

Filippovsky G. Yu. The legacy of the European romantics and the motif of a traveler in the night (A. S. Pushkin and M. Y. Lermontov)

Abstract. This article examines European origins of Pushkin's and Lermontov's romantic motif 'wandering in the night' in the works of German and English romantic poets. The image of the night as an «echo» of the day held an important place in the hierarchy of «universal empathy» in the Romanticist poetic thinking («the light also shines in the night», interpreting the biblical text: «and the light shines in darkness, and darkness has not embraced it» (John 1:5). In the famous works by Pushkin and Lermontov, «The Winter Road», «The Possessed», and «I Go Out Alone on the Road...», wandering in the night is immersed in an atmosphere of romantic dual reality. The motif of communication in poetic texts is by no means the property of our global communication age alone, but goes back to earlier eras: Antiquity (Homer's Odyssey), the Middle Ages and the Renaissance (the poetry of Dante and Chaucer), Pre-Romanticism and Romanticism (the poetry of Goethe, Eichendorff, and Hölderlin). Pushkin's later poem «The Wanderer» (1835) goes back to John Benjamin's poem «The Way of the Pilgrims» (1678). Pushkin's poetic quest of the 1830s turned to the motifs of Salvation and Light, the search for the Right Way (the image of a young man reading a book (the Bible) in «The Wanderer», showing the traveler the Right Way and the narrow gate of Salvation). Lermontov, in his famous nocturne «I go out alone on the road...» (1840s), creates an image of a traveler in the night, which is closely related to the tradition of the German Romantics: Goethe, Eichendorff, and Hölderlin. Pushkin's «night inquiries» in 1830 and 1835 texts, with references to John Benjamin's English poem and to the Lake School poets W. Wordsworth and R. Southey, are a striking proof of F. M. Dostoyevsky's thoughts on the «universal empathy» of our great poet.

Key words: romanticism; poetic motif; traveler in the night; Pushkin and Lermontov; English and German pre-romantic and romantic poets; Pushkin's «universal empathy»; Dostoyevsky; John Benjamin; Goethe; Eichendorff; McPherson's «Ossian ballads»; Novalis; Jung; Hölderlin

Andreeva V. G. The motif of the way and the image of the traveler in the novel «Resurrection» by Leo Tolstoy

Abstract. The article deals with one of the most important elements of the imagery in the novel «Resurrection» – the motif of the way, as well as the polysemantic image of the traveler correlating with it. Discussing the possible influences on Tolstoy by his predecessors, the author of the article turns to Gogol's poem Dead Souls and states that Nekhludov's path can be roughly correlated with Chichikov's path: numerous non-accidental encounters and coincidences happening to both characters are significant. The author shows that for Chichikov and Nekhludov, completely different characters on different paths, it is on the epic road that the insights into people's lives and the understanding of the generous soul of a simple Russian man are characteristic. In many ways, following Gogol, Tolstoy leads the reader to the idea of human change as a result of one's interactions with other people. Due to his harsh attitude to the Church, Tolstoy unfairly rejected much of Gogol's work, accusing the writer of dogmatism. The author of the article notes that Tolstoy's treatment of Gogol was, apparently, a consistent necessity, allowing him to avoid contradictions in his own teachings.

The article analyzes Nekhludov's active transformation throughout the three parts of the novel «Resurrection», showing that the hero passes a significant path from his own self to the outside world, to other people's interests. The stage of active conscious movement of the hero begins with a trip to his own estates, and does not stop until the end of the novel. Dmitry Nekhludov – quite a novel hero at first glance – takes precisely an epic journey. Particular attention is paid to the image of the traveler, which has a double meaning: it is associated with the idea of an easy and happy journey, as well as a person's independence and the acquisition of spiritual freedom. Tolstoy's preaching pathos in his later years, the broad and truthful illustration of people's suffering, as well as the theme of human resurrection and transformation are harmoniously integrated into the epic novel Resurrection and simultaneously support its genre diversity.

