AXIOLOGICAL ASPECTS OF THE CONCEPT OF *LOVE*

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The paper examines the semantic realizations and verbalizations of the concept of *love* in the history of the Bulgarian language and in the traditional culture. The author has studied linguistic data found in Old Bulgarian manuscripts from the 9th–11th c. The system of words and phrases that represent the concept of *love* and its distribution in different cultural contexts are analyzed in relation to the Christian ideas of the Middle Ages. The most important features of the concept of *love* in the traditional culture are represented through axiological and linguistic analysis of Bulgarian proverbs.

Keywords: history of the Bulgarian language, Christianity, proverbs, traditional culture

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