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CONSEPTS OF SWEEDISH BEHAVIOUR: DEFENITION AND ESSEENCE OF WORD “LAGOM”

Концепции шведского поведения: определение и сущность слова “лагом”

The purpose of our research is to identify what does “lagom” means and how we can transfer main characteristics of Swedish success.

Lagom could be a Swedish reasoning which generally deciphers to “not as well much, not as well little.” Any Lagom definition will portray this concept as being all around adjust. The Swedish way of life champions the thought of as it were having what you wish and nothing more.

Lagom is the basis of the Swedish mentality, but more often it is used as an adverb or adjective rather than a noun or as a substantive form lagomet, which means "balance" or "equilibrium".

Using a certain word in a sentence changes the intended perception of that sentence. The presence of the word "lag" in the conversation immediately signals to the listener that the situation he is being told about should be perceived as optimal, as a golden mean. That is, if I am telling you about something, I say that it is a "lag", it does not mean that my idea of this "ideal" state necessarily coincides with yours. However, the very mention of this word instantly connects our ideas about what a lag is, and you move into a psychologically comfortable area. In other words, my lag may differ from yours, but we understand that we are talking about what is optimal for us. This is the beautiful essence of lagom.

Swedish word "lagom", denoting a new style of everyday life, has recently become popular all over the world, however, this is not the first time when we borrow words from different cultures in order for them to help balance our life and find our way in it. It is the key to unraveling the peculiarities of the thinking of this Scandinavian culture.

This word can be used in any aspect of our lives from culture and emotions to nature and ecology. But first it would be good to understand where the word lagom itself came from, when it manifested itself in culture, and when it began to penetrate the way of thinking of the Swedes.

In the early 1600s, the word “lag” began to occur in Swedish texts, which had the meaning of "law" and "group". The plural of the word "law" at that time was lagom.

No one can specify the exact moment when this word entered the collective consciousness of the Swedes, but many researchers believe that its roots, closely connected with communal life, can be traced back to the Viking age, from the VIII to the XI century.

The word lagom itself has also taken root as an abbreviation of the word- combination laget, which literally means "around the group". The most popular version of the meaning of the word lagom in ancient times is the attitude to joint actions and fair distribution, which was passed down from generation to generation among the Vikings. It is said that a common horn filled with mead — an alcoholic drink made from fermented honey — was transmitted in a circle to the warriors sitting around the campfire after the day's raid. Everyone had to drink not too much to get everyone. Probably, a Viking who did not observe this rule did not enjoy the respect of his comrades.

It was then that the word lagom had other meanings: it symbolized moderation — not too much and not too little, just right.

Over time, the values of Swedish Protestantism gave the concept of lagom a puritanical connotation, and it began to be used to denote modesty, harmony and concern for neighbors, in the treatment of whom justice and equality should be observed.

Reference

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NACHHALTIGE ENTWICKLUNG IM KONTEXT DER GESCHÄFTSTÄTIGKEIT

Устойчивое развитие в контексте ведения бизнеса

Selten sind Begriffe in ihrer öffentlichen Auslegung so vage und bleiben für viele so nebulös. Unter "nachhaltig" versteht man „umweltfreundlich“ oder "dauerhaft". Nachhaltige Entwicklung ist eine ständige Abwägung und Bewertung von Interessen und Anforderungen. Heute ist dieses Wort jedoch so beliebt, dass es in vielen Aspekten des Lebens verwendet wird. Alle können sich jedoch auf folgende Grundlage einigen: