INTRODUCTION

The study of word creation in the language in the cognitive aspect is carried out within the framework of the cognitive-discursive direction. Its essence "helps a deeper understanding of the conceptual analysis aimed at searching and discovering certain correlations (the relationship of the compared concepts) between cognitive and linguistic structures. Because concepts are intended to be defined in their dual function - both as operative units of consciousness and as meanings of linguistic signs, in other words, an ideal unit is formed in linguistic forms and categories" [14, p. 25]. However, when it comes to creating and shaping concepts and consequently forming the meaning of the emerging word, we believe that everything apprehended in real situations is referential. The human mind can distinguish the object in the surrounding reality continuum and its separate characteristics, static or dynamic, procedural features.

"...at the centre of each frame lies a certain understanding of existence that illuminates the implicative relations, thereby creating a 'cognitive attraction field' around itself. This field encompasses the concepts of other entities, bringing them into an inseparable mental structure, akin to the inhabited space of a central conception – thus forming a frame" [15, p. 62].

A concept is an object separated by the consciousness of a cognitive subject, assimilated by it and transformed into a holistic description. In this initial stage of conceptualisation, ontological factors are of paramount importance. Thus, when the object enters a singular,
referential, natural environment, it is accompanied by many concrete situational details reflected by human consciousness. All this additional information is found around the core and conception within the referential framework. Ontological elements on the conditions of existence of an object "as it is" in the world are assimilated, become the periphery of the frame (frame), and are the prototype of the lexical correspondence of the future linguistic unit. The referential framework encompasses knowledge about the object and its characteristics and contains "instructions" that determine how to interact with it under specific circumstances. Even at the preverbal stage, as the meaning of the future word is still being formed, the discursive function of the coming nomination must also be formed simultaneously - for an objective, grounded, essence-reflecting concept, this is the function of the participant in the event or the carrier of a fixed attribute. Suppose the core of the referent frame is a concept characterised by dynamic content, and the periphery consists of the mental images of actual participants in a given case. In that case, it becomes possible to distinguish events based on their dynamic characteristics. Subsequently, the relevance of the future nomination and the discursive function of the event centre of the idiom are predicted. A concept is at the centre of the frame while focusing on a fixed static property that is an integral attribute of an object. A conceptualisation containing the idea of an internalised characteristic is in the periphery - the predicted discursive function of the adjectival sign - the characterisation of the subject-object.

The core of the frame and important peripheral information is the provision that reflects the state of reality in the most concise form and constitutes the main content of the word creation nomination. A proposition provides an adequate idea about its relations and connections in the real world, enabling one to distinguish its discursive functions according to the nucleus's and peripheral concepts' ontology. This situation explains why "most of the structure of our knowledge is in the form of propositional models that isolate elements, give their properties and show the relationships between them" [5, p. 31]. The referent frame is the "embryo" of the future complex nomination (consideration or derived word). It contains necessary information about the event and its participants and details about its specific conditions.

The concept can be a synonym for conceptual and lexical unit terms. "As it is known (as also evident from definitions), the concept has its origins in philosophy and logic, but starting from the 80s of the XX century, it began to gain relevance and change its meaning. Currently, this term belongs to the cognitive (perceptual) linguistics, but its content and definition have not yet been specified" [11, p. 83]. The relationship between structural and cognitive approaches is also emphasised because we identify and objectify concepts by analysing sememes. Considering the parallelism of conceptual and linguistic structures and accepting the effectiveness of such a structural method as component analysis and cognitive research, the relationship between structural and cognitive analysis becomes evident.

However, this does not give grounds for drawing a clear boundary between encyclopedic and linguistic knowledge about the world. That is, background information is necessary to characterise the meaning of a word.

It is a conceptual analysis as long as the sign does not " perceive " the abstract meaning. From the moment that sign is verbalised, we switch to component analysis. However, when conducting component analysis, we are always based on the conceptual level since each semantic component of a lexical unit of a language corresponds to a sure sign of a concept (here, in a derivative sense, corresponding to the verbalised image). All this indicates an inextricable connection between conceptual and structural-semantic analysis. Thus, the combined structure-prototype approach to the word's meaning relates to the complex sign's nature.