Key words: Leo Tolstoy; Nikolay Gogol; Homer; epic novel; epic; motive of the path; image of a traveler; changing hero; people; preaching pathos

Melnik V. I. One more idea of V. I. Dal: Dictionary of Russian writers

Abstract. This article reviews for the first time the materials of V. I. Dal's «Notebook», published quite recently. It turns out that V. I. Dal made an attempt to compile a dictionary of Russian writers. The approximate time of the work is substantiated between 1847–1855.

In fact, the book is a draft attempt to write dictionary entries about certain authors. The alphabetical list includes 39 names, usually of less known authors, not previously included in existing dictionaries.

The social status of the writers is of the greatest interest, since the authors selected by Dal are in the field of his professional and spiritual interests: they are either civil servants, like Dal himself, or clergymen. At the same time, Dal's own professional interests played an important role in selecting the names for the «Notebook»: medicine, ethnography, Slavic studies, etc. In this sense, Dal's Dictionary in its original form is partly autobiographical. The largest group of writers included in the «Notebook» are clergymen: bishops, and sometimes ordinary priests having their works published. Of the 39 names presented in the «Notebook», 17, that is, almost half, are the names of priests.

The structure of the dictionary entries and the principles of Dal's work on them are analyzed: he selected the author, whose biographical article had recently been published, first retold this article in his own words, emphasizing certain points, sometimes adding a certain degree of artistic expression to them; then largely expanded the bibliographical section of the entry, turning to existing reference books by A. Smirdin and D. Olkhin. Apparently, Dal wanted to continue his compiling work, but he was distracted by other plans.

Key words: V. I. Dal; «Notebook»; idea; dictionary of Russian writers; clergy; sources; principles

Boldyreva E. M. Overcoming blindness and the music of memory: common motives in the stories by Wang Meng, V. Shukshin, and K. Paustovsky

Abstract. The article examines the system of echoing motives in the stories by Russian writers V. Shukshin «The Sun, the Old Man and the Girl» (1963) and K. Paustovsky «The Old Cook» (1940), and the Chinese writer Wang Meng «Listening to the Sea» (1982), where the central place in the artistic space is taken by a steady dyad of characters based on gender and age antinomy: a blind old man and a young girl. The author of the article examines the story of Wang Meng «Listening to the Sea» in the motive context of the Russian literature of the mid-20th century, which allows to emphasize new meanings in it and to identify artistic universals that create a multi-dimensional, multi-level space of the text. The influence of foreign literature on Wang Meng's style acts as a communicative mechanism without which the writer's creative evolution is impossible. The article highlights many motive and image echoes that are significant to the writers' artistic world: the archetype of the wise old man, whose universal characteristics are embodied by the heroes of all three stories with various degrees of «purity»; motives of blindness, insight and epiphany, the motive of symbolic overcoming blindness through music and memory, the motives of silence and death. The article concludes that the actualization of the intertextual ties in Wang Meng's story allows us to read it as an artistic representation of the key universals of the XX century culture, as a work about blindness and epiphany, about death and rebirth, about eternity and omnipotence of art, about the resurrecting theurgical power of memory, and in this sense, the story becomes a kind of «genetic dossier», where the principles of the «letter of memory» in the later Wang Meng's works are formed. These principles were most forcefully expressed in his famous novel «Metamorphoses, or a Game of Folding Pictures» which allows to consider working with memory, including cultural memory, as an integral basis of Wang Meng's work, helping to put together the disconnected images of the past into a coherent picture of «memory elision».

Key words: Van Meng; V. Shukshin; K. Paustovsky; archetype of the wise old man; motive; symbols of blindness; silence; music, category of memory; category of death

Dubakov L. V. Gender and overcoming it in the work of A. L. Ivanchenko

Abstract. The article is devoted to analysing the perception of concepts related to the human sex in the novels and essays of A. Ivanchenko. The article specifies that this author's prescription is primarily due to Buddhist philosophy. The novel «SWEDENBORG. The Separate Life of the Genitals» demonstrates the external suppression of man's higher spiritual movements, and, as a result, the moral and mental decay due to the hero's absorption in the lust for existence, especially the lust for sexuality. It is one of the basic darkening aspects of Buddhism that plunges one into suffering: sensual attachment, or raga, which Ivanchenko believes to be the main one. The artistic conception of the novel «SWEDENBORG. Separate life of the genitals» is also due to the symbolic (phallic) interpretation of the title image in N. Gogol's novel «The Nose» and the mysticism of E. Swedenborg, who also discussed the posthumous consequences of adultery. The hero of the novel takes a dual position: on the one hand, he realizes and exposes to the reader the corrupting nature of modern reality, on the other, he accepts this situation and thus debunks it even more by the example of his own life. The novel «Monogram» and essays included in the cycle «Homo Mysticus». «The Sutras of the Sunstroke» offer various Buddhist ways to overcome gender and, more broadly, sensual affection to samsaric reality: comprehending the consequences of bad existence, discovering the illusory nature of a person, turning to meditation cultivating aversion to the sensual in the human mind.

