphor by A.N. Baranov and Y.N. Karaulov [14], the theory of primary metaphors by B. Spelman [15], the theory of metaphorical modeling by A.P. Chudinov [16]. Despite the diversity of approaches, in our work we adhere to the classical theory of conceptual metaphor by J. Lakoff and M. Johnson. We also cannot but agree with J. Zinken [17], who notes the importance of considering the cultural, historical experience in the analysis of metaphors, he gives great importance to the sensorimotor experience of man. The researcher identifies a separate group of intertextual metaphors, citing as an example how in the generation of historical metaphors some names and events are projected onto modern political situations. The national originality of metaphors is determined by the peculiarities of national history and culture. Each metaphor is

interpreted in a unique communicative context; individual interpretations may vary.

In recent decades, the theory of conceptual metaphor (TCM) [18] has become the dominant perspective on metaphor, influencing a huge amount of research in the humanities and cognitive sciences. TCM can be briefly formulated as follows: metaphors as linguistic phenomena reflect a basic cognitive process, with the main role in human thinking activity played not by logic, not by formalized inference procedures, but by analogy, i.e. transfer of meaning from one content area to another. Metaphor in speech appears as a linguistic representation of analogical processes of human thinking. The system of conventional conceptual metaphors is mostly unconscious, automatic and used without noticeable effort [18]. Lakoff and Johnson distinguish three types of metaphors: 1) structural metaphors, in which one concept is metaphorically structured in terms of another; 2) orientation metaphors, which organize an entire system of concepts with respect to spatial orientation; 3) ontological metaphors, which include abstract concepts, emotions, ideas, processes, states, structures that are assigned «as an object approaches a person» [18]. Also Lakoff and Johnson believe that through metaphor or gestalt the structure of a concept is revealed. The basic idea of their theory is to justify the necessity of conceptual metaphors, relying on practical gestalts, i.e. structured meaningful unities of speech practice. This approach is based on the fact that the structures of concepts that shape thinking reflect the structures of human activity. As activity structures in different domains may be similar, so different communicative acts may include similar conceptual structures. Because of this, in speech practice we unconsciously structure some concepts in terms of others. Metaphors are the most important means of such structuring.

Based on the above, the main attention in this paper is focused on the metaphorical conceptualization of strategies of progression to «success», interpreted in accordance with the prerequisites of TCM theory, considered as providing an adequate and reliable explanation of the analyzed phenomena.

Research results

The analysis conducted within the framework of the Conceptual Theory of Metaphor showed that «success» is metaphorically conceptualized in various ways, including structural, orientational, and ontological metaphors reflecting our everyday experience.

Numerous quotations of the understanding of «success» are structured by our experience with physical and living beings, thus generating ontological metaphors [19]. An analysis of the functioning of the selected vocabulary has shown that «success» in a sentence plays the role of an object, which undergoes an action on itself or otherwise – «is objectified». It can be created (create), produced (produce), brought (bring), etc. Along with this, «success» can act as an agent or actor. In these cases, there is a process of metaphorization. «Success» is likened to a living creature that has an effect on the addressee. The following quotations illustrate the metaphor «success – physical object»:

- Success and joy and inner peace don't just show up. You need to *create* them.
- Is the only known method of *producing success*
- I know that a negative attitude toward others can never *bring me success* [20].

The pursuit of success is projected as a strategy of constant «action» and this conceptualization is illustrated in the following quotes:

- Success seems to be connected with *action*. Successful people keep moving. They make mistakes, but they don't quit.
- If you really want to *do* something, you'll find a way. If you don't, you'll find an excuse.
- Some people dream of success while others *wake up and work*.
- If you can dream it, you *can do it*.
- The difference between who you are and who you want to be is *what you do*.
- The secret of success is to *do* the common thing uncommonly well.
- I never dreamed about success, I *worked for it*.
- There are people who make things happen, there are people who watch things

happen, and there are people who wonder what happened. To be successful, you need to be a *person who makes things happen*.

- Action is the foundational key to all success.
- You know you are on the road to success if you would do your job, and not be paid for it [20; 21; 22].

