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Concept of WELLNESS in modern English

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ABSTRACT

Sadovnikova V.O. The concept of WELLNESS in modern English. - Qualification work for obtaining the higher education degree “Bachelor”, specialization 035.041 “Philology”, educational program “English Philology and Translation, two Western European languages”. - Educational and Scientific Institute of Philology Taras Shevchenko National University of Kyiv, Kyiv, 2024.

The theoretical foundations of the study of concepts from the point of view of cognitive linguistics were examined. The most optimal methods of studying the concept verbalization were analyzed and selected.

The noun, adjective and adverbial means of verbalizing the concept of WELLNESS have been analysed, as well as the analysis of definitions and synonyms has been conducted. The model of the WELLNESS concept with the lexemes health and well-being in the core, vigor, prosperity, strength and happiness close to the core is proposed.

The compatibility of the wellness seme with other parts of speech was analysed for a better understanding of the WELLNESS concept. It is found that the wellness seme does not combine with other semes expressing emotional and emotional meaning, but combines with those indicating subtypes of the wellness seme.

The use of the wellness seme in English-language online newspapers has been conducted. It has been determined that in addition to the purely health and well-being topic, the concept of WELLNESS often appears in the context of a sceptical attitude towards it.

Keywords: concept, concept analysis, concept verbalization, Cognitive Linguistics, WELLNESS

АНОТАЦІЯ

Садовнікова В.О. Концепт WELLNESS в сучасній англійській мові. - Кваліфікаційна робота на здобуття ступеня вищої освіти «бакалавр» спеціалізації 035.041 «Філологія», освітня програма «Англійська філологія та переклад, дві західноєвропейські мови». - Навчально-науковий інститут філології Київського національного університету ім. Тараса Шевченка, Київ 2024.

Розглянуто теоретичні засади дослідження концептів з точки зору когнітивної лінгвістики. Проаналізовано та обрано найоптимальніші методики дослідження вербалізації концепту.

Проведено аналіз іменникових, прикметникових та прислівникових засобів вербалізації концепту WELLNESS, а також аналіз дефініцій та синонімічного ряду. Запропоновано модель концепту WELLNESS із лексемами health та well-being в ядрі, vigor, prosperity, strength та hapiness наближеними до ядра.

Проаналізовано сполучуваність семи wellness з іншими частинами мови для кращого розуміння концепту WELLNESS. Виявлено, що сема wellness не сполучується із іншими семами, що виражають емоційно-оцінююче значення, але сполучується з такими, що вказують на підтипи семи wellness.

Проаналізовано застосування семи wellness на матеріалі англійських онлайн газет. Визначено, що окрім суто теми здоров'я та гарного самопочуття, концепт WELLNESS часто постає в контексті скептичного до нього відношення.

Ключові слова: концепт, аналіз концепту, вербалізація концепту, когнітивна лінгвістика, WELLNESS

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INTRODUCTION

Relevance of the research. A concept is a mental formation in the individual consciousness of a speaker, projected onto the culture of a society. Concepts reflect human knowledge and experience within a certain structured integrity called conceptsphere and they are units of the linguistic and conceptual worldview with its inherent unity of linguistic, conceptual, and axiological aspects. They are a reproduction of the individual worldview, which is formed based on the person's experience. A concept is a unit of a person's thinking and perception of the world, and language is a means of reflecting them necessary for transmitting one person's conceptual understanding of the world to another.

Study of concepts within cognitive linguistics theory is central in today's linguistic research which is characterized by anthropological perspective that focuses on a particular language user exploring the world, thinking, evaluating, sensing, and conceptualizing.

WELLNESS is a complex concept which emerged in the 1950s after World War II and was widely promoted in the 1970s in the USA as a tool to battle everyday corporate grinding. Through mass media and now social media it has and still is being spread across the world as it is now especially relevant in post-COVID-19-pandemic world.

Primarily conceptualised as a certain lifestyle and world outlook consisting of five at the beginning and now seven or eight dimensions, wellness helps people achieve optimal health and well-being. Apart from purely idealistic understanding, wellness is often referred to as multibillion-dollar industry which is constantly being promoted, developed, and invested in. Hence, we can witness new trends, ideas and concepts appearing within WELLNESS semantic field nowadays.

In Ukrainian language, this term is not translated and is used either as transliteration or it is spelled with English letters, sometimes with a capital letter (вєлнєс/wellness/Wellness). This might suggest that although we are implementing wellness practices and lifestyle, there is yet a lot to be gained from researching the concept of WELLNESS in modern English.

The purpose of the research is to investigate the means of verbalizing the WELLNESS concept in language, which involves solving the following **tasks**:

- to critically analyse the interpretations of the concept as a complex linguistic phenomenon in general and the concept of WELLNESS in particular.
- to consider the linguistic representation of the WELLNESS concept.
- to reconstruct the field structure of the WELLNESS concept based on lexicographic sources.
- to identify typical collocations as a means of verbalizing the WELLNESS concept.
- to analyse the cognitive aspects of the WELLNESS concept in English media discourse.

The object of research is the concept of WELLNESS in modern English.

The subject of the research is the peculiarities of verbalization of the concept WELLNESS in modern English.

The materials of the research are electronic English dictionaries and thesaurus, articles on the topic of wellness and English Web Corpus from Sketch Engine

Methods and methods of the research. To solve the tasks set, the methodological principles of language as a way of reproducing reality, the inseparable unity of language and thinking, the relationship between the abstract and the concrete, the subjective and the objective in language, and the correlation of the form and content of language units are used. The methodological basis of the study and the general philosophical level of the thesis research is based on the dialectical laws of the unity of form and content, the universal connection of phenomena. The general scientific methodological basis of the study is based on the principles of systematicity and determinism, as well as anthropocentrism as the dominant research paradigm that determines the development of modern humanities.

The structural approach involves the use of semantic, morphological, and definitional analysis methods. Their involvement will allow to identify and structure the verbal means of objectification of the studied concept.

The discursive aspect will include a contextual and situational analysis of English discourse of different types to study the linguistic functioning of the verbal means of objectification of the WELLNESS concept.

The practical significance of the obtained results is associated with the clarification and refinement of the understanding of the WELLNESS concept and the possibility of applying the acquired knowledge in advanced foreign language learning and teaching.

CHAPTER 1 THEORETICAL FOUNDATIONS OF CONCEPT RESEARCH

In terms of the current paper, we would like to view the research of concepts from both world and domestic tradition points of view as the general understanding of the phenomena seems to coincide in gross features. However, within Ukrainian cognitive linguistics research, there seems to exist a more exact and established model for analysing concepts.

1.1 Cognitive Linguistics and its basic principles

The cognitive Linguistics approach is believed to have emerged in the 1970s from the work of researchers who were interested in investigating the relationship between language and mind and who were not satisfied with prior formal approaches to language research. Chiefly, Cognitive Linguistics is known to have emerged as a response to generative grammar and truth-conditional semantics which were prevailing approaches to syntax and semantics and those emerged from the interest in mathematics and computer sciences (Croft & Cruse, 2004).

Nowadays, the international field of Cognitive Linguistics is well-established as it has its own International Cognitive Linguistics Association, periodically holds conferences and two significant publishing houses have been publishing works in Cognitive Linguistics. There is distinction between Cognitive Linguistics with capital letters and cognitive linguistics with lower case as the latter denotes all linguistical studies which deals with natural language as a mental phenomenon.

What seems to attract the attention of many researchers is the openness and flexibility of theorizing in Cognitive Linguistics (Geeraets & Cuyckens, 2007). Cognitive Linguistics is mainly divided into two main research areas: Cognitive Semantics and Cognitive Grammar but there is also certain interest in syntax and morphology, language acquisition, phonetics, and historical linguistics (Croft & Cruse, 2004). Cognitive Linguistics does not only function in isolation from other cognitive sciences, conversely, for instance, it makes use of Cognitive Psychology's models of categorization, namely, prototype theory and graded centrality which have had a noticeable influence on semantic and grammatic evaluation in Cognitive Linguistics.

It is not enough to say that the features that make cognitive linguistics cognitive are that language is part of the mind and contributes to understanding the mind because most of these features are common to formal and functional approaches as well. What distinguishes cognitive linguistics from functional linguistics is the acceptance that social communication is language-based and that even this interaction is highly conceptualized. What distinguishes it from formal approaches is that cognitive linguistics removes the boundaries between language and other psychological phenomena. In this case, language is not seen as a separate module, but rather as an integral facet of cognition (Langacker, 2008).

Geeraerts and Cuyckens identify three main characteristics of Cognitive Linguistics: the primacy of semantics in linguistic analysis, the encyclopaedic nature of linguistic meaning, and the perspectival nature of linguistic meaning. The first one means that meaning is the central focus of linguistic research, the second means that the process of new conceptualizations involves all the previous experience and prior knowledge of an object or notion, and the third implies that we do not necessarily store information in our mind as if we mirror real world but rather that we project it. (Geeraets & Cuyckens, 2007).

The perspectival nature of linguistic meaning opens us to understanding that objective truth can be subjectively described, and a speaker decides how to conceptualize and construe a situation. Let's say, for instance, a speaker sees two objects at the same time: a tree and a bicycle, is the bicycle behind the tree or the tree is in front of the bicycle? Or you see people and a table, are the people around the table or the table is in the centre surrounded by people? Is it uphill or downhill? All of it depends on the choice of the perspective made by the speaker, i.e., the conceptualizer.

Term construal comes into cognitive linguistics from psychology and describes the way for a person to make sense of the world through conceptualization. Basically, a person construes her understanding of a concept and the world in accordance with her previous experience and prior knowledge and one person's perception and comprehension of the world does not necessarily coincide with another's. From a linguistics perspective, a person's construed worldview or conceptualized

understanding of the world can be and usually is conveyed through language. A speaker becomes a subjective conceptualizer involved in the conceptual process. Not only semantic features but also grammatical ones are construed in different ways. (Langacker, Introduction to Concept, Image and Symbol, 2006)

All in all, Cognitive Linguistics is not one theory but several approaches under one umbrella united by certain features. As has already been mentioned, linguistic meaning is *perspectival* and depends on the point of view of the speaker. Linguistic meaning is dynamic and flexible both new experiences and changes in our environment lead do changes and expansions in meanings and subsequently in language representations of concepts.

Linguistic meaning is also encyclopedic and not autonomous which means that in order to understand any notion we cannot simply use our minds we also involve our bodies and our whole experiences altogether. Also, it is not enough to only have some knowledge about one particular object or idea, we need to know its background and connections to other objects or ideas to fully grasp or convey the meaning. Meaning can also change from culture to culture so one person's understanding may not coincide with another's.

