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Kharkiv National Economic Semyon Kuznets University***Hil S.E.***Candidate of Economic Sciences, Associate Professor,
Kharkiv National Economic Semyon Kuznets University***MODERN CONCEPTUAL APPROACHES IN EVALUATION ACTIVITIES****СУЧАСНІ КОНЦЕПТУАЛЬНІ ПІДХОДИ У ЗАХОДАХ З ОЦІНКИ****ANNOTATION**

The necessity of bringing the existing system of categories, terms, conceptions and concepts of the valuation activity sphere in accordance with the modern state of the philosophy of science is substantiated. Generalizations of scientific works are consolidated into a single system of semantic understanding and interpretation of the conceptual scientific concept. It is proposed to use modern conceptual approaches, which are cognitive valuable innovations in the international system of appraisal activity. These approaches make it possible to form a complex system of sense formation and the creation of conceptual concepts in valuation activities. Conceptualists containing philosophical, linguistic, economic, evaluative meanings should be consolidated and used in the communicative behavior of professional and competent appraisers.

Keywords: evaluation activity, international evaluation system, philosophy of science, discourse, paradigm, concept, conceptology, conceptual, linguoconceptology, lexicography.

АНОТАЦІЯ

Обґрунтовано необхідність приведення наявної системи категорій, термінів, понять та концептів сфери оцінної діяльності у відповідність до сучасного стану філософії науки. Узагальнення наукових праць зведені в єдину систему змістовного розуміння та інтерпретації концептографічної наукової концепції. Запропоновано використовувати сучасні концептуальні підходи, які є когнітивними ціннісними нововведеннями у міжнародній системі оцінної діяльності. Дані підходи дають змогу формувати складну систему сенсоутворення та створення концептуаріїв в оцінній діяльності. Концептуарії, що містять філософські, лінгвістичні, економічні, оцінні сенси, повинні закріплюватися і використовуватися в комунікативній поведінці професійних і компетентних оцінювачів.

Ключові слова: оцінна діяльність, міжнародні стандарти оцінки, філософія науки, дискурс, парадигма, концепт, концептологія, концептуарій, лінгвоконцептологія, лексикографія.

АННОТАЦИЯ

Обоснована необходимость приведения существующей системы категорий, терминов, понятий и концептов сферы оценочной деятельности в соответствие с современным состоянием философии науки. Обобщения научных трудов сведены в единую систему смыслового понимания и интерпретации концептографической научной концепции. Предложено использовать современные концептуальные подходы, которые являются когнитивными ценностными нововведениями в международной системе оценочной деятельности. Данные подходы позволяют формировать сложную систему смыслообразования и создания концептуариев в оценочной деятельности. Концептуарии, содержащие философские, лингвистические, экономические, оценочные смыслы, должны закрепляться и использоваться в коммуникативном поведении профессиональных и компетентных оценщиков.

Ключевые слова: оценочная деятельность, международные стандарты оценки, философия науки, дискурс, парадигма, концепт, концептология, концептуарий, лингвоконцептология, лексикография.

The development and formation of an evaluation as a special type of activity is an integral part of the overall process of the economy effective functioning and the existence of a legal democratic state.

The change of global and local paradigms in modern conditions requires radical changes both in economic science and in the sphere of appraisal activity. One of the inevitable consequences of these changes is the need to bring the existing system of categories, terms, conceptions and concepts of the assessment scope into the line with the current state of the philosophy of science.

Since the 1990s, the significance of conceptology and conceptual analysis has become indisputable, and conceptology has reached the level of one of the decisive factors in the growth of humanitarian knowledge.

In the 2000s, there was a sharp turn from the main attention concentration connected with the assessment reliability and accuracy (especially mathematical calculations) to the profound study and change of the conceptual-conception apparatus in the field of the evaluation activity.

“Throughout the world, there has already been a transfer of the attention center from the questions of the measurements accuracy to the problems of a conceptual and conception nature, combined in the formulation of the conceptions revision” [1, p. 2].

The conceptual basis of all the professional standards is made up of concepts and conceptions, while the conditions of the new economy, which is characterized not only by a high degree of uncertainty and risks, but also by the direct involvement of “valuation subjects” (appraisers) in the process of “value” formation, requires world high-level appraisers.

The development of fully comprehensive conceptuaries under international assessment standards is possible in the context of the economic conceptology development of conditions and concepts, while the ideological context of economic and appraisal reality perception in the minds of professional appraisers is consolidated as a concepts system in the formed conceptuaries.

Overcoming negative phenomena in the scale of international appraisal activity highly actual-

izes the efforts of the assessment scientific community related to the radical transformation and rethinking of the whole set of discourses (texts), as well as the orthodox dogmatic structure of lexicographic conceptual and terminological glossaries. Radical transformations must be carried out in the direction of revising the concepts, changing paradigms, convergence of standards [1], which allows formulate a conceptarium in the linguistic conceptographical framework of appraisal activity and new directions of axiological ideals.