Key words: A. Ivanchenko; Buddhism; meditation; lust; samsara; N. Gogol; E. Swedenborg

Chekunova M. A. The new media-discourse culture and modern political communication studies

Abstract. The purpose of the study is to conduct a structural and semantic analysis of the new culture of media discourse in the context of contemporary political communication studies, which includes political rhetoric, symbolic communication, text and implied sense of messages. This article examines three types of political communication, developed under the influence of certain trends in forming the political environment, the need to substantiate changes in society and the transformation of a one-way dialogue between the authorities and the citizens of the country into an interactive process. The conclusion is that a new culture of media discourse between candidates and voters has been formed. A new type of cross-cutting communication «top-to-bottom and bottom-to-top» allows the citizens to actively participate in choosing the ways of social and political development through new media (websites, social networks, Internet forums, government portals, and video content resources). Modern media play a vital role in political communication and open new ways to mobilize public opinion and motivate voters to participate in socioal and political activities. Every political party advertises itself in social networks, on websites or video streaming channels (YouTube, etc.) to appeal to the widest possible audience. The thoughtful use of Internet resources helps to form a positive reputational image of a politician, activate civil society, and at the same time increases the effectiveness of forecasting management processes. The online component of the 2021 election campaign has become a major innovative element of the 21st century political communication model. The new culture of media discourse promotes a greater and more effective impact on society, youth, and the civic population in general.

Key words: media culture; political communication; mass media; internet resources; social networks; political talk shows; power; civil society

Slyshkin G. G., Malygina L. E., Pavlova E. S. Linguistic security in the context of value,

ideological and social changes

Abstract. The work is devoted to analyzing the phenomenon of human language and information security in modern media discourse. This article examines some approaches to understanding communicative manipulation techniques through media coverage of «anti-vaxxers». The authors of the article carried out a discourse analysis of 100 media materials from the beginning of the pandemic in March 2020 to December 2021. The model of manipulation based on the image of the «enemy», its strategies and tactics are analyzed. The appearance of such concepts as «covid-dissidence» and «vaccin dissidence» and their impact on society are traced. According to the results of the study, the authors offered markers to identify signs of manipulation in mass media texts on the topic of «anti-vaxxers», such as the lexicon on fascist themes, lexicon on the themes of fear and aggression, invective words and the use of precedent personalities and phenomena for this topic. One of the mechanisms to counteract the negative communicative influence based on the National Security Strategy 2021 and announced by the President of the RF V. V. Putin is an obligatory elementary rhetorical training for schoolchildren and students in the system of secondary and higher education, forming skills of receptive and productive types of speech activity, speech interaction skills, dialogue skills, as well as improving the methods of teaching rhetoric in pedagogical universities with an emphasis on the meta-subject approach.

Key words: linguistic security; information security; media discourse; manipulation techniques; markers of manipulative texts; anti-vaccination; rhetorical training of schoolchildren and students

Petrova E. A. The comparative analysis of phraseological units with the names of domestic animals in the English and Russian languages

