

**STEREOTYPES OF BEAUTY IN THE RUSSIAN AND UZBEK
LINGUOCULTURES (BY THE MATERIAL OF PROVERBS OF THE
RUSSIAN AND UZBEK LANGUAGES)**

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ABSTRACT

Analysis of the concept "beauty" in the Uzbek and Russian proverbial language picture of the world showed that in the semantic field of national values in both languages, "beauty" is divided into the following thematic groups: 1. Possession of beauty. 2. Attractive force, a good phenomenon, desired by the heart and soul. 3. Clean and flawless. 4. Unprecedented, amazing. 5. Attitude to others / to yourself. The semantic features of the language units representing the concept of "Beauty" in both proverbial language pictures of the world are anthropocentric, personal-individual, value-evaluative and emotional-evaluative. In the concept of "Beauty" each semantic feature is realized through linguistic units characteristic of a particular language.

KEYWORDS: *Concept, Stereotypes, Proverbial Language Picture Of The World, Aesthetic Assessment Of A Person, Representation, Anthropocentric, Personal-Individual, Value-Evaluative, Emotional-Evaluative, Values.*

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