The high level of the research topic actualization is due to the fact that the lexicographical, epistemological, conceptual and terminological conceptions dominate in the discourses of the home national evaluation standards (NES) and in the international evaluation standards (IES). These conceptions contradict the new philosophical and linguistic understanding of meanings, modern scientific conceptions, conceptology and conceptography.

There are two main directions in the conceptology study and interpretation of concepts: cognitive (R. Johnson [2], J. Lakoff [3], R. Langaker [4], E.S. Kubryakova [5], Z. Popova, I.A. Sternin [6] and others) and linguacultural (S.G. Vorkachov [7], V.I. Karasik [8]). Postmodern understanding, comprehension of the origin, formation and development processes of conceptual representations and the conception itself was reflected in the works of J. Deleuze, J. Guattari [9], M. Fuko [10].

The works of such scientists as S.S. Neretina [11], Yu.S. Stepanova [12], V.I. Karasika, E.S. Cubreacova, I.A. Sternin, R. Langaker, M. Fuko, J. Deleuze, J. Guattari and others are devoted to the study of conceptual meanings and approaches to the creation of a conceptual framework in the linguistics of humanitarian knowledge.

The goal of the given research is the generalization and development of modern scientific approaches to the semantic understanding of the conceptographical scientific concept and the creation of a new type conceptariums – dictionaries in discourses of international appraisal activity.

One of the manifestations of the third post-nonclassical global scientific revolution and its anthropic principle in the philosophy of humanitarian sciences is the anthropological orientation and cognitive conditioning of semantic understanding of structural linguistic conceptual units – the concept and the conceptarium. Philosophical anthropology has now become the dominant paradigm of humanitarian knowledge and the philosophy of science, which returned the status of “measures of all things” to a man according to Protagor.

Definitions of cultural and cognitive anthropology in the system of American anthropology first appeared in the 50-60's of the twentieth century. Under modern conditions of humanitarian knowledge, they have taken the central place in the study of concepts, conceptariums and con-

ceptography. Among the sciences in which the realization of ideas and new understanding takes place, as well as the interpretation of the interdisciplinarity of humanitarian knowledge meanings, it is necessary to attribute: anthropology, culturalology, cognitology, conceptology, conceptography, axiology and synergetics. In accordance with such specificity, the scientific status of interdisciplinarity acquires the following definitions: culture, cognition, discourse, concept, conception, conceptology, value, synergy.

According to Michel Foucault, a postmodernist, “... humanitarian sciences have inherited an area not only undeveloped and not measured through, but, on the contrary, completely untouched, which they only had to develop with the help of scientific conceptions and positive methods” [10, 364 p.].

Anthropologically oriented concepts and types of modern philosophizing – conceptarium, conceptology, conceptography and concept – seek to rehabilitate the subjectivism of medieval scholasticism, namely, P. Abelard's conceptualism is opposed to dogmatic positivist objectivism [13].

The transition of linguistic science to an anthropological paradigm has predetermined and intensified the researches in the field of linguistic scientific conception and semantic understanding of discourse and conceptarium in international appraisal activity. “The study of linguacultural concepts has reached such a level when it becomes quite realistic to create a conceptual culture – a new type of a dictionary that explains the specificity of a particular culture through the concept” [8].

Significant achievements in the study of concepts and conceptariums in the discourses of sociology, philosophy, psychology and other linguistic and humanitarian sciences are due to active innovation in the priority areas of the conceptology and conceptography study. Diffusion of humanitarian sciences achievements in the sphere of international appraisal activity allows in the future create conceptariums, that is, new types of dictionaries – concepts.

When studying the main conceptual semantic units – the concept and the conceptarium – the two main approaches: linguacognitive and linguacultural are traditionally focussed on.

“If linguacognitology comes from the concept in the individual consciousness to its representation in the collective consciousness (culture), linguaculture moves from collective conceptions about the concept to individual ones” [7].

Because of its subjectivity, definitions, such as conceptography, conceptarium, conception, concept, do not have and do not require any justification. “Conceptual definitions and research hypotheses have no substantiation in themselves and of necessity rely on other non-theoretical and pre-theoretical ideas” [14].

This investigation is devoted not only to a comprehensive study of the phenomenon of concep-

tographical conceptarium, but also to the semantic interpretation of philosophical and linguistic approaches, as well as the diffusion of their ideas into the discourses of evaluative activity.

Conceptarium is a new, scientifically “advanced” way of understanding and interpreting the meanings – concepts of the lingua-conceptual, conceptographical infrastructure in the international appraisal activity, which guarantees operational communicative coordination among the professional appraisers.