Concept - from the point of view of cognitive (perceptual) linguistics - this is the derivation and transformation (change of form) of images (meanings). Therefore, the concept is the most critical research object in cognitive linguistics. Ideas emerge as components of our consciousness and knowledge about the world and are research subjects of various fields such as philosophy, psychology, cognitive (perceptual) linguistics, linguistic-cultural studies, and more in the humanities. The most significant concepts are encoded in language. "Cognitive (perceptual) linguistics is based on the premise that knowledge significantly determines a person's behaviour and activity, and language knowledge determines language behaviour. This
same idea is considered in fields which feed cognitive (conceptual) linguistics from various aspects, such as philosophy, psychology, ethnology, ethnolinguistics, psycholinguistics, sociolinguistics, and more” [11, p. 62].

Conceptualisation is a process. It is the process of creating and shaping concepts in consciousness, perceiving new information leading to creating images.

Every language carrier is simultaneously a carrier of a conceptual system. Language carriers carry out the process of conceptualisation. The concept is primarily of a mental essence. In recent years, linguistics has started to give more importance to mentality. Recently, the terms "frame" and "concept" have been encountered intensively in linguistics. With this scheme, we attempted to present the approximate place of frame and concept in language. A frame is a more general concept. Images, on the other hand, are contained within it. A frame is a voluminous, multi-component concept.

RESULTS AND DISCUSSION

A concept is the result of conceptualisation. It is the reflection of the signs of the idea. It is the denotation of the picture, an actual field, a natural sphere. Images are generally divided into two categories: Universal concepts, such as sun, homeland, friend, enemy, good, evil, love, hate, etc.

National concepts. Such concepts are specific to a particular culture or nation – for instance, Azerbijani hospitality. An idea is capable of creating change in consciousness. Other images can influence it by being transformed into components of the concept system.

The linguistic landscape of the world is not the same as the cognitive landscape. The mental matter is much broader than the linguistic landscape because not all concepts are named, ideas are expressed in language, and not all are the subject of communication. Therefore, when discussing the cognitive landscape of the world through the medium of linguistic geography, it is essential always to consider that only those of communicative importance for a community exist in language.

In our opinion, “friend and enemy” belong to multi-level concepts. This is because dualistic concepts like good and evil, right and wrong, negative and positive, and love and hate are concealed within these concepts.

Image, information, and content constitute the structural components of a concept. Concepts are classified (age, gender, profession, etc.), and also individual concepts. However, it is impossible to organise images like "friend" and "enemy" based on age and personal characteristics, as they are more general. Naturally, ideas primarily come into existence by verbalisation in language.

In various languages, reality is not always divided in the same way, so there are already inconsistencies in the division of semantic fields in different languages. The level of word creation of abstraction is established by word creation methods, word formation models, rules and means of their realisation, and word creation onomasiological categories. The components of the highest level of abstraction in grammar comprise grammatical meaning and corresponding grammatical forms, formed with the participation of grammatical tools and presented in the form of a grammatical model. Grammatical rules that control the correctness of the generated reasoning also find their place here. And primarily, thanks to the assimilation and organising power of the highest level of abstraction, a foreign object, a loanword, a recipient becomes a member of the language’s constituent parts.

The verbalisation of the concept has a communicative character. The verbalisation of a picture does not manipulate its actual existence in consciousness as a unit of thought. The number of verbally instantiated concepts in the mind is too great. Some images exist with individual characteristics. There is a nomination of pictures, which indicates the actuality of the verbalised concept. In our view, an idea does not have a structural form. The language unit in which the picture is verbalised becomes the structure. "Human memory retains word groups better than individual words. These become fixed through repetition" [7, p. 88]. Thus, the concepts of "friend" and "enemy" exist mainly in the form of word groups. In this way, they are fixed and engraved in the memories.

