

From linguistics to psychology: the concept of “success” in English culture through the prism of intentionality and healthy lifestyle

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Abstract. The article analyzes the concept of “success” and reveals its connection with the themes of intentionality and healthy lifestyle, which have not been previously sufficiently addressed in the scientific literature. The aim of the research is to reveal the relationship between linguistic and psychological aspects of the concept of “success” in English linguo-culture, as well as to determine its connection with the theme of healthy lifestyle in modern English-language discourse. The article analyzes diachronically the dictionary definitions of the lexeme “success” in the major dictionaries of the English language to identify the emergence of new meanings and connotations associated with psychological well-being and healthy lifestyle; the psychological analysis of the concept of “success” through the prism of intentionality and healthy lifestyle is performed. In modern English linguo-culture the concept of “success” acquires new psychological connotations associated with intentionality and healthy lifestyle, which is represented in language and discourse.

Keywords: concept, success, linguistics, psychology, intentionality, healthy lifestyle

1 Introduction

The term “concept” comes from the Latin word “conceptus” (concept), which is formed from the verb “concipere” (to conceive). Originally this term was used in logic as a synonym for the word “concept” and came to linguistics from this area [1. P. 16]. V.V. Kolesov under the concept understands the basic unit of mentality in language. He notes that unlike a concept it remains stable, constant and does not depend on the form of its representation, i.e. objectivization in an image, symbol or concept. [ibid., p.19]. Concept is one of the key concepts of cognitive linguistics, which studies language as a reflection of thought processes. The term “concept” was first introduced into scientific circulation by S.A. Askoldov in 1928, who defines it as a mental formation replacing a group of objects of the same class in the process of thinking [2. P.269]. Later cognitive scientists note the work of M.V. Nikitin, who identified a clear distinction between the terms “concept”, “concept” and “representation” [3. C.50]. Further development of the concept “concept” found in the works of famous scientists such as D.S. Likhachev, Yu.

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Kolesov, N.F. Alefirenko, M.V. Pimenova, Z.D. Popova, I.A. Sternin and others. Thus, Y.S. Stepanov defines a concept as a lump of culture in human consciousness, through which culture penetrates into the mental world of an individual [4. P. 40].

Z.D. Popova and I.A. Sternin understand a concept as “a discrete mental formation, which is the basic unit of the human thought code, possessing a relatively well-ordered internal structure, representing the result of cognitive activity of man and society and carrying complex, encyclopedic information about the reflected subject or phenomenon, about the interpretation of this information by public consciousness and about the attitude of public consciousness to this phenomenon or subject” [5. C. 47]. The very concepts are characterized by dynamism, they change over time depending on the cultural and historical factor. For example, the concept of “freedom” in different peoples and in different historical periods had a different semantic content. Accordingly, a concept is not just an abstract concept, but real knowledge reflecting human experience and its views on the world. The concept of Success occupies an important place in the modern world. It is one of the main values that motivate people to achieve significant results in a variety of activities. Nevertheless, the concept of success is relative and may have different interpretations and depend on cultural, social and personal characteristics. Analysis of the discourse of psychological and medical literature in English-speaking countries shows that the concept of “success” is closely associated with the topics of intentionality and healthy lifestyle in the professional context.

In the psychological literature, the concept of "success" is determined from the point of view of Self-Determination Theory proposed by American psychologists Edward L. Deci and Richard M. Ryan. According to the SDT, for his success and achievement of psychological well-being, a person has to satisfy three basic needs: the need for autonomy, the need for competence, and the need to feel connected with other people, in other words, feelings of autonomy, success, and sociality. Thus, it is emphasized how important is the role of intrinsic motivation- intentionality of mindfulness in the process of goal-setting and goal achievement. Indeed, as depicts observation made by Deci and Ryan, "success achieved through the realization of one's own values and interests leads to greater psychological well-being than success due to external factors".