Linguistic meaning according to Cognitive Linguistics is based on usage and experience as opposed to previous beliefs that strictly distinguished between the level of language structure and the level of language use paying more attention to the former. (Geeraerts, 2006)

On the other hand, approaches to Cognitive Linguistics can be described via its primary commitments. Cognitive Commitment implies an attempt to describe and model language in accordance with other cognitive and brain sciences. Generalization Commitment is describing the nature and the principles that constitute linguistic knowledge as the result of general cognitive abilities and not regarding knowledge as separate module of mind. (Evans, 2012)

Some of the theories important for concept analysis are radial network theory, prototype theory, schematic network, conceptual metaphor, image schemas, mental spaces, and mental frames theory.

1.2 Basic theories of Cognitive Linguistics

1.2.1 Prototype theory

Prototype theory is one of key concepts in cognitive linguistics which was introduced by Eleanor Rosch, an American psychologist, in order to explain how semantic categories are perceived. Prototypical categories cannot be defined using solely a set of criterial attributes that can be considered necessary and sufficient, but their semantic structure is represented by a set of overlapping meanings. Prototypes display degrees of category membership and their categories are not clearly clarified at the edges. (Cuper & Cuper-Ferrigno, 2021).

It has been applied in various linguistic areas, including lexical semantics and syntax. It could be tricky selecting central sense for a category, for instance, on a diachronic perspective basic sense should be the oldest one. On a developmental perspective, it is the one that a child acquires first. On a lexicographic perspective, it is the one that has the most frequent use. The real question, however, concerns the speaker's mental organization of polysemy and categories. (Taylor, 2001)

Analytical approaches to describing categories before Rosch's theory treated category membership as a digital, all-or-none phenomenon. A lot of works in philosophy, psychology, linguistics, and anthropology assumed that categories were logically bounded entities and membership within them was defined by their possession of all the set of criterial features. However, according to prototype theory for an item to belong to a certain category, it does not have to have all the features but could be considered as belonging to the category but being closer to the nuclear notion of category or further from it and being a part of peripheral layer. (Rosch, 1975).

1.2.2. Conceptual Metaphor Theory

Lakoff's Conceptual Metaphor Theory is one of fundamental theories in cognitive linguistics. It states that our conceptual organization is influenced by the way we talk about certain domains transferring to them concepts from other domains. Metaphor is not only a poetic device but rather a ubiquitous everyday notion based on perceiving more abstract ideas through prism of more concrete ones, for instance thinking about time in terms of space, or about arguments in terms of a war etc. When we use such a

metaphor, we do not simply use one or two words metaphorically but transfer whole understanding of the source domain into target domain. (Lakoff & Johnson, 1980).

The cognitive-linguistic view of metaphor operates on three levels: supra-individual, individual, and sub-individual. The supra-individual level corresponds to the way a given language and culture reflects decontextualized metaphorical patterns, correlates with the level of domains and frames. The individual level corresponds to the metaphorical cognitive system used by individual native speakers, correlates with the use of mental processes in the mental space, when the universal aspects of the meaning of a metaphorical expression in a particular communicative situation contain the most specific information that is transferred with experience. The sub-individual level corresponds to the universal aspects of various kinds of embodiment, corresponds to the level of image schemes, the generalizing models of which help to explain the meaning of abstract concepts. Conceptual metaphors connect abstract concepts with physical concepts (based on perception), because of which the conceptual system becomes embodied, based on perception. (Молгамова, 2022)

1.2.3. Frame theory

Frame Theory was introduced in Fillmore's case grammar in order to represent verbs and the relational roles of their arguments. This early work laid the foundations for the development of frame semantics. In case grammar, the semantic roles of the arguments of predicates were considered crucial to the characterization of verbs and clauses and case frames were understood as those characterizing an abstract situation, in which in order to understand the semantic structure of the verb it was necessary to understand the properties of such schematized scenes. For example, to understand the word buy one should have encyclopaedic knowledge of other words connected to it via situation like sell, customer, seller, money. In the early papers on Frame Semantics, a distinction is drawn between scene and frame, the former being a cognitive, conceptual, or experiential entity and the latter being a linguistic one. In later works, scene ceases to be used and a frame is a cognitive structuring device, parts of which are indexed by words associated with it and used in the service of understanding. (Novosadska, 2018)

However, three types or levels of frames can be distinguished nowadays: semantic, cognitive, and communicative. An example of a semantic frame was mentioned in the previous paragraph. To give an example of a cognitive frame, let's imagine the concept of a birthday party. Depending on the age group, gender, or social status, each person would expect a different scenario of a party, whether there would be balloons and clowns or cocktails and toasts. Cognitive frame does not necessarily require language representation but can influence it. Communication level of framing deals with how speakers choose to present information because of some specific purpose in their mind. (Sullivan, 2023)

1.2.4. Blending and Mental Spaces Theory

Conceptual blending is a basic mental operation that leads to new meaning, global insight, and conceptual compressions useful for memory and manipulation of otherwise diffuse ranges of meaning. It plays a fundamental role in the construction of meaning in everyday life, in the arts and sciences, and especially in the social and behavioral sciences. The essence of the operation is to construct a partial match between two input mental spaces, to project selectively from those inputs into a novel 'blended' mental space, which then dynamically develops emergent structure. (Fauconnier & Turner, 2003).

Conceptual Blending Theory explains the creation of composite concepts which are made by integrating different semantic structures. The process of conceptual blending consists of four mental spaces: two input spaces a generic space and a blended space. Correspondences associate elements from one input space with elements from the other. Conceptual Blending Theory is effective in representing complex mappings between different concepts. The similarities between the inputs are abstracted in the generic space. Conceptual Blending Theory is not limited to metaphoric names but can also be applied to non-metaphoric cross-domain mappings. Unlike metaphoric blends, non-metaphoric blends do not merge entities into a single entity but closely associate them without fusion. Conceptual Blending Theory, like Conceptual Metaphor Theory, focuses on creating composite semantic structures and does not include all the dimensions of Cognitive Grammar. It does not explicitly account for the position of the

conceptualizer in relation to the object of conceptualization. However, the two frameworks are compatible, and can often be used in analysis of conceptual structures, especially metaphors. (Kowalewski, 2022)

1.3 Definition of a concept

In the philosophical theory of cognition and reflection of reality, concepts are defined as broad mental formations: thoughts, knowledge, belief, and reason, comprehended based on an ontological background and personal experience. From the point of view of epistemology, concepts are qualified as complex mental formations expressed in words of thought, knowledge, belief, and reason, understood based on a broad ontological background of things, personal experience, and perceptual background.

Linguists consider the concept of a concept somewhat differently at the present stage of development of linguistics. There are two main approaches to the interpretation of the term concept: concept as a general idea and concept as a set of culturally determined ideas about the subject. Concepts are qualified as the meanings that a person operates with in the process of internalizing knowledge about the environment, in the framework of understanding all human activity in the form of certain "quanta" of knowledge.

Concepts can be described as a kind of glue that holds our mental world together and allow us to connect our past experiences to a present situation. Concepts save us time as they help us categorize objects and notions without necessity to learn specific features of each new object. For example, when one sees a new chair or tomato, they already have a general idea and a set of features in mind without interacting with this particular chair or tomato which might be even slightly different from others of its kind. (Murphy, 2002)

Polish linguist Anna Wierzbicka describes culture through language and in her works she points out that "words of different languages don't match in meaning, and stand for different concepts", which raises a question of how can speakers of different languages understand each other. (Wierzbicka, 2014)

The Ukrainian researcher Selivanova (2006) considers a concept as an object from the world of the ideal that has a name and reflects a person's culturally determined ideas about reality.

Concepts are distinguished from the semantic meaning of a word, as they reflect a certain set of general and essential features of an object. Scientists noted that the meaning of a word is understood as two different things, one of which belongs to linguistics, and the other, which is the subject of study of other sciences, is the remote meaning of a word.

Since concepts express the spiritual and emotional experience of a particular ethnic group, an individual is the bearer of this experience. By denoting via linguistic signs the experience initiated by fragments of the real world given to the ethnic group in direct perception, an "ethnic person" tries to define (reveal) the essence of objects and phenomena. The language signs reflect the way of seeing the world of the ethnic group, the view of the world through the "veil" of national cultural ideas and images.

1.4 Methods of Concept Research

It should be noted that there is no unanimity among scholars as to what set of procedures should be considered conceptual analysis and what should be considered its result. However, they agree that the purpose of such an analysis is to reconstruct the cognitive mechanisms of consciousness, to identify how and to what extent language knowledge reflects human knowledge of the world in the form of dictionary definitions, and to formalize what is inherent in intuition and expressed in language.

The purpose of this section is to outline the methods of conceptual research on the example of the concept of WELLNESS in English, which sets the following tasks: 1) to highlight the research methods available in cognitive linguistics in the linguistic, cognitive and discursive aspects; 2) to project the above methods to the study of the concept of WELLNESS in English.

Language seems to be the most accessible means of reconstructing conceptual knowledge. The concept is built on the basis of lexicographic interpretations and word combinations, and is realized in the content of lexical units, phraseological turns, in the system of metaphors and stable comparisons. Conceptual characteristics are revealed

through the meaning of language units. The information that is singled out by a person as particularly relevant to existence and therefore denoted by language is reflected in dictionary definitions. That is why we consider it expedient to distinguish the partial language categories of the means of verbalization of the studied concept, to reconstruct its field structure, and to conduct a definitional analysis of nominations based on lexicographic information.

1.4.1. Morphological analysis of the means of concept verbalization

Although the partial language representation of concepts as an element of their verbalization is studied in the works of many linguists, it remains one of the most underdetermined issues of linguistic science. That is why the absence of a conceptualization based on the whole variety of linguistic appeals to concepts, and not only with the help of dominant nouns, is considered to be one of the problems of modern conceptualization.

The appeal to morphology coincides with the general logic of cognitive research in linguistics, which is focused on the study of the relationship between linguistic forms and their cognitive analogues. Morphology objectifies linguistic knowledge, which is an integral part of knowledge about the world and represents those fundamental concepts that are essential for building a person's conceptual system, ensuring its orderliness, and without which a person could not form a certain image of the world.

In the context of the cognitively oriented theory of nomination, a part of speech is interpreted as an indirect, but at the same time real and objective projection of various objects of reality surrounding us into language, the result of realizing the most essential properties of an object in the process of cognition of reality.

Consideration of the holistic partial-word structure of the means of verbalizing a concept, and not just its direct lexical nomination, is an important area of research in cognitive linguistics. The WELLNESS concept, in its turn, is represented by nominative, adjectival, and adverbial means of verbalization, each of which has a structural and hierarchical organization.

1.4.2. Modeling the field structure of the concept

The issue of concept structuring seems to be a core one for cognitive linguistics. The core of a concept is a basic sensory image that acts as a coding element of the universal visual code and belongs to the everyday layer of consciousness of native speakers, while the periphery is constituted by a wide interpretive field that covers the assessment of the concept's content and represents specific cognitive features. The study of semantic fields is also interesting and productive from the point of view of the study of human conceptualization of the world.