Actions leading to success are represented by the verbs *to do, to work, work for*, modal verbs *can do*, by noun *action*, which is associated with the key to success, also in one of the quotes gives an example of what a person should be – a person who makes things happen, that is, a person who takes action. The strategy of «action» is simple – *wake up and work*.

The interesting thing about moving toward success is that you do what you love. If you are trying to be successful and you are doing something you don't like, you are going to fail.

- Stop chasing the money and start *chasing the passion*. In this statement the lexeme *money* carries the meaning of «success» and «hobby» is verbalized by the lexeme *passion*. Money and *passion* appear as animate objects, which can run away, and the person who wants to possess them chases them. In this statement, the lexeme *money* carries the meaning of «success» and «hobby» is verbalized by the lexeme *passion*. Money and *passion* act as human beings who can run away, and the person who wants them chases them. The combination *chasing the money* implicates the gestalt *Money is success/gain/profit*. From the interaction of the connotative semes of the name *chasing* and *money* were linked in the linguistic consciousness, resulting in a metaphor.

In the following example, the lexeme *hobby* acts as a kind of agent; the speaker categorizes it as a living being, which has a moving intentionality and brings money, and therefore success.

- *Hobbies* may eventually grow into a major activity that *brings money*.
- To be successful, you have to *have your heart in your business* and your business in your heart. The concept of «hobby» in this statement about success is represented by the lexeme *business*. The author of this statement used the metaphor *to have your heart in \ business in your heart in*

order to increase the impact on the recipient, since achieving success requires special efforts. Literally, it means «To have your heart in business, business in your heart», i.e. to desire very much.

The following expression also illustrates the metaphor with the lexeme *heart*:

– There's no path to success. Everyone constructs their own path. The important thing is to follow your heart. Find your niche, is my best advice. The lexeme *Niche* appears implicitly in the meaning of «hobby» in order to occupy your niche you must follow your heart.

It should be noted that «success» as a «hobby» is verbalized by a small number of metaphors; most of the statements have an explicit meaning:

– Success is not the key to happiness. Happiness is the key to success. *If you love what you are doing, you will be successful.*

– *Don't aim for success* if you want it; just *do what you love* and believe in, and it will come naturally.

– *Doing what you love* is the cornerstone of having abundance in your life.

– If you work just for money, you'll never make it, but *if you love what you're doing* and you always put the customer first, success will be yours.

– For me, success isn't even about money. It's about getting *to do what you love* and supporting yourself. Everything that comes after that is bonus, unless your only goal is to be rich. If that's your goal, you're going to find out that once you have a little bit, you want a lot. Then once you have a lot, you want a lot more [20;21; 22].

– However difficult life may seem, there is always *something you can do* and succeed at.

– The success combination in business is: *Do what you do better...* and: do more of what you do.

– The most important thing is *being passionate about what you're doing* and always give it your all. That is the key to success.

– The key to success is to find things that *you have a passion for and would enjoy doing*, even if you weren't getting paid to do it.

– Success is a terrible thing and a wonderful thing. If you can enjoy it, it's wonderful. If it starts eating away at you, and they're waiting for more from me, or what can I do to top this, then you're

in trouble. *Just do what you love.* That's all I want to do.

– All I tell artists is, «*Do what you love.* Never let anybody talk you into changing what your musical idea is just to try to get a hit, because you're chasing your tail that way. It's not going to happen, and if you're successful, you have to do it the rest of your life. Stay true to it and do it for the sake of the art».

– You just hope that you will get the opportunity *to do what you love* and pay your bills, and that is being a success as an actor [20;21; 22].

– I find success to be being able *to do what you love* and provide for your family by doing what you love [20].

From the above examples, it follows that the concept of «hobby» is verbalized by the lexemes: *passion, hobby, niche*; also by expressions: *do what you love, if you love what you are doing, doing what you love*; by metaphorical expressions: *to have your heart in your business*. For comparison, the metaphor «to do something with soul» is used in Russian, while in English this meaning is represented by the expression «put your heart in a business», «follow your heart».

