

## **Emotive IDIOMS tatar language as national mentality reflection**

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### **Abstract**

The main task of the study is the learning of semantic and cultural potential concerning the emotive idioms of Tatar language. The theme groups "man - woman", "husband - wife" were chosen as the object of study. On the basis of these groups the authors demonstrated the specificity of Tatar psychology and mentality. In accordance with the nature of the studied material the complex of linguistic and lingvo culturological methods and techniques was used. In order to demonstrate clearly the linguistic and cultural idioms potential the authors relied on a comparative analysis with the facts of Russian language and culture. The attention was focused on the connotative level of emotive idioms, which is often an implicit one. The study showed that the semantic volume of the analyzed semantic units does not include all the information about a word. This requires some knowledge, revealing the cultural potential of the idiom components. The idioms that characterize a person contain the information that was accumulated by a national personality for many centuries. The emotive idioms of Tatar language reflect both the pagan beliefs of the ancient Turks and the religious, ethical ideas, which were formed under the influence of Islam. The expression of a negative or a positive emotion with a connotation is formed on the basis of the concept of values. The advanced positions in the scale of "values" advanced are occupied by the places characteristic only for the Turko-Tatar culture. Most of them do not have direct counterparts in other languages. A man, a young man, a husband, first of all, is a master, a hero, a brave and a good family man in the Tatar language consciousness. The cultural semantics of this group of idioms retained both pagan and religious views. The idioms characterizing a girl, a woman, a wife, are more related to the Muslim religion. The symbols, which hide a connotative meaning, are quite ordinary objects and phenomena. The connotative level of emotive idioms in Tatar language is revealed through the disclosure of the main keys inherent to Tatar culture. The results obtained by the authors may be useful for comparative studies of unrelated languages and cultures, with lingvo culturological characteristic of the Turkic people idioms.

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### **Keywords**

Antivalue, Concept, Connotation, Culture, Emotive idiom, Language, Tatar language, Value