The reconstruction of the field structure of a concept involves the construction of a hierarchically ordered system of elements, which distinguishes between objectively existing elements that form the core of the studied concept and subjective elements that are manifested in the process of its verbalization. For this purpose, a semantic analysis of the lexeme, which acts as a direct nominative verbalizer of the concept of the same name, is carried out, and a set of core and peripheral elements is identified in its component structure. On this basis, a field model of the concept is built.

In this paper, we adhere to the definition according to which the structure of the field is formed on the principle of gradation - the degree of detection of features with a centre consisting of features of a high degree of determinism and a periphery consisting of phenomena with a high level of variability.

1.4.3. Definitional analysis of concept nominations

The method of analysing the dictionary definitions of concept verbalizers as concise logical definitions containing the most essential features of a concept, object or phenomenon remains key for conceptology, as it allows not only to describe the meaning but also to describe the concept to a certain extent. Quite often, this method is used as the basis for component analysis (some scholars even identify them).

Researchers note that the semantics of a representative keyword best reflect the core of the concept. From this perspective, a dictionary definition is defined as a culturally relevant type of verbal text that reveals the basic, conceptual, associative and figurative structures of a concept. The analysis of a concept should begin with the analysis of its definitions, which underlie the further meaning of the concept. If the right and left parts of a dictionary entry in a monolingual explanatory dictionary are

labeled as the explained and the explanatory, then, ideally, the right part should contain the same set of semes as the explained.

The method of definition analysis should be used to establish the lexical and conceptual meanings of the concept name, to identify invariant and to highlight conceptual features.

1.4.4. Analysis of phraseological means of concept verbalization

The phraseological fund is not only a linguistic, but also a cultural and historical treasure trove of every nation, a fragment of the linguistic picture of the world. At the same time, each phraseological unit performs specific functions in describing the realities of the world around us. Phraseological units have a stable structure; their replacement or addition destroys both the form of their expression and the content.

The study of the idiomatic space of a language as a part of the verbalized conceptual space represented exclusively by idiomatic means is a multidimensional and complex task, which is due to a number of both intra- and extra-linguistic factors.

At the present stage of development of phraseology, due to the anthropocentric nature of linguistic research, it is important to develop those areas that would allow a fresh look at the accumulated phraseological material, addressing the issue of phraseological modeling, reflection of mental entities in phraseological units. The phraseological system clearly demonstrates a double anthropocentrism, namely the very origin and functioning, i.e., the semantic orientation towards the human being of both the constituent lexemes and the total phraseological units in their meaning.

Recently, many researchers have pointed out that the study of phraseological units can provide a key to a better understanding of worldviews. In the line of cognitive linguistics, the universals of culture and key concepts are studied on the basis of phraseological units. Phraseological units, reflecting in their semantics the long process of development of the culture of a people, record and transmit cultural guidelines, stereotypes, standards, and archetypes from generation to generation. They are the soul of any national language, which expresses the spirit and originality of the nation, a fragment of the linguistic picture of the world.

Idiomatic expressions constitute a special form of conceptualization, as they fill in the gaps in the lexical system of the language, which cannot fully provide names for new aspects of reality that are cognized by humans.

The cognitive characteristics of phraseological units explain their role as a structural linguistic part of the system that reflects the subject-conceptual and functional qualities of the extra-linguistic, mental sphere, as well as quasi-stereotypes and quasi-standards of the worldview of native speakers.

The phraseological system of any language is anthropocentric, since in its verbal interpretation of the world around it, the object puts itself and its mental and physical organization at the centre. In the process of studying the surrounding reality, a person processes information and forms concepts as operational units of thought processes that reflect the content of human experience and knowledge related to a particular concept. Thus, the structure of a concept is most often determined by metaphorical or metonymic reinterpretation of the main component of a phraseological unit.

1.4.5. Contextual analysis of concept nominations

The method of contextual analysis involves the analysis of presuppositions, implicit information contained in a single sentence or text. On the one hand, contextual analysis is necessary to clarify the semantic features that were identified as a result of component analysis, as well as to identify additional semantic characteristics of nominals based on their lexical compatibility. On the other hand, this method allows us to identify the specifics of the linguistic realization of concept names.

Contextual analysis at the present stage has two directions: 1) analysis of the compatibility of direct lexemes-verbalizers of the concept and 2) analysis of their contextual environment. The first approach allows us to distinguish a number of semantic features in the structure of the concept, and the second allows us to structure and model it.

1.4.6. The discursive dimension of concept verbalization

Discourse as a set of pragmatic situation and mental processes of communication participants, verbalized speech and thought activity makes it possible to present “language in language” as a special social and linguistic given and to reproduce a

picture of a “possible world”, participates in the interaction of people, mechanisms of their consciousness (cognitive processes). It reflects mentality and culture, both national and individual.

Researchers emphasize that in conceptual studies it is necessary to refer to speech embodied in discourse texts as products of speech action. The concept, as linguists rightly point out, is not only an interpretive field but also the basis of discourse. Discourse is defined as a “habitat” and a means of realizing concepts, a factor influencing their change and development, as a system of concepts, their habitat and means of realization.

A concept, like any linguistic phenomenon, can be considered adequately described and explained only when it is considered at the crossroads of cognition and communication. In fact, the cognitive theory of discourse considers the creation of a mental prototype of the entire information space of a communicative situation, including the text as its semiotic mediator, as a primary task.

Conclusion to chapter 1

In linguistics, the study of concepts is performed in terms of Cognitive Linguistics based on both global and domestic tradition. These two traditions do not contradict each other, although Ukrainian tradition offers a more exact and established model for concept analysis.

Cognitive Linguistics is flexible in its theorizing and integrates concepts from other cognitive sciences. For instance, prototype theory and graded centrality came to linguistics from cognitive psychology, and it influenced semantic and grammatical evaluation. Concepts are construed through the lens of previous experience and knowledge, with linguistic meaning being based on usage, experience, and encyclopaedic nature.

In Ukrainian tradition, there is a more extensive search for methodological system of concept analysis and there are several suggestions on how to conduct it. However, one monolith system has not been established and for the purpose of our research we would choose to conduct linguistic analysis, morphological analysis, model of field structure, definitional analysis, phraseological analysis, and contextual analysis, all of

which are necessary to clarify the semantic features of a concept. Finally, the study of discourse as a means of realizing concepts is essential, as it reflects mentality and culture, and influences the change and development of concepts.

CHAPTER 2. LEXICOGRAPHICAL ANALYSIS OF THE CONCEPT OF WELLNESS

Language seems to be the most appropriate means of accessing reconstructions of conceptual knowledge. The understanding of a concept is carried out based on lexicographic interpretations and word combinations, it is realized in the content of lexical units, phraseological turns, in the system of metaphors and stable comparisons. Conceptual characteristics are revealed through the meaning of language units. The information that is singled out by a person as particularly relevant to existence and therefore denoted by language is reflected in dictionary definitions. That is why we consider it expedient to distinguish the partial language categories of the means of verbalization of the studied concept, to reconstruct its field structure and to conduct a definitional analysis of nominations based on lexicographic information.

2.1 Morphological structure of the means of verbalisation of the concept of WELLNESS

2.1.1 Nominal means of verbalising the concept of WELLNESS.

Noun as a means of verbalisation is considered to have the richest associative potential and flexibility to activate images in one's consciousness. Nominal means are those linguistic items that are used to name certain fragments of non-linguistic images and ideas and those that correspond to the vision of the world by linguistic and cultural society.

According to our research of lexicographic resources namely twelve different dictionaries we elicited such definitions of the same *wellness*:

Shorter and simpler versions of the definition are more numerous: “*WELLNESS as a state, quality or condition of being healthy or being in good health*”, “*a state of being free from disease*” “*the condition of physical and mental health*”.

Out of eighteen definitions the word *state* was used 10 times, *quality* 4 times and *condition* 3 times. Distinction between mental and physical aspects of health was provided only in one of the definitions. We can see the use of the words *activities*, *approach*, or *process* only one time in longer and more precise definitions. Only in one definition WELLNESS was described as “*Forced health protection program*” and this

definition was marked as of military origin so the “*forced*” attribute cannot be considered central and rather exceptional one.

Longer versions include: “*activities that are designed to help people feel healthier and happier, or the business of providing these activities*”, “*an approach to healthcare that emphasizes preventing illness and prolonging life, as opposed to emphasizing treating diseases*”, “*the process of learning about and engaging in behaviours that are likely to result in optimal health*” and two of the definitions have clarification such as “*the condition of good physical and mental health, especially when actively maintained by proper diet, exercise, and avoidance of risky behaviour*”. (American Heritage Dictionary, n.d.), (The Free Dictionary, n.d.)

This does not seem to coincide with the primary interest of scientific research of the concept of WELLNESS or with the definition that was provided by the founder of the idea of High-Level Wellness as vice versa the less numerous definitions are foregrounded. For instance, Jerrold S. Greenberg, Professor Emeritus, Behavioral and Community Health at University of Maryland in his article conceptualises health as an opposition to illness and unites them into a continuum, but although wellness is inherently good and illness is inherently bad they are not and opposition and could co-exist as wellness is rather a potential of becoming well and not necessarily being well at the moment (Greenberg, 1985). In a more recent article, Eriksson et al. highlights the difference between health and wellness as the latter is rather lifestyle- and process oriented strength based salutogenesis approach. That is, HEALTH is regarded as absence of disease and WELLNESS as preventative and accumulative notion. (Eriksson, et al., 2024). The founder of High-Level Wellness concept explains the necessity of distinguishing concepts of wellness, health and well-being basing the argument on that medical sphere, namely doctors, is effective in question of negative health, that is treating a disease or illness, but they are not effective in promoting positive health (Dunn, 1959)

All in all, only two nouns can be selected to form the core of the concept of WELLNESS which in our opinion form whole separate concepts by themselves as

well, they are HEALTH and WELL-BEING. As the next step we will also analyse their definitions.

Definitions of HEALTH are generally consistent in the same lexicographical resources. The primary meaning is *“state or condition of the body (or mind) characterised by absence of illness”*, the secondary meaning is *“the degree to which body (or mind) is free from illness”* i.e., one can talk about absolute health or its level such as good or bad health. Additionally, *health* can be an attribute of *a company, organisation, or a process* in a sense of how successful it is, most probably used in a form of a conceptual metaphor. Other meanings include *“a toast to one’s health”* and *“a company or business that is concerned with health issues”*, the latter used in a form of an attribute.

