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**TOPICAL PROBLEMS OF LINGUODIDACTICS AND
TRANSLATION STUDIES**

Collection of Scientific and Methodological Papers

**AKTUÁLNE PROBLÉMY
LINGVODIDAKTIKY A TRANSLATOLÓGIE**

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THE CHARACTER OF THE TRANSMISSION OF CONCEPT "LOVE"

Concept can be understood as a mental formation, which possesses a specific cultural value, and represents elements of the world for people in the course of reflection and communication. A national-cultural specificity of the concept as a unit of mentality is revealed in the comparative study of concepts in the linguistic consciousness of different peoples. The study of concepts is valuable because it helps us to identify the culturally specific worldview of a certain lingual-cultural community. It also allows us to understand the word as a lexical unit in the context of culture, cognition and communication.

Studying different types of concepts, many scientists conclude that adaptation and integration into a new culture are based on not so much on language knowledge, values, norms and traditions how much on personal interest of understanding them and on emotional contact with its representatives. Therefore, it is not sufficient to have some knowledge about a new culture, it is necessary to master it through thoughts, feelings and love.

Love is one of the key concepts in a culture, which has an existential significance both for an individual person and for a lingual-cultural community. The concept *love* demonstrates in every ethnic culture, its existence is universal. However, the conceptual representation of *love* draws on local, national, cultural, and historical traditions and the religious beliefs and relations of different types of ethnic groups.

Love is a term that defines some kinds of relations. All living things—humans, animals develop a connective reaction toward one another. A link starts to form among one another. However, *love* is a concept that only man would be crazy enough to develop. We interpret *love* as a dedicated, undeniable, unbroken connection between people. However, in our opinion, we believe that it would be nothing more than uninteresting yet effective method of made-up happiness. Love plays an essential role in human well-being.

Concept *love* is established the reality and a certain association between meaningful concepts in a linguistic cultures. The research of concept *love* forming the basis of the national picture of the world and is one of the fundamental cultural concepts, helps to identify the ethnic peculiarities of feeling and spiritual life of people.

A concept can be viewed as the structure with its core, periphery and far periphery. The core characteristics are most commonly used notions about the concept, and the farther from the core, the rarer they are. To determine the conceptual aspects of the concept of love we studied explanatory articles for several entries in the explanatory dictionaries. The analysis of the articles dictionaries showed that the main meanings expressed by the concept are:

- an experience of heart break;
- something that gives pleasure and joy to the senses or mind;
- an abstract notion;
- a beautiful thing;
- attractiveness due to pleasant appearance or inner world;

These characteristics are the conceptual core of the concept *love* in some languages; Other features make up the periphery of the conceptual core of the concept "love" such as:

- love as an interjection expressing feelings;
- love a famous historical romance;

- love as a young female;
- love is a mental illness.

We consider that "*love*" may be in different situations as romantic and complicated. It constructs a serious relationship and it should be more productive, if we try to organize ourselves in a group within the representatives of common socio-cultural activity of different cultural sub-groups.

Within the socio-cultural activity, the relationship is planned in order to learn and have experience what we face in life. Of course, "*love*" is the first feeling, which run into every human in fortune. The process of *love* usually takes place during different periods of human life. *Love* is not always dealing with romantic words and poetic sentences. The nature of human that cannot live alone, they are always curious about how are their family and friends.

It has well known that misunderstanding can destroy the relationship between two persons as well as interrelation between different groups of people of an up-to-date multinational world. The latter fact can lead to the predictable historic consequences to the civilization due to provided contest. This evidence forces wide circles of scientific societies to develop acceptable means for improving the situation. In the light of it, it is no wonder that the tendency of integration, of various fields' science-based knowledge become distinctive features of the contemporary studies. However, most of the previous studies take into account how love is different from common beliefs and relationships. So *Love* is something that takes time to develop and if you push yourself into relationships prematurely, you can end up causing yourself. With that said, here are five common situations that do affect relationships and will be a test of your love and connection. 1. The reality of compatibility; 2. Career-oriented; 3. Being on a distance; 4. Age; 5. The past brings baggage.

