

# CONCEPT “HEALTH” IN KARACHAY-BALKAR SAYINGS AND PROVERBS

B.A. BERBEROV

Institute of Humanitarian Researches –  
branch of the FSBSE «Federal Scientific Center  
«Kabardin-Balkar Scientific Center of the Russian Academy of Sciences»  
360000, KBR, Nalchik, 18, Pushkin street  
E-mail: kbigi@mail.ru

*The article is devoted to the description of methods for implementing the concept of «health» in the Karachay-Balkarian proverbs. The figurative side of the concept is made up of stable associations of health with natural phenomena (oak, mountain goat, rock), to which the archaic mountaineer ascribes attributes of harmony, strength and beauty. The axiological component of the concept of “health” is considered from three perspectives: physical, mental and spiritual-moral health. Proverbs and sayings about physical health are marked with «batyr», «dzhigit» markers and idealize such qualities as strength, endurance, contempt for wounds. Another large group is made up of proverbs with a thematic center «cleverness – insanity» that determine the level of a person’s mentality, mental health. An important feature: in the popular representation, the innate «mind» is differentiated from the concept of «education». Judging by the analyzed paremiological units, the highest national mark receives spiritual and moral health, logically coupled with the concepts of “culture”, “ethics”. In general, the ontological status of a perfect, absolutely happy personality is determined by the presence in its fundamental basis of the triad «body-mind-soul» in the valeological dimension. An important place in the article is given to the principle of the «golden mean», pronounced in the Karachay-Balkarian value philosophy through proverbs and sayings.*

**Keywords:** concept, saying, proverb, valeosophy, axiology, physicality, mind, spiritual health, the golden mean, didactics.

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**Berberov Burkhan Abuyusufovich**, Doctor of Philology, leading staff scientist, head of the Sector of the Karachay-Balkar Folklore of the Institute for Humanitarian Researches – a branch of the Federal State Budget Scientific Institution “Federal Scientific Center “Kabardin-Balkar Scientific Center of the Russian Academy of Sciences” (IHR of KBSC of RAS).

360051, KBR, Nalchik, Pushkin street, 18.

Ph. 8-928-082-41-95.

E-mail: burhan\_berberov@mail.ru