By means of lexicographical sources, WELL-BEING is presented as *“a state of being healthy and happy”* or in a more extended version *“a contented state of being happy and healthy and prosperous”*. The longer version suggests that level of degree can be applied to modify the meaning as well-being can be satisfactory or not that is good or bad. Also, that WELL-BEING can be regarded as a concept that includes the concept of HEALTH along with HAPPINESS and WEALTH.

So far, components health and well-being can be added to the core part of linguistic understanding of the concept of WELLNESS but as a psychological concept it is better portrayed as not included or consistent of health, well-being, or illness but rather as one that is in between illness and health while health is included in well-being.

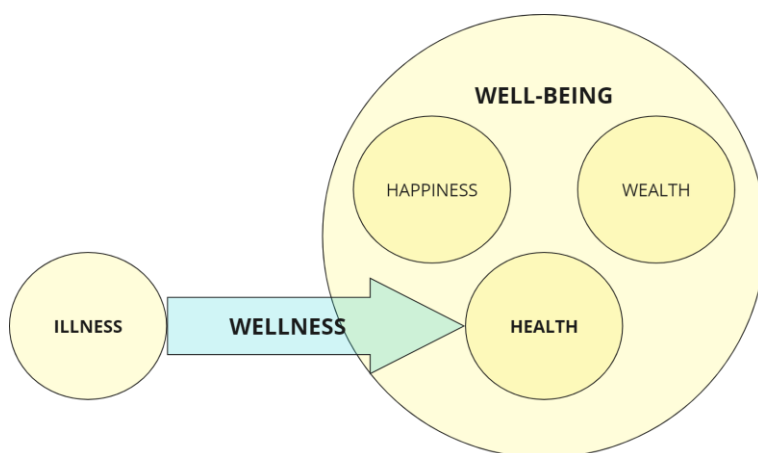


Image 1. Visual representation of common understanding of the term WELLNESS

As a conceptual image schema of WELLNESS in a form of movement from illness to health or not necessarily starting at illness but from somewhere within health and moving beyond it can be compared with image schema of FITNESS moving from unsatisfactory body condition to an accepted one and beyond which might explain the similarity in the word building of the two (adjective + suffix *ness*).

While analysing nominal means of verbalizing the concept of WELLNESS and its components health and well-being, some attention could be paid to etymology of the words and the phraseological compositional structure as the simplicity or absence of one may also be signifying.

According to [dictionary.com](https://www.dictionary.com), the word wellness was first recorded in 1650–60, for an earlier sense and then introduced in 1957 by U.S. biostatistician Halbert L. Dunn, M.D. (1896–1975), for the current senses. The word health was first recorded before 1000; Middle English *helthe*, Old English *hǣlth*; *hale* (whole) -th. The word well-being was first recorded in 1605–15.

Using [onelook.com](https://www.onelook.com) one can look at the dynamic of usage of words in books. As can be seen, the word health has been constantly used with fluctuating but overall increasing tendency. As for the word wellness, the tendency is also increasing but the usage starts much later chronologically. (The data on the onelook website is based on Google Books Ngram Viewer).

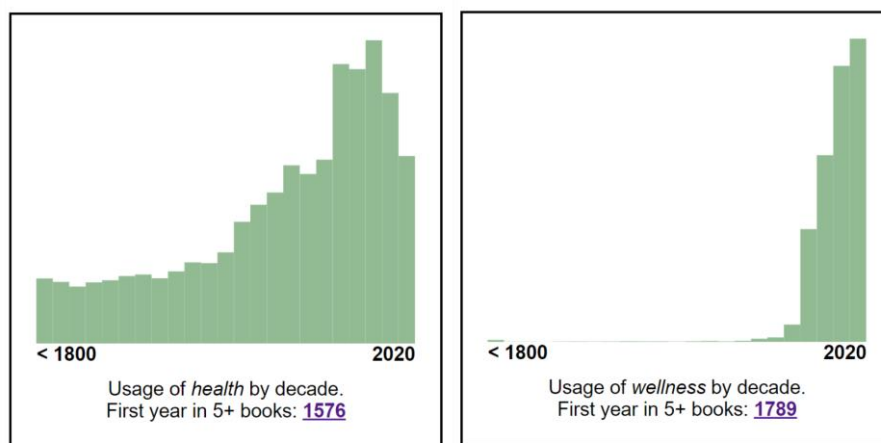


Image 2. Use of words health and wellness throughout history. Based on onelook.com website.

As far as idiomatic expressions are concerned, according to dictionaries WELLNESS does not have any whereas HEALTH is attributed with plenty such as “*a clean bill of health, be the picture of health, health nut, nurse sb back to health*” etc. In terms of the number of examples, the same goes for the search of quotes or lyrics on the onelook.com website. HEALTH instantly gets plenty of matches and WELLNESS does not. Thus, it can be concluded that the word and concept of health is more present in everyday common thinking as it is widely used in sayings and lyrics, which is folklore whereas the usage of the word and concept of wellness is restricted to scientific articles, media and social media, workplace discourse.

2.1.2 Adjectival and adverbial means of verbalising the concept of WELLNESS.

Adjectival nominations represent entities that are not separate three-dimensional objects, but separate features of these objects as they are based on the category of signification, which is formed in the process of realizing that an integral object has its own attributes. Adjectives reflect the world as a set of features reflected in a concept, outside of which an object cannot be presented to human consciousness. They act as verbalize the human knowledge, which a person acquires through the practice of interacting with it and comprehending their previous experiences.

Adverbial nominals describe non-procedural features, and they cannot form a predicate, but at the same time they indicate the existence of a relationship between objects by naming and specifying this relationship. Adverbial nominations differ from adjectival ones in a way that they describe features of non-subjective entities.

The word *well* which is both adjective and adverb and words healthy and healthily can be elicited for the further research within adjectival and adverbial axis.

As an adjective, the word *well* is mostly defined as “*healthy, not ill; in good health*” sometimes “*healthy, especially after having suffered illness or injury*” or “*healthy, sound in body and mind*” which aligns with previous meanings of wellness and well-being latter being a desired state and former a way of achieving it. Other meanings such as “in a good state” or “satisfactory, agreeable; pleasing, advisable; proper” do not appear in all the dictionaries and only Merriam-Webster dictionary puts

well with the meaning of “healthy” to the fifth place as opposed to the first one in other sources.

As an adverb the word *well* is mostly presented with the meaning of “*properly, in a good way*”. Surprisingly enough, the word *well* can also be used as a verb meaning “*to fill up from the bottom up*” although this notion is probably connected to the noun *well* as in “*source of water*”. On the other hand, it can in speaker’s mind subconsciously influence the meaning of the word *well-being* associating it with the feeling of being fulfilled and complete.

Adjective *healthy* is mostly defined as “*strong and well*” or “*showing that you are strong and well*” or “*good for one’s health*” as for a company or an organization it also is used to describe a “*successful*” entity, also a meaning of being “*normal*” exists. The word *healthily* attains all the same meanings but within its grammatical category of an adverb. The words *strong* and *successful* and their noun equivalents *strength* and *success* could be absorbed and included in the concept of WELLNESS, although we do not see any evidence for including them to the core part of the concept.

2.2 Analysis of the synonymy series

Lexicographical sources suggest about 70 synonyms of the lexeme *wellness* such as: *health, well-being, welfare, weal, happiness, felicity, good, success, profit, advantage, benefit, luck, good luck, fortune, affluence, prosperity, ease, comfort, hardiness, robustness, vigour, strength, vitality, stamina, hardihood, good health, healthfulness, freedom from disease, fitness, clean bill of health, shape, trim, kilter, state of health, wellbeing, good condition, soundness, haleness, vigor, healthiness, lustiness, condition, form, shape (informal), repair, order, fettle, eudemonia, wholeness, verdure, eudaemonia, eudaimonia, upbeat, wholesomeness, agility, heartiness, hygiene, vigorousness, cleanliness, sap, toughness, activeness, ruggedness, liveliness, bloom, flushness, flush, spryness.*

New associations can be seen as these synonyms can be divided into several topics as in *wellness* meaning 1) luck; 2) happiness; 3) prosperity 4) energy 5) strength

Synonyms of *health* (without repeating abovementioned synonyms) are as follows: *condition, state, form, shape, tone, constitution, strength, good condition,*

wellness, soundness, robustness, healthiness, salubrity, energy, prime, salubriousness, state, tone, tonicity, clean bill, eupepsia, fine feather, top form. As can be noticed, here one more theme appears: health as a state. When searched for synonyms of well-being, all of them repeat the ones for wellness and health and do not add any new items to the list.

Among opposites of all three terms only two themes a salient: 1) illness, 2) weakness as in *sickness, illness, disease, ailment, weakness, debility, infirmity, frailty, disorder, malady, feebleness, frailness, unwellness, unsoundness, unhealthiness, lameness, trouble, decrepitude, sickliness, lethargy, unhealthy, delicate, fragile, unsound, debilitated.*

According to dictionaries, the meaning of the concept of WELLNESS is less complicated than that of HEALTH

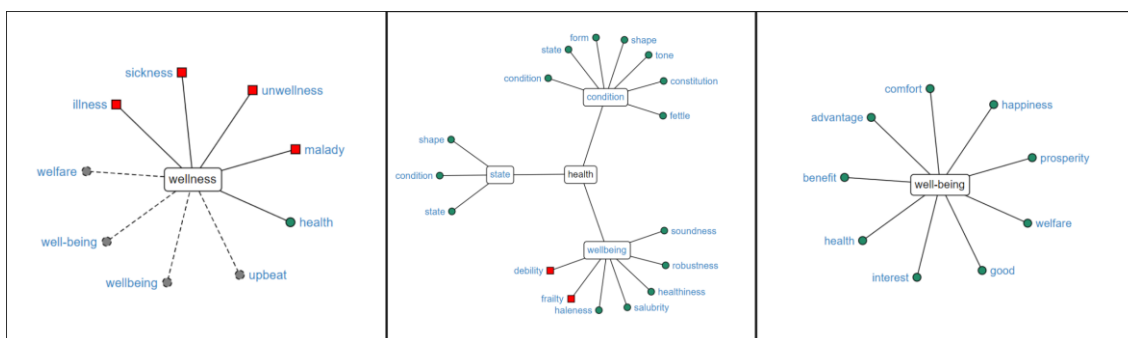


Image 3. Associations of words wellness, health and well-being. Based on thefreedictionary.com

2.3 Phraseological analysis

It has been mentioned earlier in this research that while searching for idioms or sayings, nothing had been found in lexicographical sources for the concept of WELLNESS but only for its neighbouring concept of HEALTH which in our opinion is explained by the relatively recent appearance of the notion of wellness. Despite this fact, within media and social media discourse plenty of quotes especially motivational ones can be found.