1. *The reality of compatibility*. When you let your emotions rule your actions, you end up making decisions that completely ignore compatibility.

2. *Career-oriented*. When you are giving up a healthy lifestyle for your career, being a "slave to your job".

3. *Being on a distance*. You really have to be at a point in your life where you are completely fine with yourself and your own happiness. You do not need love and affection to get through life.

4. *Age*. If the relationship works out and you two end up married and living happily ever after, then great!

5. *The past brings baggage*. You need to learn to let the past be the past. Accept it, bury it and move on. This is why it is good to be single because you can take this time to forgive the past and move forward.

These five situations are common factors that can directly affect your relationships. While they are common, it does not mean that you cannot work through them – you definitely can. These common factors were met in Abai's works.

Kazakh writer, poet, lyricist, social philosopher Abai Kunanbaev devoted many of his works to love expressing his feeling in his poems. Abai's major work is *The Book of Words* a philosophic treatise and collection of poems where he encourages his fellow Kazakhs to embrace education, literacy, and good moral character in order to escape poverty, enslavement and corruption. In his Book of Words, he reminds that humans have the greatest value in the world, and that they should be beautiful and harmoniously perfect. Their souls should also be beautiful, as should their mind, body and feelings. Understanding of the real world and the personal responsibility of everyone in the world – this is what the great poet worked for his art and life. Abai explains that the world is eternal, united and harmonious. Discord, anguish, even death cannot destroy the harmony, for they are natural.

As reported in his book Abai wrote a line: "I do not understand how I treat my nation: do I dislike or love them? – If I loved them, without any doubt I would agree its morals and among other characters found out even one to be proud. My love would not allow the faith to

go out, as if my people have such qualities inherent of great people. However, I do not have that faith" [1].

So his stories and novels became very popular among young people.

Өлсем, орным қара жер сыз болмай ма?
Өткір тіл бір үялшақ қызы болмай ма?
Махаббат, ғадауат пен майдандасқан
Қайран менің жұрттың мұз болмай ма?

When I die, will not the damp earth,
Become my resting place.
My sharp tongue will become with shame,
like girls.
My poor heart, love and anger fought,
Will it not, poor thing, be turned into an ice block?

Когда умру, не стану ли я землей?
Язык мой дерзкий – девушкой немой?
Бездушным льдом – пылающее сердце,
Что за любовь боролось с жизнью? [2]

Some physicists have concluded that biologically love is a powerful neurological condition like hunger or thirst, only more permanent than chemistry. Some philosophers argued that all love is a kind of a passionate commitment that we nurture and develop, even though it usually arrives in our lives unbidden. That is why it is more than just a powerful feeling. Without the commitment, it is mere infatuation. Without the passion, it is mere dedication. Without nurturing, even the best can wither and die. Some romantic novelists measured that love is the driver for all great stories: not just romantic love, but the love of parent for child, for family, for country. It is the point before consummation of it that fascinates: what separates you from love, the obstacles that stand in its way [3]. It is usually pointed out by human beings that love is everything as presented in Abai's songs.

Black of my eye
Frame of my mind
Drink never dry
Love of my life

Parting is winter, your absence is sorrow
I wish to stay until the morrow
Between your fair arms
When the nightingale sings, 'Terrow'

The corners of your eyes
Sparkle and they glisten
When you speak your solid words
Everyone will listen

In conclusion, it is evident that the term *love* has been studied on the latest scientific research to demonstrate that our nervous systems are not self-contained: from earliest childhood, our brains actually link with those of the people close and near to us, in a silent rhythm that modifies the very structure of our brains, establishes life-long emotional patterns,

and makes us, in large part, who we are. Explaining how relationships function, how parents shape their child's developing self, how psychotherapy really works, and how our society dangerously flouts essential emotional laws, this is a work of rare passion and eloquence that will forever change the way you think about human intimacy [4].

Based on findings presented above in this paper *love* can be viewed as a survival tool – a mechanism we have evolved to promote long-term relationships, mutual defense and parental support of children and to promote feelings of safety and security. In our opinion *love* is presented in our mind as unusual feeling which undergoes in every person's fortune as a life practice.

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