

**ASYNCHRONY OF CONCEPT FORMATION IN MINDS  
OF REPRESENTATIVES OF DIFFERENT CULTURES  
AND RELATED TRANSLATION PROBLEMS  
(BASED ON THE CONCEPT "LONDON")**

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The present article provides an insight into the problems of translation resulting from the fact that there is always a time gap between the native and non-native speakers' conceptualization of culturally relevant fragments of the real world. The key texts of the source culture often appear less readily available in the recipient culture, which partly accounts for the discrepancy in question. The concept of London has appeared particularly illustrative for our insight, providing a number of myths and stereotypes, which we have tried to dispel.