

# LEXICAL MEANS OF IMPLEMENTATION CONCEPTUAL AND THEMATIC STRATEGIES AUTHOR OF NATURAL TEXT

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*The article considers such categories and concepts as the author's conceptual and thematic strategy, the system of concepts, and the cumulateness of terminological information.*

*Verbalization of scientific concepts with the help of lexical units is considered. To implement it, special terms are used that are the main lexical and semantic means of implementing the conceptual and thematic strategy of the author of a scientific text. The article emphasizes the importance of cumulateness of terminological information as its most important feature, which entails an increase in the information capacity of the term. The reason for the obligatory presence of the title in the scientific text, its functions, including the subtitle functions, as well as its connection with the terminological density of the scientific text are explained. Special attention is drawn to the disclosure of the topic of a scientific text through the establishment of relationships between scientific concepts of three types: initial, basic and clarifying. The article presents the results of the analysis of textual tools for the implementation of the conceptual and thematic strategy on the example of the scientific article of R. Schönrich "Die Geschichte unserer Milchstraße".*

**Keywords and phrases:** *terminological density; science text; scientific concept; initial concept; basic concept; clarifying concept; conceptual and thematic strategy; cumulateness of terminological information.*

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