**THE CONCEPT OF SUCCESS IN WESTERN AND EASTERN LINGUISTIC CULTURES**

Zharkynbekova Sholpan Kuzarovna 2, Doctor of philology., professor, L. N. Gumilyov Eurasian National University, zharkyn.sh.k@gmail.com, +77011577370, Id 55446258300, ORСID  <https://orcid.org/0000-0002-4160-6215>,

Zadanova Elmira Bekbolatovna,2doctoral student, L. N. Gumilyov Eurasian National University, elmira1587@mail.ru, ORСID https://orcid.org/0000-0001-5548-811X

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The influence of the cultural environment on mental processes remains an important research question; changing public consciousness has given rise to the pervasive idea of spreading success. In this regard, our work is devoted to the concept of success in Western and Eastern linguocultures. The concept of "success" has always played an extremely important role in American culture, and it is firmly embedded in Kazakh society at its present stage of development. It finds its manifestation in various linguistic realities, the study of these aspects is relevant in modern linguistic science.

**The research methods used** were a complex approach of collecting, processing, analyzing linguistic means, descriptive, interpretative, and definitional. Appealing to the definitional method allows us to take a deeper look at the concept of "success", as the analysis of dictionary entries draws us not only to the etymology of this lexeme, but also to the history of its origin.

Having carried out the research, we have come to the following **results**: the concept "success" has universal and national specific features, which are manifested in conceptual, figurative and value characteristics. Conceptual features partially coincide in American and Kazakh linguocultures and find their reflection in language forms.

The data obtained as a result of the study shows the focus of American and Kazakh culture on success, on achievement of results, on career advancement. One model of success prevails, and the same strategies and ways of achieving success are offered. The given analysis seems to be interesting for application of the received results on courses of intercultural communication, linguoculturology, cognitive linguistics.

**Key words:** linguoculturology, concept, worldview, cognitive linguistics, intercultural communication.