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**ONE EUROPEAN CONCEPT IN BULGARIAN CULTURAL
ANTHROPOLOGICAL DISCOURSE: THE DANUBE RIVER**

The status of the longest European river, that is associated with many ethnic and cultural influences, could be examined through the methods of cultural anthropology within the Bulgarians' picture of the world. The analysis of the linguistic explication of the hydronym, that contains information of its deep semantics, of folk language and evidence, of the river from the viewpoint of both archaic and modern people and of the archaic language by which this concept is not only regionally marked, is a confirmation, of the emblematic character of the Danube in diachronic and synchronic cultural discourse.