## Representation of national mentality in Turkic-Tatar vocabulary

Yusupova A., Galiullina G., Denmukhametova E. Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia

## **Abstract**

One of the main aims in the investigation is to study the semantic potential of the vocabulary, denoting the wildlife, and to reveal the specificity of nations' worldview, reflected in the names of nature. The vocabulary of Tatar language, genetically dating back to the Old Turkic language, is selected as a subject of the research. The investigation of semantic potential, evolution of vocabulary semantics, referring to nature, peculiarities of its functioning at different lexical subsystems, specificity of recording in lexicographical sources provided an opportunity to illustrate dramatically the change of way of thinking, world perception of national personality from antiquity to modern times.

## **Keywords**

Figurative-metaphorical meaning, Mentality, Tatar language, Turkic-Tatar culture, Vocabulary