Upon looking into about 160 quotes connected to WELLNESS we see that they provide whole other perspective on the issue of its analysis. It should be noted, that they are divided into sections such as, for instance *Wellness Quotes for 1) Happiness,*

2) for Social Well-Being, 3) for a Positive Mindset, 4) for Healthy Habits, 5) for Healthy Living, 6) for Healthy Eating, 7) for Mental Health, 8) for Fitness and 9) Spiritual Wellness Quotes. The division by theme is authors' choice on every website viewed which suggests that this kind of division is rather conscious, and it is well established among language users. Additionally, quotes that specifically define wellness should be separated into a category.

1. "Health is a state of body. Wellness is a state of being."
2. "It's important to point out that mental health is more about wellness rather than sickness."
3. "One of the hallmarks of social wellness is being inclusive, not exclusive, with our friendship."
4. "The ability to be in the present moment is a major component of mental wellness."
5. "The concept of total wellness recognizes that our every thought, word, and behavior affects our greater health and well-being. And we, in turn, are affected not only emotionally but also physically and spiritually."
6. "There are six components of wellness: proper weight and diet, proper exercise, breaking the smoking habit, control of alcohol, stress management, and periodic exams."
7. "Wellness encompasses a healthy body, a sound mind, and a tranquil spirit. Enjoy the journey as you strive for wellness."
8. "Wellness is a connection of paths: knowledge and action."
9. "Wellness is not a 'medical fix' but a way of living – a lifestyle sensitive and responsive to all the dimensions of body, mind, and spirit, an approach to life we each design to achieve our highest potential for well-being now and forever."
10. "Wellness is the complete integration of body, mind, and spirit - the realization that everything we do, think, feel, and believe has an effect on our state of well-being."

11. “Wellness seeks more than the absence of illness; it searches for new levels of excellence. Beyond any disease-free neutral point, wellness dedicates its efforts to our total well-being – in body, mind, and spirit.”

12. “Wellness, I came to realize, will not happen by accident. It must be a daily practice, especially for those of us who are more susceptible to the oppressiveness of the world.”

13. “A great hallmark of mental wellness is the ability to be in the present moment, fully and with no thoughts of being elsewhere.”

It can be noted that the tendency of defining WELLNESS through *health* and *well-being* is still strong. However, there appear to be other themes in defining wellness present. That is, WELLNESS is *a lifestyle, a healthy choice*; it is divided into different aspects such as WELLNES of *the body. The mind, the spirit*; it is about *being meaning being present in the moment* as opposed to worrying about either future or past.

Opposites play an important role as well. WELLNESS is about choosing to refuse from unhealthy habits such a smoking or alcohol consumption and avoiding unnecessary stress. Moreover, WELLNESS is not merely being free from disease but going beyond, achieving holistic optimal well-being.

The count of the most commonly used words has been conducted within all 180 quotes.

1	health	53 (1.8%)	11	wellness	14 (0.5%)	21	spirit	8 (0.3%)	31	medicine	5 (0.2%)
2	body	38 (1.3%)	12	mental	13 (0.4%)	22	want	8 (0.3%)	32	state	5 (0.2%)
3	healthy	35 (1.2%)	13	time	13 (0.4%)	23	must	7 (0.2%)	33	keep	5 (0.2%)
4	mind	19 (0.6%)	14	exercise	12 (0.4%)	24	care	7 (0.2%)	34	old	5 (0.2%)
5	good	19 (0.6%)	15	live	11 (0.4%)	25	illness	7 (0.2%)	35	better	5 (0.2%)
6	being	16 (0.5%)	16	physical	10 (0.3%)	26	today	6 (0.2%)	36	control	5 (0.2%)
7	food	15 (0.5%)	17	wealth	9 (0.3%)	27	diet	6 (0.2%)	37	place	4 (0.1%)
8	life	14 (0.5%)	18	will	8 (0.3%)	28	way	6 (0.2%)	38	believe	4 (0.1%)
9	eat	14 (0.5%)	19	change	8 (0.3%)	29	happy	6 (0.2%)	39	disease	4 (0.1%)
10	well	14 (0.5%)	20	happiness	8 (0.3%)	30	self	5 (0.2%)	40	love	4 (0.1%)

Image 4. Word count constituting wellness quotes

The semes *health* and *healthy* keep the first place whereas *well-being* is less numerous. Based on the word count and the definition quotes, *happy* and *happiness* combined together should be considered to be added to the middle circle of the concept

so do *healthy body, healthy mind and healthy food*. *Spirit and spirituality* are widely known to form part in the conceptualisation of WELLNESS. The word *will* should be regarded separately as it only on some occasions means having desire to make healthy lifestyle choice, on the others it is merely a modal verb.

Dividing the notion of wellness into categories or as they are usually called dimensions is consistent with common definition given to it in scientific literature. *“Wellness is a multidimensional state of being describing the existence of positive health in an individual as exemplified by quality of life and a sense of well-being.”* (*“Concept of health and disease | PPT - SlideShare”*) (Corbin & Pangrazi, 2001) *Wellness is the integration of this notion into all dimensions of our lives. It is not necessarily something to achieve, but rather something to be constantly moving toward. It has multiple facets and characterised by holistic approach. It helps guide us toward an optimal life as individuals and as a society.* (IsHak, Mann, & Manoukian, 2020)

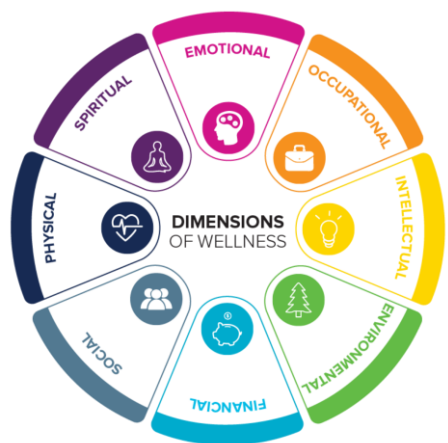


Image 5. Eight dimensions of wellness. From shcs.ucdavis.edu

According to a semantic analysis conducted within cognitive psychology, WELLNESS is associated in the terms of Aerobics, Fitness, Health, Holistic, Lifestyle, Medical, Nutrition, and Thrive were also linked directly in all networks. These associations suggest that wellness is associated with active practices that promote health and thriving; the latter implying a more abstract sense of fulfilling our potential. (Kenett, Ungar, & Chatterjee, 2021)

Conclusion to chapter 2

Having conducted analysis of nominal, adjectival and adverbial means of verbalisation of the concept of WELLNESS as well as definitions analysis and synonymic array analysis, the following conclusion can be drawn. The concept of WELLNESS is verbalised by nouns and adjectives, it is not verbalised by verbs. Semes health and well-being represent the concept of WELLNESS the best and they should be considered as the nucleus of the concept. Such semes as vigour, strength, happiness and prosperity should be considered as the layer closest to the nucleus.

The adjectives describing the eight dimensions of WELLNESS: physical, emotional, spiritual, occupational, intellectual, financial, and social constitute the next layer and their components would form the periphery of the concept.

The concept of WELLNESS does not comprise phraseological units hence instead quotes on the topic have been analyzed. The word count conducted within the quotes supports aforementioned structure.

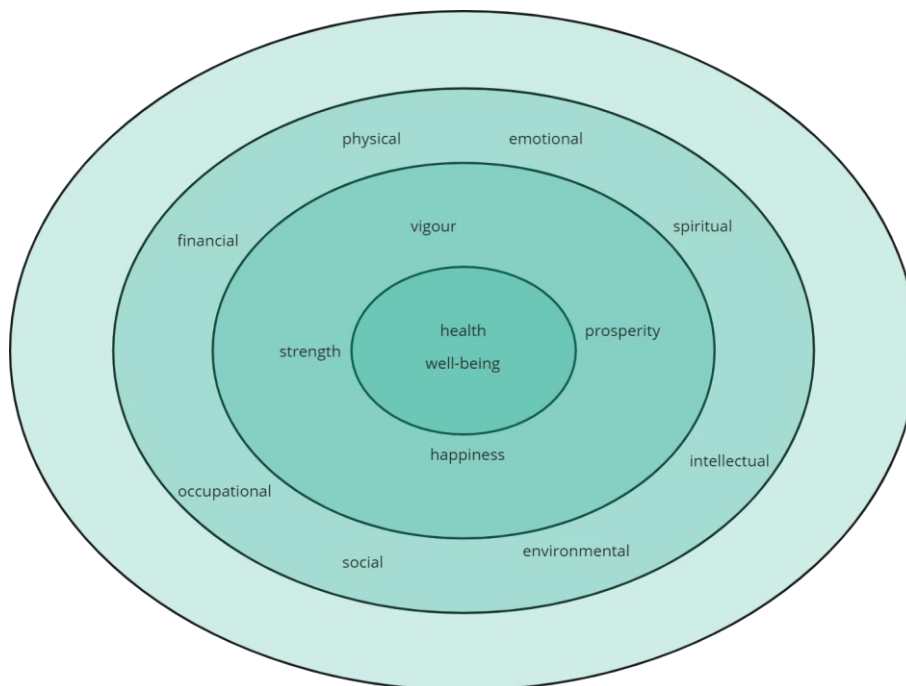


Image 6. Model of the WELLNESS concept

CHAPTER 3 CONTEXT ANALYSIS

3.1 Analysis of attribute models

In the course of research of modern articles corpora about WELLNESS several attribute models have been identified. (Sketch Engine, n.d.)

1. modifier + wellness (both adj + N and N + N),
2. wellness + modified word (N + N),
3. V + N,
4. N and N,
5. N is adj,
6. N is N.

3.1.1 Modifiers of WELLNESS

The elicited sample of word-combinations with wellness as nucleus of the phrase is as follows:

integrative wellness, life-long wellness, student wellness, ayurvedic wellness, spiritual wellness, optimum wellness, staff wellness, lifelong wellness, holistic wellness, physician wellness, workforce wellness, student-athlete wellness, employee wellness, mental wellness, occupational wellness, firefighter wellness, workplace wellness, occupant wellness, clinician wellness, social-emotional wellness, high-level wellness, officer wellness, general wellness, total-body wellness, organizational wellness, chiropractic wellness, hemp wellness, cardiovascular wellness, pet wellness, community wellness, mind-body wellness, psychosocial wellness, corporate wellness, overall wellness, body wellness, whole-person wellness, personal wellness, clergy wellness, optimal wellness, whole-life wellness, digestive wellness, psychological wellness, behavioral wellness, postpartum wellness, patient wellness, preventative wellness, physical wellness, nutritional wellness, cardio wellness, financial wellness, athlete wellness, sexual wellness, worksite wellness, emotional wellness, resident wellness, whole-body wellness, over-all wellness, wholistic wellness, trainee wellness, preconception wellness, mind-body-spirit wellness, total wellness

The sample should be organized by several criteria. The first parameter is splitting the phrases into sections grammatically into adj+N and N+N groups. The second parameter is dividing them into semantic groups.

