

THE CONCEPTUALIZATION OF HUMAN BEAUTY BY PHRASEOLOGICAL UNITS OF THE GERMAN LANGUAGE

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In this article is devoted to analysis of the conceptualization of human beauty by phraseological units of the German language. SCHÖNHEIT is one of the central concepts of German linguoculture. It represents a universal category and at the same time it is national-specific for the most people of the world. Of particular interest is the investigation of verbalization of the concept SCHÖNHEIT in a phraseological worldview, because the phraseological units that verbalize the concept SCHÖNHEIT denote national stereotypes, reflect history, culture and peoples' lives.

Good look increases an economic success and has a positive impact on individual life satisfaction. Beautiful people have material advantages because their look is honored on the job market that confirm different studies.

A positive aesthetic rating is based on a positive sensory rating associated with visual perception, as well as a positive emotional rating reflecting the psychological state of a person who is fascinated by beauty, attractiveness, etc. The main aesthetic feeling is the sense of sight.

In every culture, there are ideas about how an ideal man and an ideal woman should be. They include stereotypes that have developed in society due to their value system. To express the aesthetic evaluation the Germans turn to the mythological and biblical figures, which symbolize the perfect beauty: *Aphrodite, Adonis, Grazien, Maria, and Engel.*

Physical integrity, physical functionality and physical attractiveness are the basic prerequisites for a successful life that is based on social advancement. The body is currently a mean of expression for personality, individuality and creativity. Beauty is now seen as a mirror of self-optimization and it displays a successful life that is oriented towards advancement.

For the Germans, being fat means being lazy and lacking initiative, being slim, on the contrary, involves discipline, self-control and an active life position. Slim people are considered to be disciplined because they control their diet and exercise regularly.

Not only the slenderness, but also proportionate physique is important for the representatives of the German linguoculture. Among the phraseological units that verbalize the concept SCHÖNHEIT, there are very often comparisons with animals and plants, and with objects from the real world. Most of the comparisons are colloquial. In addition to their nominative meanings, phytonyms and zoonyms have a symbolic meaning and reflect the peculiarity of the nation's worldview.

K. G. Jung, as the basic cultural archetype of German linguoculture, points out the image of Wotan. This archetype is still relevant to people's aesthetic appeal as a tall man with strong physique.

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