Culture Specific Component of the Verbal Sign in the Didactic Perspective

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Abstract: The paper presents a didactic perspective of the problem of the culture specific information ingrained in the linguistic units. The main idea of the paper is that teaching models aimed at training translators should take into consideration the complex interrelations of language and culture. The author advocates the idea that cognitive approach occupies at present the dominant position in the study of culture component in the meaning of the verbal sign.