1. *mental wellness, mind-body wellness, emotional wellness, social-emotional wellness, financial wellness, psychological wellness, digestive wellness, spiritual wellness, physical wellness, cardiovascular wellness, psychosocial wellness, mind-body-spirit wellness, body wellness, cardio wellness, sexual wellness, nutritional wellness, total-body wellness*

The first group of adj+N attributive phrases correlates with the idea of viewing the concept of WELLNESS as a set of eight domains providing even further split within some domains. For instance, *physical wellness* is split into *digestive, cardiovascular, nutritional etc.*

2. *holistic wellness, overall wellness, whole-body wellness, whole-person wellness, optimal wellness, optimum wellness, integrative wellness, wholistic wellness, over-all wellness, high-level wellness, general wellness, total wellness*

This group of adj+N attributive phrases generally describes the notion of wellness itself. It profiles the structural aspect, namely holism, and directional, namely, that it is located in certain height.

3. *occupational wellness, corporate wellness, personal wellness, behavioral wellness, organizational wellness, worksite wellness, workplace wellness, workforce wellness*

This group of attributes is connected with areas of life, for example, personal vs corporate.

4. *lifelong wellness, whole-life wellness, life-long wellness*

The duration of WELLNESS also profiles the idea of wellness being a choice.

5. *employee wellness, physician wellness, occupant wellness, resident wellness, officer wellness, student wellness, clinician wellness, student-athlete wellness, community wellness, trainee wellness, clergy wellness, staff wellness, patient wellness, athlete wellness, firefighter wellness, pet wellness*

This group in our opinion is going to expand as there is evident a tendency to individualize WELLNESS ideas to be better tailored to the recipient. Whether it is with the idea of the recipient's general well-being or promoting corporate idea of productivity, it does follow the suit of modern individualistic ideas.

6. *chiropractic wellness, ayurvedic wellness*

This group denotes the types of services that could be expected within the realm of wellness.

7. *preconception wellness, postpartum wellness, preventative wellness*

This group includes stages of life when wellness might be important in person's life. It also follows the suit of individualistic ideas.

8. *hemp wellness*

This group has the potential of developing and discovering more examples. These are types of products that are commercialized and promoted to general public. Although it not numerous so far in our discovery, it does convey general perception of WELLNESS being sometimes over-commercialized and possessing rather distinctive features and products.

An observation can be drawn that all the attributes in all the eight groups lack emotional or evaluative component but foreground the structural and categorical facets instead. WELLNESS has categories and a myriad of subtypes. Even though the idea of wellness is closely connected with, for instance, the notion of happiness through health and well-being, all in all it is only a means of getting to it, but it does not bring happiness or sadness itself.

3.1.2 WELLNESS as a modifier

The following set of attributive phrases with WELLNESS as a modifier have been elicited:

wellness retreat, wellness coaching, wellness centre, wellness center, wellness spa, wellness tourism, wellness check, wellness program, wellness initiative, wellness checkup, wellness coach, wellness exam, wellness programming, wellness clinic, wellness screening, wellness journey, wellness visit, wellness coordinator, wellness routine, wellness oasis, wellness fair, wellness resort, wellness goal, wellness incentive,

wellness check-up, wellness guru, wellness promotion, wellness offering, wellness check-in, wellness expert, wellness regimen, wellness benefits, wellness brand, wellness lifestyle, wellness trends, wellness supplements, wellness tips, wellness advocate, wellness practitioner, wellness products, wellness amenities, wellness industry, wellness counseling, wellness consultant, wellness workshop, wellness facilities, wellness encyclopedia , wellness professional, wellness influencer, wellness topic, wellness app, wellness programme, wellness consultation, wellness expo, wellness resources, wellness education, wellness seminar; wellness care, wellness committee, wellness needs, wellness treatment, wellness hub, wellness activities, wellness perks, wellness destination, wellness educator, wellness enthusiast, wellness getaway, wellness plan, wellness vacation, wellness portal, wellness blogger; wellness services, wellness tracker, wellness ambassador, wellness travel, wellness webinar, wellness stipend, wellness policy, wellness ritual, wellness sanctuary, wellness strategies, wellness counselor, wellness modalities, wellness specialist, wellness beverage, wellness escape

In our opinion, this set should be divided as follows.

1. Health: *wellness clinic, wellness check, wellness checkup, wellness exam, wellness screening, wellness check-up, wellness check-in, wellness treatment, wellness care, wellness needs*

2. Industry:

a. Means: *wellness resources, wellness services, wellness modalities, wellness amenities, wellness facilities, wellness industry*

b. Motivation: *wellness benefits, wellness coaching*

c.Promoter: *wellness coach, wellness coordinator, wellness guru, wellness expert, wellness advocate, wellness practitioner, wellness consultant, wellness professional, wellness influencer, wellness committee, wellness educator, wellness enthusiast, wellness blogger, wellness ambassador, wellness counselor, wellness specialist*

d. Place: *wellness oasis, wellness hub*

3. Information: *wellness counseling, wellness workshop, wellness consultation, wellness expo, wellness tips, wellness encyclopedia, wellness topic,*

wellness app, wellness education, wellness seminar, wellness portal, wellness tracker, wellness webinar

4. **Activities:** *wellness routine, wellness activities, wellness goal, wellness regimen, wellness lifestyle, wellness plan, wellness ritual, wellness strategies*

5. **Products:** *wellness beverage, wellness supplements*

6. **Promotion:** *wellness fair, wellness incentive, wellness programming, wellness promotion, wellness offering, wellness program, wellness initiative, wellness brand, wellness trends, wellness products, wellness programme, wellness perks, wellness stipend, wellness policy*

7. **Relaxing:** *wellness centre, wellness center, wellness spa, wellness retreat, wellness resort, wellness tourism, wellness journey, wellness visit, wellness getaway, wellness vacation, wellness travel, wellness escape, wellness destination, wellness sanctuary*

Such an extensive set of words modified by wellness some signifies that although the term itself is relatively young, for instance, in comparison to health some, it is being actively used to form new subconcepts within itself and at the same time it is expanding itself.

3.1.3 Verbs as attributes of WELLNESS

In the course of our research, we elicited the following V + N patterns:

promote wellness, enhance wellness, improve wellness, achieve wellness, nurture wellness, advance wellness, emphasizes wellness, maintain wellness, boost wellness, cultivate wellness, champion wellness, optimize wellness, impact wellness, attain wellness, maximize wellness, sustain wellness, support wellness, demystify wellness, incorporate wellness, embrace wellness, integrate wellness, redefine wellness, practice wellness, regain wellness, infuse wellness, better the wellness, restore wellness, incentivize wellness, safeguard wellness, bolster wellness, personalise wellness, nourish wellness, reclaim wellness, gauge wellness, optimise wellness, ensure wellness, elevate wellness, compromise wellness, facilitate wellness, neglect wellness, center wellness, value wellness, address wellness, affect wellness, pursue wellness, monitor wellness, encourage wellness, foster wellness, prioritize wellness, wellness oriented,

wellness themed, advocate wellness, perceive wellness, impede wellness, strengthen wellness, inspire wellness, revolutionize wellness, wellness related, balance wellness, endanger wellness, ascertain wellness, influence wellness, wellness rooted in, increase wellness, preserve wellness, instill wellness, wish wellness, empower wellness, manage wellness, embed wellness, aid wellness, sacrifice wellness, approach wellness, define wellness, assess wellness, weave wellness into, experience wellness, individualize wellness, hinder wellness, track wellness, insure wellness, envision wellness, enrich wellness, advertise wellness, regard wellness, seek wellness, wellness minded, wellness focused

We suggest classifying them this way:

1. **Clarify:** *demystify, redefine, define*
2. **Control:**
 - a. **Observe:** *monitor, balance, manage*
 - b. **Evaluate:** *gauge, assess, regard*
 - c. **Modify:** *optimise, personalise, optimize, revolutionize, influence, individualize, impact*
3. **Endanger:** *compromise, neglect, affect, impede, endanger, sacrifice, hinder*
4. **Extend:** *enhance, improve, advance, boost, maximize, better, bolster, elevate, strengthen, increase, enrich*
5. **Focus on:** *center, value, prioritize, envision*
6. **Gain:**
 - a. **Get:** *achieve, attain, approach*
 - b. **Regain:** *restore, regain, reclaim*
 - c. **Chase:** *track, seek, pursue*
7. **Grow:** *nurture, cultivate, nourish, foster*
8. **Implement:** *incorporate, embrace, integrate, infuse, instill, embed, weave into*
9. **Live through:** *practice, experience, perceive*
10. **Promote:**

- a. **Inspire:** *incentivize, encourage,*
- b. **Praise:** *champion, inspire, wish*
- c. **Promote:** *promote, emphasizes, ensure, facilitate, address, advocate, ascertain, empower, insure, advertise*
- 11. **Save:** *maintain, sustain, support, safeguard, preserve, aid*
- 12. **Descriptive:** *wellness oriented, wellness themed, wellness related, wellness rooted in, wellness minded, wellness focused.*

This great number of verbs and their categories that are used (85 in total) signifies that the concept of WELLNESS is activated in everyday language interactions. What seems worth noticing is that categories of *promotion* and *classification* might suggest that there is certain degree of suspicion towards the idea of wellness and, on the other hand, that it is extensively used in the context of wellness industry promotion. Furthermore, the presence of category *chasing* produces a perception of illusory nature of the concept. Other categories are similar to those of the concept of HEALTH especially in the meaning of the highest value in life.

3.1.4. Parallel Structure N and N

More than eighty constructions of N and N structure have been elicited. They are as follows.

Health and wellness, fitness and wellness, wellness and self-care, healing and wellness, nutrition and wellness, prevention and wellness, wellness and relaxation, beauty and wellness, wellness and vitality, wholeness and wellness, wellness and recovery, healthcare and wellness, wellness and longevity, wellness and mindfulness, wellness and sustainability, wellness and wellbeing, wellness and well-being, wellness and resilience, spa and wellness, wellness and resiliency, safety and wellness, recreation and wellness, balance and wellness, living and wellness, wellness and happiness, wellness and spirituality, wellness and productivity, care and wellness, yoga and wellness, illness and wellness, health promotion and wellness, wellness and burnout, wellness and rejuvenation, wellness and empowerment, engagement and wellness, rehabilitation and wellness, sports and wellness, skincare and wellness, eating and wellness, aging and wellness, exercise and wellness, literacy and wellness,

wellness and counseling, wellness and independence, wellness and success, wellness and equity, fashion and wellness, satisfaction and wellness, wellness and yoga retreats, wellness and readiness, athletics and wellness, wellness and immunity, inclusion and wellness, hygiene and wellness, wellness and meditation, wellness and prosperity, luxury and wellness, therapy and wellness, comfort and wellness, wellness and positivity, wellness and medical tourism, peace and wellness, wellness and fitness center, wellness and fitness programs, relief and wellness, wellness and self-esteem, enrichment and wellness, sickness and wellness, diet and wellness, wellness and travel, learning and wellness, awareness and wellness, wellness and serenity, growth and wellness, wellness and beauty treatments, sleep and wellness, wellness and morale, harmony and wellness, wellness and diversity, sobriety and wellness, self-help and wellness, benefits and wellness, wellness and stability

The best way to classify them is in terms of the eight dimensions of WELLNESS theorized in wellness literature.