In contrast, the concept in medical literature is often identified as "success" maintaining good health and thus leading a healthy lifestyle. In such a way, the article "The heart's content: the association between positive psychological well-being and cardiovascular health" emphasizes the relationship between psychological wellbeing and cardiovascular health, which thus corresponds to the idea of the relationship between success and healthy lifestyle. In the context of positive psychology, "success" borders on "prosperity", understood as the realization of goals, but also as the presence of such positive emotions, passion and positive relationships, meaningfulness and achievements [8]. Emphasis is also made that the way to prosperity includes healthy and balanced lifestyle, development of awareness, and personal growth. As founder of positive psychology Martin Seligman accentuates, "success and prosperity is not just about achieving aims, but the integral direction in life, based on the development of one's strengths, positive emotions, and meaningfulness" [8, p. 26].

In accordance with health psychology, under the term "success" effective coping and resilience are understood. As stated in the book by "Resilience: The science of mastering life's greatest challenges"[9]"successfully coping with stress and developing psychological resilience are reflected in good health and successful performance in many spheres of life". Here success is somehow connected with the ability of an individual to make his or her psychological state be controlled consciously and proactively—that is, to manage to overcome difficulties.

In this way, the discourse analysis of the psychological and medical literature in the English-speaking countries informs about the close link that is established in the professional context of these linguocultures between the concept "success" and the themes of intentionality and healthy lifestyle. Success is understood then not only as a result of the achievement of

external goals, but also as an effect of a conscious choice in favor of health-saving behavior, personal growth, and psychological well-being. What is more, it emphasizes the importance of internal motivation, self-determination, and proactive attitude towards life. What is more, all those ideas about an effective management find their reflection in a variety of psychological theories and medical studies, which proves the importance of holistic understanding of success in modern professional discourse.

The novelty of this research consists in the fact that it is interdisciplinary: the study of a given problem can be located at the intersection of such sciences as linguistics, psychology, and valeology or science of healthy lifestyle. However, just an interdisciplinary approach allows us to cast one more look at the concept of "success" regarding its new light relations with the themes of intentionality and healthy lifestyle, which stayed not properly covered with due scientific literature yet.

Aim: to reveal the relationship between linguistic and psychological aspects of the concept of "success" in English linguoculture, as well as to trace the connection of the latter with the theme of healthy lifestyle in modern English-language discourse.

Objectives:

1. Diachronic analysis of dictionary definitions of the sem "success" in prestige dictionaries of the English language for the purpose of new meanings acquisition and connotations associated with psychological well-being and a healthy lifestyle.

2. Psychological analysis of the "success" concept through the intentional approach prism on the material of the English language.

3. To reveal the connection of the concept "success" with the theme of healthy lifestyle and wellbeing in modern English-language discourse.

4. To describe the peculiarities of the linguistic representation of the relation of the concept "success", intentionality and healthy lifestyle in English.

5. To conduct an associative experiment among different age groups to identify the perception of the concept of success

Hypothesis of the study: in modern English linguo-culture the concept of "success" has received a new psychological reality related to intentionality and a healthy lifestyle, reflected in language and discourse.

2 Materials and methods of the study

The material of the study included: lexicographic sources, media sources and literary works and folklore.

In order to be able to analyze the concept of success, this study deploys a comprehensive approach, which involves/includes the following methods:

1. Etymological study of the lexeme "success" and its semantic development in the diachronic aspect. Trace how the connotations of this word changed historically and at what time the associations with personal growth and health started to appear.

2. Analysis of the definitions of the lexeme "success" in credible dictionaries of the English language, for example, Oxford English Dictionary, Merriam-Webster Dictionary, over the course of last decades to detect the rise of new meanings and connotations associated with psychological well-being and healthy lifestyle.

3. Analysis of the discourse of psychological and medical literature in English-speaking countries; analyze how the concept "success" is interpreted and connected with the themes of intentionality and healthy lifestyle in the professional context.

4. Analysis of the linguistic means of objectification of the concept in order to identify the vocabulary, phraseological units, paremia, aphorisms, which reflect the concept of success.

5. Associative experiment towards perception of 'success' concept across different age cohorts.

3 Results

The conceptual analysis of the "success" within the framework of English culture through the prism of the intentional approach and a healthy lifestyle let us come to a number of results.