Conceptarium in the sphere of appraisal activity is a dictionary of new types of concepts containing philosophical, linguistic, economic appraisal meanings that should be fixed and used in the communicative behavior of professional and competent appraisers.

The conceptarium allows ensure coordinated comprehensive harmonization of close semantic approaches of humanitarian knowledge in linguistic science; it is a new, general scientific form of conceptual thinking, and the very philosophy of the process of conceptuarization is manifested in the creation of semantic, endless interpretations of the appraisal activity concepts.

For example, Yu.S. Stepanov distinguishes two types of conceptuariums in philological discourses:

1) In the first case, the conception is revealed by the selection of various citations, and the compiler of the dictionary does not take a direct part in its interpretation, for example, French dictionary of philosophical terms;

2) In the second case, the conception is revealed by the compiler on the basis of his own historical research. An example of such a dictionary is the work by V.O. Klyuchevsky “Terminology of Russian History”. The dictionary, based on the author’s interpretations found in the other people’s texts, proceeds from the presumption that there are concepts of individual use, in which the author of the dictionary tries to penetrate, giving his own interpretation [12].

The creation of a conceptographical conceptarium involves the study of the existing lexicographic conceptual-terminological system. In this case, there is a need to “identify common concepts that cause the smallest discrepancy in different conceptual schemes ... analysis of opportunities and limitations, existing ways of describing and understanding” [15].

Lexicography is a traditional section of linguistics, dealing with the theory and practice of compiling dictionaries. The subject of lexicography research is methods of compiling dictionaries, developing new ways of organizing dictionary entries and solving the problems of dictionaries typology.

There is an irresistible system of contradictions in discourses of evaluative activity between binary oppositions: lexicography – conceptography [16]. Consequently, their simultaneous use in a contradictory treatment and interpretation of

a semantic understanding of the conceptarium discourse is impossible.

The description and explanation of the appraisal reality, as well as the transition from traditional epistemological perceptual stereotypes, is very relevant in the context of the formation of a modern linguistic scientific conception and the design of a

The final result of the study of the concepts system in the international appraisal activity is the creation of a conceptarium with a complete list of concepts that make up a common linguistic and mental picture of the world. The list should include the main and most frequent concepts, keywords, phrases with the interpretation of their meaning.

An example of the foreign conceptarium creation should, above all, be attributed to “The dictionary of concepts by Paul Oliver. The Grand World. 101 key ideas” 2001 – 2005. This work gives an idea of 101 concepts lexical description for philosophy, physics, evolution, ecology, psychology, astronomy, genetics, etc. [15].

When creating a conceptarium in appraisal activity, there appear situations when it is impossible to fully comprehend and understand the concepts under study. This causes the introduction of the “binary opposition” concept, that is, an additional point of view on the linguistic meanings of valuation activity.

In describing the linguistic scientific picture of the world and evaluative activity lies the binary opposition of contradictions. Binary opposition is a universal form of perception of conceptographical, linguistic meanings of appraisal activity.

The evolution processes of linguistic conceptology and the stages of conceptographical design of the appraisal activity conceptarium must be linked with the concepts study of both structural elements of binary opposition and with the study of the “status” question of concepts-opposites and their ability to form new semantic structural spaces.

The conceptual binary opposition is a semantic, mental formation created by concepts – opposites, endowed with properties for self-development, increment and generation of new meanings of the linguistic system and the text.

Semantic binary oppositions began to be applied in the 60s after Jung K.G. work “On the archetypes of the collective unconscious” publication. The collective unconscious consists of archetypes – primary mental images, innate ideas, memories. The collective unconscious is a deeper layer in the personality structure; it is the storehouse of the mankind and our ancestors’ memory, the spiritual heritage of human evolution, reborn in the structure of the each individual brain [17].

K.G. Young’s concept in the field of humanitarian and economy knowledge, as well as in the appraisal activity makes it possible to conduct the search and comparative analysis of various semantic structures.

Among the binary oppositions in the given investigation are:

Objective – subjective;
Gnoseology – conceptology;
Lexicography – conceptography;
Glossary – conceptuarium;
Theory – conception;
Conception, term – concept;
Cost – value.

In the context of conceptuographical problems in evaluative activity it becomes possible to study the nature of binary oppositions of semantic meanings, conceptual ideas, concepts and their further use in conceptographically discursive parameters of new types of dictionaries – conceptuariums.

Thus, in modern conditions of valuation activity development, the transition from the traditionally dogmatic, conceptual and terminological system of glossaries to new types of dictionaries – conceptuariums also implies a transition from traditional lexicography to conceptography.

The creation of conceptuariums is the process of new concepts emergence in accordance with the semantic needs, which is a linguistic-creative activity of the valuation activity subject and, in general, the entire scientific community. Further investigation perspectives consist in the search for modern trends in the development of specific, semantic, cognitive elements of the linguistic structure and conceptualization in the evaluation activity discourses.

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