Also, the frequent projection «success – diligence» is represented by the following lexemes: *hard work* (adjective), *work hard* (adverb), *effort и trial* (experience of trial, make trial) it is only a hard-working person who can put a lot of effort and trial on the road to achieve success. *Hard work* is ontological metaphor, a representation that conceptualizes diligence and hard work as a living thing, which is the driving force of all success (the *drivers* of all success are hard work...). The road to success is not overcome without the strategy of «diligence», which means it is not easy and it is necessary to do everything possible, depending on the person (Don't wish it were easier).

The factual material showed that the concept of *hard work* is also conveyed by the proverbs: – «*Fall seven times and stand up eight*». In the meaning of «fall seven times and get up eight», i.e., make a maximum effort to achieve success.

The frequently repeated lexical unit *trial* implies the concept of *hard work*: – Character cannot be developed in ease and quiet. Only

through *experience of trial* and suffering can the soul be strengthened, ambition inspired, and success achieved.

– I never did anything worth doing by accident, nor did any of my inventions come indirectly through accident, except the phonograph. No, when I have fully decided that a result is worth getting, I go about it, and *make trial after trial*, until it comes.

There are also combinations of the lexeme *effort* in the meaning *effort\attempt\work* with intentional predicates:

Effort + repeat/do/try: – *Success is the sum of small efforts - repeated day in and day out.*

«Hard work» is «objectified» and can perform a variety of actions:

– Everyone has the ability *to work hard*. The difference between someone mediocre and someone who has achieved greatness is the determination and drive they put into what they do. Through *hard work* even the mediocre *can achieve success*. There are *never any short cuts to success*, but hard work complimented with the desire to achieve, determination, and always being motivated to get after your goal, it makes success becomes bigger. *Hard work* only works *as hard as you do*, and the level of *success reached* will only be as high as an individual's work level [21].

– Yes, *hard work* gets you ready for the future you desire. *Success isn't going to fall* from the sky.

– The key is that *working hard helps* you unveil the road to success.

– This is what I mean when I said *hard work uncovers* the path to success.

Combinations «*hard work is driver of all success*», «*hard work is the key to success*», «*hard work is prerequisite to success*» allow us to present «diligence» as one of the main strategies of progress towards success, therefore, the gestalt «success – diligence» is revealed:

– The three ordinary things that we often don't pay enough attention to, but which I believe are the *drivers of all success*, are *hard work*, perseverance, and basic honesty.

– Hard work is the prerequisite to success. It is a necessity, not a choice.

– *Hard work* is the key to success.

– I find that *the harder* I work; the more luck I seem to have.

– Successful people do what unsuccessful people are not willing to do. Don't wish it were easier; wish you were better.

– Do one thing every day that scares you.

– Success is dependent on *effort* [22].

– Success is not a destination, but the road that you're on. Being successful means that *you're working hard* and walking your walk every day. You can only live your dream by *working hard towards* it. That's living your dream [23].

– I would like to say congratulations to you for all of your *hard work* and success.

– We all have our own opinion of what it takes to be successful, but I strongly believe we can all agree success takes *hard work* and patience [23; 24].

– But if there is one thing that can be agreed from those individuals whom are already successful, and people trying to reach success is that the two most important qualities is *to work hard*, and be patient.

– If you study extraordinary people, you will understand that they all *work extremely hard* to achieve the success they had in life.

– I *start early* and I *stay late, day after day, year after year*, it took me 17 years and 114 days to become an overnight success.

– If you are not willing to *work hard*, perhaps, you will never be successful. It's hard to swallow, but a truth you must accept.

– The *harder you work on something*, the more likely you are going to get the opportunity and succeed with it.

– Hence, *the harder you work* on something, the luckier you will become. And the more successful you will get.

– You cannot get results without putting in any *hard work*. To get results, you must *work on it* [24; 25; 26].

In some statements, repetitive actions following one another and repetitive time cycles denote great and diligent work on oneself (*stay early, stay late, day after day, year after year*). From the above examples, it follows that, these expressions implicitly indicate diligence and hard work, if you do one thing every day, i.e., being diligent, resulting in success.