1. The concept of success in the English culture has long historic roots, and its meaning and interpretation changed at different stages of formation of society. Thus, in the Middle Ages, success was connected with being a member of some ancient aristocratic family, titles, and hereditary land possession. Real belonging to the upper estates could be considered an automatic sign of a chosen path of successful life. Since the period of the famous geographical discoveries and colonization of the New World in the 16th-17th centuries, notions of success as an opportunity to quickly become rich and acquire prosperity in the new world appeared. That is how the notion of the "American Dream" appeared. A turn away from aristocratic privilege began in the understanding of success. Much emphasis was laid on hard work and thrift in the Victorian era of the 19th century. Material prosperity through hard work and dedication defined success in those times. "However, as consumer society really began to develop throughout the 20th century success became fixed to increasingly external attributes; material well-being, luxury and high social status".

For the diachronic analysis of dictionary definitions of the lexeme "success" we turned to two recognized dictionaries of the English language: Oxford English Dictionary (OED) and Merriam-Webster Dictionary (MW). We analyzed definitions of this word in different editions of dictionaries for the last decades to identify emergence of new meanings and connotations related to psychological well-being and healthy lifestyle.

a. Oxford English Dictionary (OED)

- OED 2nd Edition, 1989: "The prosperous achievement of something attempted; the attainment of an object according to one's desire: now often with particular reference to the attainment of wealth or position." - Here, attainment of material goals and social status becomes important.

- OED 3rd Edition (updated to March 2022): "The accomplishment of an aim or purpose; the attainment of fame, wealth, or social position. Also (in later use): a person or thing that attains this." - Here a more general understanding of success as the attainment of a goal or purpose is emerging, although fame, wealth and social status are still mentioned.

b. Merriam-Webster Dictionary

MW 9th Edition, 1985: "a degree or measure of succeeding, a favorable or desired outcome, the attainment of wealth, favor, or eminence." This definition also focuses on the attainment of material goods and social recognition.

MW 11th Edition, 2003: "degree or measure of succeeding, favorable or desired outcome; also: the attainment of wealth, favor, or eminence." The definition is substantially unchanged from the previous edition.

-MW Online [2023]: "degree or measure of succeeding; favorable or desired outcome; also: the attainment of wealth, favor, or eminence; a person or thing that succeeds."- Success has another sense online that's simply a person or thing succeeding.

2. From the intentionalist point of view in psychology, intentions and motivation can best succeed. As the American philosopher Henry David Thoreau notices, "Success usually comes to those who are too busy to be looking for it" deliver ("Success usually comes to those who are too busy to be looking for it"). This citation makes it obvious that one needs active intentionality and purposeful action on the way to success.

There are some popular idioms and expressions that reveal the co-relation between intentions and success. "Where there's a will, there's a way" emphasizes strong will and determination to reach the target. "Success is a journey not destination" shows the continuously ongoing process of success, that requires additional efforts and development from the person.

- "Failure is not an option" - expresses an attitude towards achievement of the result, despite all the difficulties.

The popular expression "Success is 80% psychology and 20% mechanics" underlines the already mentioned central role of psychological factors such as motivation, attitude, self-confidence in achieving success.

Intentionality in striving for success is closely connected with the following personal traits: perseverance, diligence, and resilience. Not for nothing does the English language have a proverb "The road to success is always under construction", which metaphorically shows that one must overcome oneself on the way to succeeding by continuous effort.

We mention that intentionality in the success meaning does not reduce making after ambitions at any price. As the proverb says, "Success without integrity is failure". Success means to be loyal to principles and values.

3. The connection between the concept of "success" and a theme concerning healthy lifestyle and well-being in modern English-language discourse is traced in the following:

In recent years, there has been a tendency in the language of the English-speaking world for a rethink of the very meaning of "success" in the terms of the integral approach to health including physical, mental and perfect emotional well-being. More and more, success is associated not just with financial and career achievements but also with harmonious and healthy lifestyle.

Reflecting similar trend in driving expressions as following:

"Health is the new wealth"- It means health is more important than material goods like money.

"Healthy mind in a healthy body" it symbolizes that a healthy body and a healthy mind are intertwined.

"Self-care is not selfish" shows that people need to be attentive regarding their health and emotional well-being.

