

## PHILOLOGY

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### **Cognitive-frame representation of the opposition of the categorical feature “consistency” in floronymic names**

It is shown that the binary opposition of the categorical feature “consistency” in the names of complex structural floronymic formations has a cognitive-frame representation. The composition of the opposition includes the pairs smoothness : : roughness and softness : : hardness. Semantic content with the iconic components of this binary opposition characterizes the qualitative tactile sensations of the nominator in direct contact with the surface of a plant object. The conceptual frame of the "consistency" feature is represented by three subframes, namely, "nomination motive", "type of nomination", and “nomination form”. These positions made it possible to trace the transition/transfer of everyday cognitive knowledge to the stage of scientific and professional knowledge.

**Key words:** nomination, opposition, frame, cognition, knowledge.

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