*The evaluative component in the structure of meaning of the units of language. In this article “unit” is comprehended in its narrow meaning, i.e. as a* [*special case*](http://www.lingvo-online.ru/ru/Search/Translate/GlossaryItemExtraInfo?text=%d1%87%d0%b0%d1%81%d1%82%d0%bd%d1%8b%d0%b9%20%d1%81%d0%bb%d1%83%d1%87%d0%b0%d0%b9&translation=particular%20/%20special%20case&srcLang=ru&destLang=en) *of qualification, connected with the common expression of the approval\disapproval. It reflects “socially secured relation of the native speakers (good-bad) to an* [*extra-linguistic*](http://www.lingvo-online.ru/ru/Search/Translate/GlossaryItemExtraInfo?text=%d0%b2%d0%bd%d0%b5%d1%8f%d0%b7%d1%8b%d0%ba%d0%be%d0%b2%d0%be%d0%b9&translation=extralinguistic&srcLang=ru&destLang=en) *object and to the facts of the language and speech. This relation gets expression in the units of language and firstly in a word* [*in terms of*](http://www.lingvo-online.ru/ru/Search/Translate/GlossaryItemExtraInfo?text=%d0%b2%20%d0%b2%d0%b8%d0%b4%d0%b5&translation=in%20terms%20of&srcLang=ru&destLang=en) *semantic component. The research of this problem in the phraseological material will allow differentiating neatly the evaluative and emotional components in future.*