As one of the highly influential American authors and motivational speakers Sean Covey said, "Success is not just about achieving goals; it is about balance and harmony in all areas of life". This Global perspective of success takes in an account how healthy a person is.

The fact that hashtags like #healthiswealth, #selfcarematters, #balanced life in English-language media and social networks are rather widely used shows that the idea of success and a healthy style of life are linked together.

It is worth noting that people are very successful; for example, businessman Richard Branson or right-on TV presenter Oprah Winfrey speak openly about the need to maintain good health and conduct a healthy lifestyle. For example, Branson claims that: "Taking care of your health and wellbeing is not a luxury, it's a necessity. It's an investment in your most valuable asset-yourself".

The new relevance of the issues of health and immunity emerged due to the COVID-19 pandemic only welded the bond between both concepts-success and healthy living-in the popular consciousness. As the English saying goes, "Health is not valued till sickness comes".

4. The peculiarities of linguistic representation of the relationship of the concept "success", intentionality and healthy lifestyle in the English language are as follows:

a. Using metaphors and figurative expressions that are peculiar to the bringing relation of success and a healthy way of life:

- "Climbing the ladder of success with a healthy body and mind" - a metaphor showing that success and health are mutual companions.

- "Success is a marathon, not a sprint, and it requires a healthy lifestyle" - success is equated to a marathon that is long and calls for health care.

b. Imperative constructions portraying a call to action and intentionality:

"Take care of your body, it's the most important real estate you'll ever own"- a call for health consciousness in the quest for success.

- "Make self-care a priority, not an option" - An imperative construct putting emphasis on the priority of a deliberate approach to health.

c. The application of goal setting attainment vocabulary in the context of healthy lifestyle:

- "Setting healthy goals is the first step to success" - the word combination "healthy goals" shows the interdependence of goal setting and healthy lifestyle.

- "Achieving balance in all areas of life is the key to true success" - the use of the lexeme "achieving" combined with the idea of balance puts stress on the wholeness of approach to success.

d. Using parallel constructions and repetitions to reinforce the idea of interconnection of success and healthy lifestyle:

- "Healthy body, healthy mind, healthy success" - repetition of the adjective "healthy" stresses inseparability of these concepts.

- "Success without health is no success at all" - a parallel construction with negation emphasizes the priority of health over success.

e. The use of modality patterns of must and necessity with respect to healthy lifestyle, as a condition for achievements of success:

- "To be truly successful you must put your wellbeing first" - the verb "must" puts an emphasis on the fact that a healthy lifestyle is a necessity in reaching success.

"Taking care of yourself shouldn't be a luxury, it's necessity for success" - here the use of negative form of modal verb 'shouldn't' in combination with the lexeme 'necessity' only reinforces idea of importance healthy lifestyle.

5. Results of our associative experiment can be summarised in the following table:

Table 1. Associative experiment

| Age | Associations |
|-------|---|
| 18-25 | <ul style="list-style-type: none"> ● self-realization ● personal growth ● psychological well-being ● health |
| 26-40 | a combination of traditional and new associations: <ul style="list-style-type: none"> ● career ● work-life balance ● material prosperity |
| 41-60 | <ul style="list-style-type: none"> ● material wealth ● social status ● professional achievements ● stability |
| 61+ | <ul style="list-style-type: none"> ● material wealth ● social recognition ● professional achievements ● lifetime wisdom |

4 Discussion

Concluding preliminaries of the analysis, we can come to the following conclusions:

1. In the recent decades, in dictionary definitions of the word "success" the accent is made on the achievement of material benefits, that is, wealth, and social recognition, that is, fame and status. In such a way, this is the traditional understanding of success in the culture of the English-speaking society. At the same time, something of an extension of the concept behind the word "success" is seen by more sprawling definitions of it as "achieving a goal or purpose" -

or, as in OED 3rd Edition. This could conceivably be the start of a broadening of the concept of success to something encompassing more than purely material factors. Yet, the dictionary definitions discussed have not explicitly revealed any new meanings related to psychological well-being and a healthy lifestyle. This can be explained by the inert nature of dictionaries and by the fact that a large number of examples of the word's use in such new functions is required for them to be included in the dictionary entry. Hence, the diachronic analysis of dictionary definitions of the lexeme "success" shows the prevalence of the traditional view of success as attainment of material and social wealth, but there is, at the same time, a tendency for extending this word's meaning, which in the perspective may result in the inclusion of new connotations associated with psychological well-being and healthy lifestyle. For a more complete picture, this analysis should be supplemented with research into the actual use of the lexeme "success" in various types of discourse. In the 21st century, in the age of digital technologies and media, new additions are being introduced in respect to the notion of success: work-life balance, stability, and social influence. Public recognition, being a celebrity, and gaining popularity are new attributes of success and receive much attention.

