**ABSTRACT:** The article advances a new comprehensive complex approach to the investigation of the concept content against cognitive and cultural background. The new research framework based on the conception of the semantic space modelling of the HOME concept as objectified in the form of verbal poetic images of home in American poetry of the 20th century has been worked out and applied. The semantic space of the HOME concept is represented as structured by eight axes. Each axis is described via two opposed poles: “material – spiritual”, “real – ideal”, “concrete – general”, “one’s own – alien”, “inside – outside”, “natural – artificial”, “past – future”, “culturally-universal – nationally-specific”. The linguistic means employed to verbalize the HOME concept in American poetry of the 20th century is revealed. Linguocognitive mechanisms of formation of verbal poetic images of home are exposed.