According to the results of the analysis, the next significant projection is «peace of mind». The

conceptualization of success as peace of mind is reflected in numerous quotations constituting the linguistic expression of the *state of mind* (*peace of mind, inner peace, positive attitude*), the most frequent phrase in the corpus of language. Peace of mind and a positive attitude helps to identify the main thing, set goals and ways to achieve success in their business.

– Success is *peace of mind* which is a direct result of self-satisfaction in knowing you did your best to become the best you are capable of becoming.

– Success isn't measured by money or power or social rank. Success is measured by your discipline and *inner peace*.

– Success is a *state of mind*. If you want success, start thinking of yourself as a success.

– Commitment, belief and *positive attitude* are all important if you're going to be a success, whether you're in sports, in business or, as in my case, anthropology.

– Success is *peace of mind* in knowing you did your best.

– *Inner peace* is the new success. Health is the new wealth. Kindness is the new cool [21; 22; 23;24].

The most common conceptualization, however, is the projection of «success» as failure – there is no success without failure, trials and errors, and only then can one know true success. «Failure» is attributed the ability to act in various ways, as indicated by various anthropomorphic attributes:

– «Would you like me to give you a formula for success? It's quite simple, really: Double your rate of failure. You are thinking of failure as the enemy of success. But it isn't at all. You *can be discouraged by failure* or you *can learn from it*, so go ahead and make mistakes. Make all you can. Because remember that's where you will find success». It is possible to be discouraged by failure or to learn from failure; failure is likened to a person and is not the enemy of success. «There are no secrets to success. It is the result of preparation, hard work, and *learning from failure*».

– Success has many parents, but *failure is an orphan*. In this example, we see the connotative meaning of the lexeme orphan, that no one is willing to admit defeat and failure, calling her an

orphan, while everyone is ready to appropriate success for themselves, in this case an example of ontological metaphor.

– Success is a lousy teacher, but *failure is a friend, philosopher, and guide*. It would seem that the lexeme «failure» itself has a negative connotation, but when it is used in parallel with «success», it is given an extremely positive meaning.

Like «success», «failure» is often an agent in sentences:

– Success is not a good teacher; *failure makes you humble*.

– *Failure* is the condiment that *gives success its flavor*.

If we analyze the utterances in which «failure» appears, it becomes clear that the idea of failure fixed in the English language is very multi-layered.

– People who succeed have momentum. The more they succeed, the more they want to succeed, and the more they find a way to succeed. Similarly, when someone is *failing*, the tendency is to get on a downward spiral that can even become a self-fulfilling prophecy.

– Success is not final; *failure* is not fatal: It is the courage to continue that counts.

– It is better *to fail* in originality than to succeed in imitation.

– Success is *walking from failure to failure* with no loss of enthusiasm.

– Don't let the fear of *losing* be greater than the excitement of winning.

– The real test is not whether *you avoid this failure*, because you won't. It's whether you let it harden or shame you into inaction, or whether you learn from it; whether you choose to persevere.

– The *road to success* and the road to failure are almost exactly the same.

– I cannot give you the *formula for success*, but I can give you the formula for failure – It is: Try to please everybody.

– In order to succeed, your desire for success should be greater than your *fear of failure*.

– Many of *life's failures* are people who did not realize how close they were to success when they gave up.

– *I failed* my way to success.

– Success is often achieved by those who don't know that *failure is inevitable*

– A minute's success pays the *failure of years*

– I don't know all the keys to success, but *one key to failure is to try to please everyone.*

– You know, it's nobody's fault, *my success and failure.*

– *Do not be embarrassed by your failures, learn from them and start again.*

– One thing is certain in business. You and everyone around *you will make mistakes.*

– Every *failure is a step to success.*

– *Failure is the key to success; each mistake teaches us something.*

– Success is not *built on success.* It's built on failure. It's built on frustration. Sometimes its built on catastrophe.