"The language facts possess a dual nature: on the one hand, they are determined by the internal regulations of their structure, and on the other hand, by the internal regulations that condition language development in society” [13, p. 48].
In English, idiomatic compounds with "friend" and "enemy" are nouns and verbs according to the means of expression and structural variety. Noun-based collocations are built upon the foundation of the noun. In such combinations, the noun plays the role of the main component, the centre. It gathers various words around it. The overall content of noun-based collocations depends on its position in the sentence and is subject to change. "If we consider this aspect, expressions evaluated as adjectival and adverbial combinations can also be considered nominal idiomatic expressions" [8, p. 60].

In the English and Azerbaijani languages, fixed noun combinations reflecting the concept of "friend" and "enemy" are formed according to the following models:

a) Formed based on the "adjective + noun" model. For example, "the great/last enemy".

b) Formed based on the "noun + noun" model.
1) no grammatical means is involved between the components. For example, Enemy dead - fallen officers of the enemy; How goes the enemy - what time is it (joke); To kill the enemy - to kill time (joke)
2) there is a conjunction or preposition between the components. Examples: "A friend is, as it were, a second self."

c) idiomatic expressions with good and evil concepts according to the "noun+adverb" model. Words formed on the "adverb+noun" model are also encountered. In scientific literature, these are also called "adverbial fixed expressions". Such fixed combinations express the sign of action by acting as an adverbial function.

In English, the verbs to be and to have play a significant role in forming stable verb combinations with the concept of "friend" and "enemy". Here are some examples:

A large number of stable expressions with the concept of "friend" and "enemy" in modern English are formed by the verb "be". To be sworn enemies; To be one's enemy; To be friends with.

The grammatical structure of verbal fixed combinations related to the concepts of "friend" and "enemy" in both English and Azerbaijani languages is formed by the internal rules of each language, resulting in variations in the arrangement of words and the position of the verb.

One of the standard features in the structure of fixed compounds with the concept of "friend" and "enemy" in English and Azerbaijani languages is that they consist of two or more lexical units.

Two-component fixed expressions. Examples: to become enemies; to be comrades; to crack the enemy; putting a sword into the hands of the enemy; to be an enemy; an enemy's mouth; an enemy's head" [13, p. 355].

Fixed expressions consist of three or more components. Examples: to tear out the enemy's eye/ to break the enemy's heart (causing the envy of ill-wishers), to look with the enemy's eyes (to be overly demanding when evaluating something); to be a threat to the enemy's ax/to pour water into the enemy's mill (covertly or openly defending the enemy's position); enemies don't sing praises to each other; ravens take courage when the enemy flees; even if the enemy is an ant, consider him an elephant (Mongolian proverbs).

"When discussing the stability of phraseological units with numerous components, it is often noted that this stability is conditional in several cases. Indeed, such units have wide interpretation possibilities in speech. As phraseologies grow in composition, their phraseological "rules and regulations" seem more challenging to manage, where inversion, shortening of words or addition of words, replacing a component with a word of similar meaning, etc., is happening. Of course, this renders itself somewhat weaker in idioms" [12, p. 12].

M. Chernov has defined four semantic-grammatical groups of fixed combinations in the Chuvash language: 1) substantive, 2) adjective, 3) adverbial, 4) verbal-idiomatic combinations [16, p. 60].

"1) The syntactic structure of lexical idioms in English corresponds to non-idiomatic words. In true idioms, however, the structure is not related to the non-idiomatic meaning; 2) syntactic modifications in idioms can manifest themselves in their non-idiomatic equivalents if possible; 3) idioms with more ancient history are subject to less grammatical changes; 4) the existing idioms in the group of pure idioms are from this type of idioms" [13, p. 59].
Most language units expressing the concepts of "friend" and "enemy" in English and Azerbaijani languages, which are languages with different systems, are paremiological expressions or aphorisms. These paremiological units have their structure.