2. The intentional approach to understanding success, supported by English language data, reveals this concept as the result of conscious efforts, inner motivation and purposefulness of a person. Success is inseparably linked to such psychological factors as will, perseverance, hard work, resilience and commitment to one's values. All of these qualities find their reflection in numerous English proverbs, sayings and idioms, which testifies to their inherent roots in the English-speaking picture of the world.

3. The modern English-language discourse shows a close interconnection of the concept "success", "healthy lifestyle" and "well-being". Success is more and more interpreted not only as attainment of the external goal, but as inner harmony, balance in view of the proper care taken of one's physical and mental health. Evidence of this trend is found in different idioms, quotes of famous people, popular hashtags and media discourse, as well, which testifies about importance of health-promoting values in the modern English-speaking world picture.

4. We can state that the relationship between success, intentionality and healthy lifestyle can be manifested at lexical, grammatical levels. To represent the idea that real success can not do without conscious care for health and well-being, we identified the use of metaphors, constructions in imperative mood, goal-oriented lexemes, modal verbs and parallel structures. These linguistic means not only reflect, but also form the corresponding value attitudes and behavioral models in modern Englishspeaking linguo-culture.

5. The associative experiment with English speakers of different generations showed that the perception of the concept of "success" differs across generations. If for the young generation success is closer to self-realization, personal growth and psychological well-being, then for the older generation it is more related to material and status aspects of success.

5 Conclusion

The research analyzed the evolution of the concept "success" in modern English linguoculture from the point of view of its interrelation with the themes of intentionality, psychological well-being and healthy lifestyle. In the course of the study a comprehensive interdisciplinary approach was used combining the methods of linguistics, psychology and valeology.

Thus, diachronic analysis of dictionary definitions of the lexeme "success" in recognized dictionaries of the English language - the Oxford English Dictionary, Merriam-Webster Dictionary - over the past decades revealed that the major part still considers success from a traditional point of view as the achievement of material wealth and social recognition. At the same time, there is a tendency to extend the meaning of this word, which in the future can lead to the inclusion into a word meaning new connotations connected with psychological well-being and healthy lifestyle.

The intentional perspective of defining success, as can be argued with the help of the data of the English language, brings to the surface that this concept is a consequence of consciousness, internal motivation and purposing a man. Success is organically connected with such psychological factors as will, perseverance, assiduity, hard work, stubbornness, commitment to one's values. All the above qualities find reflection in numerous English sayings, proverbs and idioms; all this, by the way, is evidence of such deep rooting in the picture of the world of the English-speaking consciousness.

Hence, the hypothesis has been proved that in modern English linguo-culture under conditions of transformation caused by a shift towards intentionality and a healthy lifestyle, the concept "success" acquires new psychological connotations reflected in language and discourse. Changes touched upon here evidence a shift in the public consciousness of the dominant type of culture from a predominantly descriptive towards a more humanistic view of success where the accent falls on harmonious development of the personality and care for one's body and spirit.

Results of the study can make a contribution to the further development of: the theory of linguoconceptology, linguo-cultural studies, psycholinguistics, discourse studies; and could be applied in practice in teaching English as a foreign language, intercultural communication, psychological consulting, elaboration of educational and outreach programs aimed at propagandizing the ideas of healthy lifestyle and psychological well-being.

Prospects for further research involve a more detailed study of gender, age, professional and regional peculiarities of perception and interpretation of the concept "success" in English-speaking cultures, as well as comparative studies on the material of other languages and cultures. Of significant interest is further research of the relationship between language, consciousness, and health in the prospect of global socio-cultural changes and challenges of modern times.

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