The current PhD dissertation is devoted to the ethnosemantics of the concept of happiness in American English and Polish. It turns out that although the core of the concept of happiness lies in its universal meaning supported by philosophical doctrines, it is the peripheries of the notion in both languages that constitute its ethnosemantics based on respective American and Polish culture.

The methodology of the thesis focuses on scientific syncretism and scholarly reductionism. The research data encompasses American and Polish aphorisms and other literary excerpts regarding happiness as well as American and Polish surveys on happiness, including 241 American respondents and 273 Polish interviewees. Also, the thesis employs cognitive tools of semantic description, categorisation, metaphorisation, axiology, and Geert Hofstede's model of cultural diversity.

The semantic analysis of the notion of happiness in the two languages unmasks a pragmatic code of happiness in American English which includes materialistic, professional and hedonistic values, and a romantic code of happiness in Polish which is based on interpersonal and spiritual values. Moreover, the research reveals that Americanisation has a direct impact on Polish culture and the perception of the notion of happiness, especially among Polish teenagers and young adult Poles.

The present research positively verifies the Sapir-Whorf hypothesis concerning linguistic determinism and linguistic relativism.

Key words: cultural linguistics, ethnosemantics, a concept of happiness, culture, philosophy