– Success is often achieved by those who don't know that *failure is inevitable.*

– The season of *failure is the best time* for sowing the seeds of success.

– Success represents the 1% of your work which results from the 99% that is *called failure.*

– You always pass *failure* on your way to success.

– *Success and failure* are equally disastrous.

– Success is never *final*, but *failure* can be.

– The surest way to *fail* is not to determine to succeed.

– We climb to heaven most often on the ruins of our cherished plans, finding our *failures were successes.*

– Before success comes in any man's life, he's sure to *meet* with much temporary defeat and, perhaps *some failures.* When defeat overtakes a man, the easiest and the most logical thing to do is to quit. That's exactly what the majority of men do.

– You cannot climb the ladder of success dressed in *the costume of failure.*

– But *without failure*, there is no way we can be successful [25; 26; 27].

The following set of correlations follows from the above statements:

– Failure is not fatal, nor can success be permanent

– In spite of failure, if you remain enthusiastic, you can succeed

– Failure teaches you how to succeed

– The desire for success must be greater than the fear of failure

«Failure» is «objectified» as a living being (*failure is a friend, failure is an orphan*) and as object (*failure is a key, failure is a step, failure is the best time*). Also from the examples we see that the verbalization of «failure» is conveyed not only by the noun *failure*, but also by the verb *to fail*, also as synonym *loss* (defeat), by word combinations (*failure of years, life's failure, fear of failure, learning of failure, road to failure, costume of failure*), such word combinations as formula of *failure – formula of success* are also contrasted. Descriptive attributes of «failure» are verbalized with adjectives (*failure is inevitable; failure is not fatal*). We assume that there are actions that lead to success as well as actions that lead to failure, so in order to succeed, you have to act on the rules from the «reverse». «Failure» is not a strategy on the road to success, but the positive role that «failure» plays in achieving success allows you to achieve it faster and is a pointer to the right direction to achieve success.

Discussion

The analysis of statements and expressions about success shows that more conceptual metaphors are related to the projection «success – failure». Exploring the numerous experiences of successful, famous people confirms the fact that «failure» necessarily leads to success, a lot of attempts and efforts that a person makes on the way to success help to achieve the desired result. «Failure» is a component of «success». In English it is most often represented by the lexeme *failure*. In spite of failures, it is necessary to constantly take actions in the direction of success, which is one of the first and main strategies of promotion. Only doing what one loves, with inner peace and diligence, leads to success.

From the illustrated aphorisms about success we can conclude that the achievement of success is represented through a metaphorical understanding of the «key», there is not one key to success, there are many, which can be categorized into groups:

Key + noun/ noun + key (*action is key to success, failure is key to success, the key to success is our will power, love is the key to success, self-confidence is key to success, honesty and loyalty is key to success, humility is key to success, education is the key to success, willpower is a key to success, self-belief is the key to success, the key for success is a hard work, people are the key of success*) [19; 21; 23; 25]. The key to success is considered to be actions that often go through failure, but willpower, faith in yourself and your strength, love for what you do, humility and overcoming difficulties, hard work and honesty, decent education are all integral components of success or based on the statements «little keys» leading to great success.

Key + verb/verb + key (*the key to success is to focus, the key to success is to be a good listener, the key to success is to keep growing, to keep calm is the key to success, the building your own is the key to success, finding good partners is the key to success, the key to success is being passionate, giving responsibility is the key to success*) [20; 21; 23; 25]. There is no doubt that the path to success leads through constant growth, focusing on the goal, keeping calm. Also constant responsibility for your actions and a passionate desire to achieve the result,

the support of parents and close people helps to come to your goal.

Conclusion

This article has attempted to explore how «success» is metaphorically conceptualized in aphorisms, quotes, and sayings in American books about success. The analysis focuses on metaphorical source domains as they are understood within conceptual metaphor theory. The vast majority of the metaphors identified are relatively stable, based on our everyday experiences. As a result of our study of utterances, we have seen that the concept of «success» is widely represented in language. The projection that seems to be the most common representation found in the sample conceptualization of «success» as «failure».

