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CONCEPT *FAMILY* IN AMERICAN NATIONAL CORPORA AND FILM TEXTS

The concept *FAMILY* as an element of the American conceptual sphere is one of the most significant concepts in American linguistic culture. Establishing a multimodal specificity of the implementation of the content and defining a structure of the linguistic-cultural concept *FAMILY* is closely connected with the study of linguistic and extra-linguistic features of the representation of this concept in American national corpora and film texts.

A linguistic-cultural multidimensional concept is defined as a mental unit, which includes conceptual, figurative and evaluative components. Linguistic-cultural concept is proved to be the basic unit of culture in the language because of its cultural marking. The concept *FAMILY* is recognized as one of the most important elements of the formation of character and outlook of representatives of the American linguistic culture. Film text, as a material for investigating peculiarities of the concepts representation, is defined as a clear, whole and complete message expressed through verbal and non-verbal signs, organized according to collective functionally differentiated author, using cinematographic codes, fixed in a tangible medium and designed for playback on the screen and audiovisual perception of the audience.

Study of the linguistic-cultural concept suggests using a comprehensive methodology and tools, when defining its features is performed through a

multidimensional analysis of its nominative representatives. The choice of research methods is due to its multidimensional structure, which includes conceptual, figurative, axiological and value components.

The conceptual component of the concept FAMILY is determined by conducting defining component and semantic analysis of the name of this concept. In the composition of the figurative component, the conceptual codes that objectify the conceptual metaphors are distinguished. The axiological aspect is characterized on the basis of constructing the associative field of the name of the concept with the help of an associative experiment. The value component is expressed in the number of linguistic units that are the means of representing this concept was verified by quantitative calculations using the corpus analysis on the material of the American national corpora Brown University Standard Corpus of Present-Day American English and Corpus of Contemporary American English. It is found out that the concept FAMILY in American linguistic culture is represented by the most frequent images, such as nuclear family, the suburban house, smiles, hugs, joint family exercises, the US flag.

When researching the realisation of a concept FAMILY in American film texts we emphasise a convergence of verbal and audio-visual means of its implementing. As a result of processing the quantitative indicators and their comparison with the results obtained from the analysis of the reference corpus, it is found that the screenplays included in the investigated corpus are family-oriented, as evidenced by the significant numerical representation of the tokens representing the concept FAMILY. It is determined that the family's representativeness in American film texts has been increasing over the years, indicating the importance of traditional family relationships and values in American linguistic culture. The most comprehensive lexical-semantic group represented in the film texts is the nuclear family, which confirms the fact that the nuclear family still dominates in modern American society. It is found out that on the axiological level the concept FAMILY in the investigated corpus of

screenplays is presented positively. The main images representing the concept FAMILY on the audiovisual level are family lunch, family holidays, family photos, hugs, children's laughter etc.

Extremely large numerical representation of the concept FAMILY with the means of two semiotic systems, lingual and extra-lingual, indicates the significance of this concept in the minds of the speakers of the American variant of the English language, and their cultural marking is due to social-linguistic parameters. American film texts are considered to be the most important mirror of the American linguistic culture and are viewed as an important source of concept formation in the mentality of the Americans.

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