

**The concept and the language conscience: the structure of the concept Beauty
() manifested in the modern English language and discourse**

The article discusses the problem of the correlation between the notions of the concept, language person, language conscience and the correlated phenomena of mentality, mental content and intentionality.

The concept is viewed as a complex system comprising hierarchically structured elements united by different ties and links and presenting a uniquely personal and – at the same time – conventionally social perception of the world around us.

Key words: gender, concept, beauty, representation, speech behavior.