"...which is based on the stipulation between the common mutually legitimate form and content; the order of words remains fixed; words are sometimes replaced with similar or synonymous words; proverbs and idioms, which form a special layer of phraseological combinations, have signs based not on any other language but specifically on the characteristics of the national language; proverbs and idioms can be equivalent to a word, a concept and a sentence, in which case the process of complete metaphorization occurs" [10, p. 5].

As a result of the historical development of language, proverbs and idioms, which emerged and remained inseparable in meaning, are integrated with a complex phraseological system that overshadows the old traditions of this language. Therefore, moving a word or changing the order of words in proverbs and idioms can disrupt the syntax of that expression and reduce its impact because those components have already received a solid image due to the interaction of national language and thought.

A. Erdoghan rightly notes that "the primary source of paremiological units is often syntactic entities or multi-component complex sentences. Their further development goes only towards simplification, towards "solidifying the thought" (A. A. Potebnya). Keeping the main semantic content simplifies the syntactic structure and takes a poetic form" [6, p. 83].

**CONCLUSIONS**

**Sentence-type paremias.** "A wise enemy is better than an ignorant friend; A person without friends is like a bird without wings; Water drunk with true friends tastes sweet (Chinese proverb); The enemy of my enemy is my friend (Arabic proverb); a friend is recognised on a bad day; on the road of friendship, storms may come, but snow never falls; Sacrifice one's life for a friend; do not hold with friendship and tear down with enmity; a thousand friends are few, and one enemy is too many; if your friend gives you sand, keep it preserved in your palm! A real friend walks in when the rest of the world walks out. There are big ships and small ships. But the best ship of all is friendship; "I want my friend to miss me as long as I miss him" — (St. Augustine aka Saint Augustine of Hippo); "A friend is, as it were, a second self" — (Cicero aka Marcus Tullius Cicero); "A friend is another self" — (Zeno aka Zeno of Elea); "Life was meant for good friends and great adventures" — (Richard Feynman).

**Paremias of the text type.** "You can be sad for a friend's sorrow. This is easy, but being able to rejoice in a friend's success requires a strong character.; When choosing a friend, choose someone better than you; You may have many acquaintances worldwide but very few true friends (Chinese proverb); I didn't find my friends. Merciful God gave them to me (Ralph Waldo Emerson); Don't walk behind me; I may not lead; "Don't walk in front of me; I may not follow. Just walk beside me and be my friend" (Albert Camus) [2]; Friendship is like a melon. You must try one hundred to find a good one; "What is a friend? A single soul dwelling in two bodies" (Aristotel). "Let us be grateful to the people who make us happy; they are the charming gardeners who make our souls blossom" (Ernest Rutherford); "A friend who understands your tears is much more valuable than a lot of friends who only know your smile" (Leonhard Euler).

"Proverbs, which have already formed as a separate field, have become the object of more and more extensive analysis and research with the application of the method of structural-semiotic approach, which has proven itself in many ways in structural paremiology. Structural paremiology has played a significant role in revealing the place and nature of proverbs, including those of our world, in the imagination of a hand. But structural analysis, of course, is not the key to all the closed doors of paremiology. Nevertheless, despite serious differences of opinion in terms of studying proverbs as paremic units in a structural direction, it is a fact that structural analysis attracts researchers as an approach" [1, p. 6].

There's a subtle distinction between paremiological expressions and aphorisms. Aphorisms are authored, while paremiological units are authorless expressions. The components of wise words can be determined:

1. Wise words without an author - proverbs.
2. Author-wise words: a) aphorisms; b) winged words in sentence form; c) wise words in the form of quotes [4, p. 10].
Aphorisms themselves should be studied under the name of paremiological expressions. For example, "I will not be angry at you, nor should a person insult me. You and I are no longer enemies" (Nazim Hikmet). This statement of N. Hikmet makes it clear that the concept of "enemy" itself is well-defined. For someone to become your enemy implies a prior relationship or connection. It's also worth remembering that sometimes our current enemies were once our past friends.

REFERENCES