Metaphorical projections were revealed: «success – action», «success – hobby», «success – hobby», «success – peace of mind», «success – failure». Such metaphors actively represent the importance of the concept «success» in American linguistic culture, with «success» presented as an object of action, as an independent object.

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Некоторые особенности метафорического проявления концепта «успех» в американской лингвокультуре

Аннотация. Цель статьи заключается в анализе метафорического проявления концепта «успех» в американской лингвокультуре. Источником для анализа послужили афоризмы, цитаты, книги об успехе на английском языке. Исследование основано на анализе высказываний, в которых лексическая единица «success», а также ее синонимические варианты рассматриваются как часть метафорического выражения. Для американского общества «успех» является одним из важнейших компонентов культуры, поэтому интересно проследить, какое место в обыденном сознании американца занимает продвижение к успеху и как успех концептуализируется с помощью языка. Рассмотрение метафорической наполненности понятия «успех» в разных языках позволяет глубже взглянуть на его содержание и описать национально-культурное своеобразие.

Методика изучения культурных доминант осуществляется в виде выборки лексических, паремических, фразеологических единиц, высказываний и цитат из литературы об успехе, блогов, а также из электронного корпуса современного американского языка (Corpus of Contemporary American English).

Результаты исследования показали, что концепт «успех» метафорически выступает в роли объекта, уподобляется живому существу, обладает двигательным интенционалом, вербализуется при помощи разнообразных метафор, в том числе онтологических. Выявлены базовые проекции концепта «успех». Частотность проецирования успеха через неудачу в несколько раз превышает количество других проекций. Это свидетельствует о том, что для обыденного сознания американца неудача является одной из существенных признаков успеха.

Ключевые слова: концептуализация успеха, обыденное сознание, концептуальная метафора, гештальт, вербализация, онтологическая метафора.

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Американдық лингвистикалық мәдениеттегі «success» ұғымының метафоралық көрінісінің кейбір ерекшеліктері

Аңдатпа. Мақаланың мақсаты – американдық лингвистикалық мәдениеттегі «success» ұғымының метафоралық көрінісін талдау. Талдау үшін ағылшын тіліндегі афоризмдер, дәйексөздер, табыс туралы кітаптар алынды. Зерттеу «success» лексикалық бірлігі, сондай-ақ оның синонимдік нұсқалары метафоралық өрнектің бөлігі ретінде қарастырылатын мәлімдемелерді талдауға негізделген. Американдық қоғам үшін «success» мәдениеттің ең маңызды құрамдастарының бірі болып табылады, сондықтан американдықтардың қарапайым санасында табысқа жетудің қандай орын алатынын және сәттілік тілдің

көмегімен қалай концептуализацияланғанын байқау қызықты. Өртүрлі тілдердегі «success» ұғымының метафоралық толықтығын қарастыру оның мазмұнына тереңірек үңілуге және ұлттық-мәдени бірегейлікті сипаттауға мүмкіндік береді.

Мәдени доминанттарды зерттеу әдістемесі лексикалық, паремиялық, фразеологиялық бірліктерді, табыстар туралы әдебиеттерден, блогтардан, сонымен қатар қазіргі американдық ағылшын корпусынан алынған мәлімдемелер мен дәйексөздерді таңдау түрінде жүзеге асырылады (Corpus of Contemporary American English).

Зерттеу нәтижелері көрсеткендей, «success» ұғымы метафоралық түрде объект ретінде әрекет етеді, тірі болмыспен салыстырылады, қозғалтқыш интенционал болып табылады және әртүрлі метафоралар, соның ішінде онтологиялық метафоралар арқылы вербалданады. «Success» ұғымының негізгі проекциялары анықталды. Сәтсіздік арқылы сәттілікті болжау жиілігі басқа проекциялар санынан бірнеше есе көп. Бұл американдықтардың күнделікті санасы үшін сәтсіздік табыстың маңызды белгілерінің бірі екенін көрсетеді.

Кілт сөздер: табыс концептуализациясы, күнделікті сана, концептуалды метафора, гештальт, вербализация, онтологиялық метафора.

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