1. Physical Wellness: *health and wellness, healthcare and wellness, fitness and wellness, exercise and wellness, athletics and wellness, fitness center and wellness, fitness programs and wellness, sports and wellness, nutrition and wellness, diet and wellness, eating and wellness, immunity and wellness, sleep and wellness, safety and wellness, illness and wellness, sickness and wellness, medical tourism and wellness, longevity and wellness, beauty and wellness, sobriety and wellness, aging and wellness, skincare and wellness*

2. Emotional Wellness: *emotional wellness, healing and wellness, recovery and wellness, therapy and wellness, rehabilitation and wellness, relief and wellness, relaxation and wellness, serenity and wellness, comfort and wellness, happiness and wellness, satisfaction and wellness, positivity and wellness, burnout and wellness, rejuvenation and wellness, self-esteem and wellness, self-help and wellness, counseling and wellness, self-care and wellness*

3. Intellectual Wellness: *literacy and wellness, learning and wellness, enrichment and wellness, awareness and wellness, health promotion and wellness*

4. **Social Wellness:** *social wellness, inclusion and wellness, diversity and wellness, equity and wellness, engagement and wellness, recreation and wellness, travel and wellness, yoga retreats and wellness, success and wellness*

5. **Spiritual Wellness:** *mindfulness and wellness, meditation and wellness, spirituality and wellness, peace and wellness, spiritual wellness, resiliency and wellness*

6. **Environmental Wellness:** *sustainability and wellness, environmental wellness, balance and wellness, harmony and wellness, stability and wellness*

7. **Occupational Wellness:** *occupational wellness, productivity and wellness, empowerment and wellness, occupational wellness*

8. **Financial Wellness:** *financial wellness, prosperity and wellness, financial wellness.*

This type of structures provides us with an insight into the sort of context in which the concept of WELLNESS can be evoked and actualized.

3.1.5 Copular structures WELLNESS is a N and WELLNESS is adj.

Throughout our research we elicited thirty-five nouns and 20 adjectives that are often used in copular structures to verbalize the concept of WELLNESS. They are as follows.

Nouns: *lifestyle, priority, journey, absence (not just absence of disease), (primary) focus, goal, path (to happiness), concept, key component, important aspect, booming industry, cornerstone, foundation, ability, concern, benefit, responsibility, investment, strategy, process, term, important element, area, approach, issue, factor, important factor, important piece, business, important part, number one priority, the first step, choice, way, result.*

Adjectives: *attainable, achievable, integral, paramount, contagious, vital, accessible, important, central, collective, crucial, inclusive, essential, fundamental, key, personal, critical, affordable, popular, more than, significant, possible.*

We suggest classifying them this way.

Nouns

1. **Clarification:** *absence (not just absence of disease), concept, term, area, approach, factor,*
2. **Importance:** *priority, (primary) focus, goal, key component, important aspect, cornerstone, foundation, important element, important factor, important piece, important part, number one priority,*
3. **Issue:** *concern, responsibility, issue,*
4. **Journey:** *journey, path (to happiness), the first step, way,*
5. **Lifestyle:** *lifestyle, choice,*
6. **Opportunity:** *booming industry, ability, benefit, investment, business,*
7. **Process:** *strategy, process, result,*

Adjectives

1. **Importance:** *integral, paramount, vital, important, central, crucial, essential, fundamental, key, critical, more than, significant,*
2. **Popularity:** *contagious, popular, attainable, achievable, accessible, affordable, possible,*
3. **Social aspect:** *collective, inclusive, personal*

Among these nominal and adjectival attributes in copular structures profiling of importance theme is rather salient additionally.

Conclusions to chapter 3

Modifiers of the word wellness lack emotional and evaluative examples instead they are rather used to define and categorize the types of WELLNESS. These categories are consistent with the idea of eight dimensions of wellness expressed in previous chapter and also at times is split even further, for instance, the physical wellness dimension has subtypes of digestive, cardiovascular and nutritional wellness. There is quite an extensive division into new types of WELLNESS tailored to specific places (worksite wellness), occupations (officer wellness) or life stage (postpartum wellness).

As a modifier, the word wellness is used to describe much greater array of nouns naming people promoting wellness, means of promoting it and also wellness destinations. Among verbal and copular structures, categories of clarification, promotion and importance are the most salient. Such an emphasis on promotion and clarification might imply that the concept of WELLNESS sometimes is forcefully promoted rather than organically searched for.

CHAPTER 4. ANALYSING CONCEPT OF WELLNESS IN TERMS OF MEDIA DISCOURSE

Finding examples of verbal representation of the WELLNESS concept in real life discourse will help us understand it much deeper for such an analysis we looked into articles in world-known English language newspapers such as BBC News or the New York Times etc. First thing that caught our attention is that British media sources do not have as numerous examples of articles concerned with wellness topic as American ones do. This thought is proven to a great extent in a podcast episode from 2020 on BBC archive where one of the speakers mentions that the British are just not that passionate about wellness. (Hammond, 2020) On the other hand, it is in widely promoted in the USA as wellness might play a significant role in alleviating symptoms of constant corporate grinding typical of American culture. (Elliott, Bernstein, & Bowman, 2014)

Wellness culture is widely endorsed and promoted by numerous celebrities and, with the emergence of influencing culture, by social media influencers: *“The celebrity couple founded their non-profit organization, the Will and Jada Smith Family Foundation in 1996. It focused on advocating for causes that the Smiths championed like mental health and wellness, arts education and sustainability — all through the lens of social impact. However, the infamous Chris Rock Oscar slap seen and heard around the world changed the Smiths' public perception.”* (Haile, Salon, 2024)

The influence of one celebrity in particular has been tremendous ever since the launch of her company Goop in 2008. Gwyneth Paltrow has been scandalously known for promoting not only popular wellness products, but also frankly fake ones or such that do not have any scientific proof to back up the legitimacy of the claims in product description. The extent of her company's influence, though, led to creating new words. *“Goop-ification: Brands are using wellness messaging to stay relevant – but there are risks. From mental health reminders to sex toy partnerships, here's how brands are entering the health and wellness space.”* (Atkinson, 2022)

As wellness is an ever-growing industry, the competition is high, and businesses are constantly coming up with new ideas which more often nowadays are not destined

to solve problems but to dazzle the customers in order to attract their attention. For example, these days there appear to be increased interest in designing new type of sleep experience with A.I. technology implementation. *“It is only during the last 10 years or so that we have as a society started talking about the importance of sleep from a health and wellness perspective.”* (Inbar, 2024)

In a lot of cases, though, wellness is used together with health and it even absorbs some of the structures as in the following one where *wellness call* is similar to *house call* a term used to describe a situation when a doctor pays a visit to patient’s house in order to check his or her health state. *“In Phoenix, cooling shelters have been opened for people who are homeless, while volunteers made wellness calls for seniors and those living on their own.”* (Yousif, 2023)

One more example of wellness and health being construed in a similar way is wellness check used in denotative meaning and then in extended meaning in the second quote. In the first one wellness check is conducted towards one person and it implies the difference between merely asking the person if they are not ill but also desiring to know if they think they are well. *“Despite the podcast blowing up and the wellness check, Simmons himself was hospitalized "after a few days of battling severe indigestion," E News reported.”* (Haile, Salon, 2024) In the next quote, the wellness check is directed towards a whole nation that is why we consider it to be an extended meaning. *“Sunday marked the six-month anniversary of Hamas’ surprise attack on southern Israel from the Gaza Strip. As such, Jon Stewart decided it was the perfect time for a quick “wellness check” on Gaza, and how America is responding to what has become an unprecedented humanitarian crisis.”* (Wood, 2024)

Fairly large portion of articles in media discourse describe WELLNESS as something that is marketed and quite often not in a fair and ethical way. For example, we have already mentioned wellness guru Gwyneth Paltrow whose company has produced a lot of obscure ads over the course of its existence. Next, we have a reference to an article describing a marketing case of ads specifically targeted at people’s vulnerabilities and at the same time giving WELLNESS an extensively negative connotation. *“The Wall Street Journal ran a story in August of 2023 under the headline,*

“The Booming Business of American Anxiety.” Its authors detailed how a flurry of entrepreneurs and multinational corporations have made boatloads of profit by marketing wellness, calming, and “peace of mind” products to increasingly anxious teenagers and adults.” (Masciotra, 2024)

When portrayed positively or neutrally, WELLNESS is a whole set of tools and techniques to deal with problems. The suggestions from such a list could be considered to be added to the periphery layer of the WELLNESS concept. One of the instances is an extract from an interview with Gypsy Rose, a famous victim of Munchausen Syndrome by Proxy and at the same time a person guilty of planning her mother’s murder, who has recently been released from prison and asked how she was dealing with her emotionally complicated situation. The interviewee provides us with a list of activities which all are periphery components of WELLNESS concept as they often make us model wellness frame in our mind.

*“**Reporter:** Gypsy, how do you take care of your mental health these days? Is there a wellness routine that you follow? **Blanchard:** I just kind of keep to the same thing that I’ve always done. If I feel overwhelmed at any point, I will listen to music. Sort of how I release the anxiety is I will close myself off in like a room or I close space, put on my headphones. And I’ll journal for a little bit or I’ll just lay back in my bed and just decompress while listening to any song that I feel like is relatable in that moment. And that’s how I relaxed and I stay mentally sane. And also being married – I can lean on Ryan for a lot of things that maybe if I need to talk and vent, this is my go-to right here.” (Haile, Salon, 2024)*

Although criticized for being too individualistic (Kirkland, 2014), wellness starts showing tendencies leaning toward group activities hence such terms as wellness circle or wellness hub appear. *“Women’s Circles Are Trending – Should You Join One? Author Anoushka Florence sheds light on the growing wellness concept” (Smith, 2023)*

A few more examples of wellness promotion being too aggressive are provided below. Some vulnerable target audiences are people seeking emotional support or looking to improve physical well-being, women and also kids and teenagers.

