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## MADNESS AS A LINGUAL-CULTURAL PHENOMENON

Human consciousness is infinite. It has no boundaries. The term and concept are presented in the scientific discourse as historic doublets. In this work special attention is paid to the complex of problems, related to the interaction between a single person and its language, while representing the language and the culture in their relation, interaction and dynamics.

The main objective is to depict the active participation of the lingual-cultural context and speech forms in the identification of the lingual personality in the concept form madness, which represents the worthiness' orientation, coded in the associative-image complexes of the lingual unit.