**ABOUT THE CONCEPTUAL CONTENT OF THE LEXEMA "WAR" IN THE RUSSIAN LANGUAGE**

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Conceptual analysis presupposes, first of all, an appeal to the archetypal or prototypical sense of the analyzed word - the concept, in this case, the word "war". These meanings-meanings are fixed in explanatory and historical-etymological dictionaries.

Thus, in the dictionary of M. Fasmer the following characteristic is given: "War"; war - ukr. iniyna, Russian cslav. warrior, bolg. war, Slovenes. vójna, czech., slvts. vojna, polish. wojna, w.-puddle, n.-puddles. wojna. It is connected with the warrior and related words ".

It should also be noted the intersection of war and hunting, expressed primarily in the vocabulary: "drive", "pursue", "hunt." If hunting is a ritual collective action of catching and killing a wild beast, then war is a collective ritual of killing an enemy and taking his property.

There is an expansion of the semantic valence of the word "war" over the course of one and a half centuries of development of the Russian literary language. So, in the "Explanatory dictionary of the living great Russian language" VI. Dalia. Only one value was recorded, whereas in the dictionary, edited by S.A. Kuznetsov, published in 1998, we see already 3 values, which at the same time represent different stylistic layers of vocabulary. This suggests that the word "war" during the twentieth century was not only actively used, but also increased meanings. This is probably due, among other things, to extra linguistic factors: in the 20th century there was a large number of armed and unarmed conflicts in Russian history that contributed to the expansion of the conceptual content of the word "war". We can recall how the major events - two world wars (1914-1918 and 1939-1945), two bourgeois revolutions (1905-1907 and February 1917), the October Revolution (1917), the Civil War The war (1918-1920 gg. and other military turmoil - remained in the linguistic consciousness of Russian society.

It should also be noted the increase in the semantic valence of the word-concept "war" over the past few decades. In confirmation of this, we give a few non-standard adjectives, combined with the word "war", found when searching with given grammatical meanings in the NCRP (the National Corpus of the Russian Language http://www.ruscorpora.ru/): information, psychological, image, "star", gender, and propaganda.

"Gender war" is due to the increased interest in gender studies since the 60s. XX century. The concept of "information warfare" appeared after the universal distribution of the global network from the early 90s. XX century. Consequently, the concept of "war" throughout the twentieth century was in close contact with the cultural and historical development of mankind, its ability to attach words reflecting this development to itself.

Now the figurative meaning of the word "war", expressing a clash of interests, a conflict or an individual feeling of hostility towards something, has acquired a number of additional connotations. War is a tragedy, because it is based on destruction, on the other - war allows a person to show the best qualities of character, such as compassion, charity, mutual assistance, courage. In addition, the concept of "war" is a complex model of the "semantic-associative structure in connection with the tragic vision of war.

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