Marketers usually study their audiences' weak spots and direct their ads accordingly. "Wellness culture gone wrong has come for kids" (Raphael, 2022)

In addition to being designed specifically for kids, Barbie Wellness Collection is also an example of multimodal representation of WELLNESS as it includes not only verbalized form, but also certain objects like yoga mats or big bottles of water with electrolytes and certain clothes design also contribute to the full understanding of the concept. "*The toy brand has created a deeply on-trend Barbie Wellness Collection, which is all about self-care. Think Gwyneth Paltrow, Barbie style. So Goopy.*" (Abrams, 2020) Furthermore, the word *Goopy* reflects negative connotation of sacrificing the main spiritual ideas of wellness for the sake of seeking profit by aggressive marketing.

On a more positive note, there also appears to be a trend towards environmental issues awareness as young generations ask for more sustainable options more often. "*Employees, especially younger ones, are demanding more culturally authentic meals and climate-friendly kitchen protocols, like reducing waste, according to Mr. Bauccio and others in the corporate food service business. They are eating less meat and questioning labor practices. Health and wellness have become a menu mantra.*" (Severson, 2023)

Stepping back to the individualistic criticism point of view, along with community longing approach, there is also a trend towards exclusivity in certain circles. WELLNESS is often framed as a rather unattainable concept designed especially for the wealthy. Furthermore, advertisers or conceptualizers seem to be aware of the existent negative connotations withing the portrayal of WELLNESS because there is a need of constant reframing and subsequently rephrasing of the definitions within the term. "*In the last four years, about a dozen fitness centers (though some owners may prefer to call them "wellness destinations" or "social wellness clubs") have opened nationally that require letters of referral, long-winded applications, interviews and a deep dive through your social media to decide if you are fit to be fit.*" (Braff, 2023)

Apart from marketing driven linguistic choices, language users on the whole also appear to be naturally drawn to mysterious facets of WELLNESS and unorthodox

practices. *“Culturally, smudging is so irretrievably tied to Indigenous people's traditions and cultural identities, that it feels wrong to rebrand this meaningful and important practice as a new wellness gimmick to usher in a new year”* (Haile, Salon, 2024)

Finally, there appear to be some inequality in terms of the gender of the audience as most of the practices are designed for women and most ads are targeted at them. It remains unclear if men themselves are not interested or they just are excluded. *“Do Men Self-Care? The beauty industry is now all about “wellness.” What does that mean for men?”* (Garcia, 2021)

An interesting observation can be made on the use of quotation marks in previous examples and articles concerning WELLNESS overall. When quotation marks are used, the tone of voice of the article is rather skeptical, and when they are not used then the tone is either neutral or supporting.

Conclusion to chapter 4

While analyzing the concept of WELLNESS in media discourse, it has been noted that apart from the nucleus part consisting of words *health* and *well-being* and other two layers, the concept has an extensive periphery which is composed of the names of the actions describing WELLNESS (journaling, intentional living, mindfulness), newly appearing sub-concepts formed via concept blending (wellness check, wellness call). It could be suggested that the concept is going to expand as the wellness market is expanding. For instance, pet-wellness and sleep-wellness are relatively new extensions of the concept.

Language users tend to verbalize WELLNESS in specific tones of voice depending on whether they support or criticize wellness as a phenomenon and thus using different language strategies and vocabulary. For example, the usage of quotation mark to show skepticism. Additionally, there is substantial inclination in targeting wellness content towards women which also finds its representation the framing of the WELLNESS concept. Certain words such as Goopy or Goop-ification cannot be understood without knowing a specific social frame namely being familiar with a specific media persona and her company.

GENERAL CONCLUSIONS

The concept of WELLNESS is relatively new on one hand and dynamically expanding on the other. It is represented by two words and their adjectival equivalent in the nucleus of the concept: health, healthy, well-being and well and contrasted by its opposites: *illness* or *disease*. In terms of construed image schema, WELLNESS can be understood as a movement from illness to health and well-being and beyond as WELLNESS is rather a journey and lifestyle than a specific point or destination.

As a relatively new concept, WELLNESS does not have extensive phraseological representation as, for instance, HEALTH does that is why quoted need to be analysed instead. There seems to be a necessity to define and redefine WELLNESS both in scientific literature and media discourse from.

As a dynamically evolving and expanding term responding to market demand, WELLNESS has a lot of subcategories depending on location, target user, aspect or dimension of wellness et cetera. Thus, we have *worksite wellness*, *pet wellness*, *sleep wellness* and so on. Also, in terms of blending theory, new concepts appear like *wellness check* or *wellness call*.

WELLNESS concept lack evaluative and emotional attributes but it has extensive array of verbal attributes and copular ones within which the most salient ones are those emphasising importance, promotion and clarification of the WELLNESS concept.

Concept analysis in terms of discourse shows that language representation of the WELLNESS concept can be bound to user's attitude towards the concept and his or her specific language goals. Additionally, to fully understand the conceptualised meaning, both speaker and listener need to have the same knowledge and understanding of social framing of the concept.

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SUMMARY

Одним із поширених на сьогодні способів аналізу мовних явищ є аналіз концептів, що стосується такого напрямку лінгвістичного дослідження, як когнітивна лінгвістика. Обумовлено це може бути загальним антропоцентричним спрямуванням сучасної лінгвістики, тобто таким, що ставить людину і те, як вона сприймає та пізнає світ, в центрі уваги.

Когнітивна лінгвістика не є одною конкретною теорією, а радше об'єднанням декількох теорій об'єднаних загальними принципами та підходами. Серед таких принципів є, наприклад, тези про те, що значення не відривне від досвіду і тому необхідно його вербалізоване мовою вивчати невідривно від реальних ситуацій використання. Одною з інших тез є те, що мова не є цілком відокремленою галуззю вивчення, а взаємопов'язана з іншими когнітивними науками і повинна спиратись на їхні здобутки також.

Серед теорій можна виділити такі, як теорія прототипів, концептуальна метафора, теорія фреймів тощо. Їх знання допомагає отримати загальне уявлення того, як конструюється значення та розуміння у людській свідомості.

Серед конкретних методик дослідження концепту для нашого дослідження виділимо наступні: морфологічний аналіз вербалізації концепту, моделювання поля концепту, аналіз визначень, аналіз фразеологічних засобів вербалізації, аналіз сполучуваності та дискурсивний аналіз концепту.

Концепт WELLNESS, що зародився відносно недавно, в свою чергу заново викликає значний інтерес через те, що він доволі динамічний і постійно розширюється та набуває додаткових складових, а також тому, що він напряду пов'язаний із таким важливим аспектом людського життя, як здоров'я.

З'явився цей концепт у 1950х роках у роботі американського доктора медичних наук Халберта Л. Данна, який запропонував модель 5 вимірів WELLNESS і визначив термін як дещо більше, ніж просто відсутність хвороби. Популяризовано концепт було в 1970х роках, коли відмічався бум на різноманітні практики. Знов актуальним це поняття стає після початку пандемії COVID 2019 через пошук засобів підтримки здоров'я.

Лексикографічний аналіз концепту WELLNESS показав, що здебільшого WELLNESS пояснюється і навіть ототожнюється із концептами HEALTH та WELL-BEING. (*Wellness is a state of being in good health*) Однак, в наукових дослідженнях, наприклад, медичних або з туризму, навпаки є тенденція до пошуків розрізнення цих трьох понять. Здебільшого, *health* описується як складова *well-being* на рівні із *happiness* та *wealth*, протиставляється *illness*. *Wellness*, в свою чергу, пропонують сприймати як шлях від хвороби до здоров'я, що не має обмежень.

Так як поняття *wellness* та *health* тісно взаємопов'язані, то було прийнято рішення подивитись на етимологію обох і порівняти їх. Формування слова *wellness* схоже на формування *fitness*, тобто додаванням суфіксу до прикметника. Обидва можуть сприйматися як певний рух від відсутності стану, описаного прикметником (*well and fit*), до його наявності та розвитку в цьому напрямку. Хоча є окремі зафіксовані випадки вживання слова *wellness* у давніші часи є, але по-справжньому вважати його введенням в мову можна другу половину 20го століття. Слово *health*, натомість, безперервно вживалося ще з часів староанглійської мови.

Можливо, цим пояснюється, що в англійській мові є багато фразеологізмів із словом *health*, і немає жодного із словом *wellness*, через що було прийнято рішення проаналізувати цитати із словом *wellness* або на його тему. Можливо цим також пояснюється чому концепт WELLNESS не має емоційно-оціночних атрибутів, але має значну кількість таких, що вказують на його підтипи на різновиди.

Аналіз синонімів підтверджує, що в ядро концепту WELLNESS слід помістити слова *health*, *healthy*, *well-being* та *well*. До найближчого до ядра шару можна помістити такі слова, як *vigour*, *prosperity*, *strength* та *happiness*.

Аналіз атрибутів підтвердив, що концепту WELLNESS бракує емоційно-оціночної складової, але присутня доволі розгалужена класифікація та конкретизація видів Велнесу. Так, є багато атрибутів, що можна розділити і відповідності із теорією 8 вимірів Велнесу (фізичний, емоційний,

інтелектуальний, соціальний, духовний, фінансовий та такий, що пов'язаний із навколишнім середовищем). Також є типологія Велнесу за місцем, за родом діяльності або етапом життя, e.g. *worksite wellness, officer wellness or postpartum wellness*.

Також серед прикладів конструкцій, де слово *wellness* виступає означенням, або у дієслівних та сполучних конструкціях серед різних виділених категорій найбільш окресленими виявляються ті, де розглядається потреба уточнення, просування та підкреслення важливості Велнесу. Це спрямовує до думки, що концепт WELLNESS не завжди підлягає органічному пошуку, а навмисному просуванню у його ідей.

Аналіз WELLNESS в медіа-дискурсі показав, що до периферії поля концепту можна додати доволі розширений ряд слів, що позначають дії, які вважаються складовою частиною Велнесу або методами його здобуття, e.g. *journaling, intentional living, mindfulness* etc. З'являються нові поняття в контексті концепту WELLNESS, наприклад *wellness check* – це злиття понять *wellness* та *health check*, або поняття *sleep-wellness*, яке з'явилося на позначення зовсім нового поняття або точніше нового фокусу уваги маркетологів, які створюють цілий *sleep experience* за участі нових технологій.

Дуже помітним є підтексти або конотації, що їх набуває WELLNESS в медіа-дискурсі, а саме використання лапок при описі нових трендів у сфері WELLNESS, використання ситуативних новоутворень *Goop* та *Goop-ification*, а також слів *gimmick* або *snake oil*, показують загальну недовіру і скептичне ставлення до цього концепту. Помітним є те, що більшість ілюстративних прикладів є саме з американських джерел, адже саме в них концептові приділяється більше уваги.

В цілому, концепт WELLNESS доволі новий, але багатогранний і цікавий та динамічно розвивається. Аналіз цього концепту допоміг висвітлити його грані і атрибути та спроектувати можливе розуміння його структури та сприйняття. В загальному, аналіз концептів можна використовувати для вивчення цільової іноземної мови та глибшого розуміння культури носіїв цієї мови.