Abstract. The article is devoted to phraseology, one of the most complex linguistic phenomena at the junction of various sciences – lexicology, grammar, stylistics, phonetics, language history, history, philosophy, logic and regional studies, which is investigated using a particular research method. The article aims at conducting a comparative analysis of idioms with the names of domestic animals in russian and english. The methodological basis of the study is theoretical works related to classification and semantic analysis of phraseological units, which are not only collocations with complicated semantics, but also units of mental representation. It is emphasized that the phraseological units under consideration contain culturally significant information, which is expressed in both denotative and connotative aspects of meaning. A comparative analysis of phraseological units in english and russian shows that english phraseological units, without an equivalent in russian, are often translated in a descriptive way. The author explains this by the fact that phraseological units are verbalized in a certain logosphere of the language culture, connected, on the one hand, with linguistic consciousness and thinking, and on the other, with the linguistic picture of the world. The article points out that the concept «animal» has a universal meaning and national peculiarity, generalized in the national linguistic picture of the world. The attention is drawn to the fact that the english phraseological units with animal names do not coincide partially or completely with their russian equivalents on the figurative basis due to national peculiarities. In conclusion, the number of english phraseological units denoting dogs with negative connotations is much greater than the number of phraseological units with positive emotional connotations.

Key words: phraseological unit; picture of the world; cognition; mental representation; logosphere; archiseme; alternant

Mikhailova O. E. Vocabulary of colors in I.S. Shmelev's novel The Ways of Heaven

Abstract. The article analyzes adjectives with the meaning «color» in the novel The Ways of Heaven by I. S. Shmelev. Despite the attention of modern researchers to the last work of the

writer, the language of this novel has not been studied enough yet. The subject of the research is lexemes with the meaning «color», from the point of view of their functionality and semantic content.

The purpose of the article is to determine the main ways of creating the world view of colors in the literary space of the novel *The Ways of Heaven*. Researchers pay attention to the fact, that the vocabulary of colors is highly frequent and polysemic and becomes a symbolic feature of the author's individual style especially in I.S. Shmelev's last work.

Along with the main colors, mixed colors also play an important role. They are presented in the text by compound names that include two colors and are formed by combining word stems and a whole word, paired nominations consisting of names of the main color and its shade.

To describe the events taking place in the text of the novel, I. S. Shmelev uses lexemes, in which the semantic element «light» can be traced. It is shown that the words denoting colors in the novel *The Ways of Heaven* have a number of functions in the structure of the text: 1) nominative: taking part in creating the real plan, everyday space of the novel; 2) emotional-evaluative: lexemes of this group convey the inner struggle of the characters, their attitude to the current events; 3) psychological: reveals spiritual torment of the characters, their reflections; 4) religious-axiological: reflects the author's religious ideas about the world.

Key words: literary text; words denoting colors; lexeme; semantic structure of the word; worldview; individual author's style

Kulakovskiy M. N. Functions of parentheses in V. V. Nabokov's poetry and prose

Abstract. The article examines peculiarities of using parentheses in V. V. Nabokov's lyrics and prose. The author characterizes the main directions of analysing parentheses in modern linguistics (analysis from the functional point of view, taking into account the genre specificity of the work in the aspect of communicative registers of speech, from the point of view of dialogue organization of the text, as a way of actualizing information in literary text, as a marker of actualizing irony, as a means of implementing the category of chronotope, as a means of organizing the metatextual structure of the work, as a syntactic construction and syntactic process, as a means of stylizing the literary text). The article determines the most characteristic functions of parentheses in the texts of the author, the connection of parentheses with various text levels, their role in the overall structure of the artistic text. Not only the most typical, but also the unique functions of parentheses in V. V. Nabokov's poetry and prose are described in detail. The author highlights the main aspects of language game in the framework of parentheses, as well as the means of interaction between the parentheses and the main context in V. V. Nabokov's poetry and prose. The main functional features of the parentheses are determined in terms of the interaction of various informative and subject-speech plans of the text, intertextual relations, as well as in terms of forming the spatial and temporal structure of the work. The analysis carried out in this study identifies the most typical functions of parentheses in V. V. Nabokov's works: switching (and combining) different temporal plans of the work, modeling communication between the narrator and the reader (organizing a conversational game with the reader), motivating the artistic image, detailing, forming comparisons, and conveying evaluative information.

Key words: parentheses; literary text; individual author's style; functions of parentheses; space-time plan; subject-speech plan; emotional-evaluation information; clarification; comparison; intertext

Annushkin V. I., Yi Hui Hui Business communication course in Russia: assessments and concerns

Abstract. The article deals with the problem of teaching business communication in situations of starting professional activity, in situations related to employment and further professional education. Particular attention is paid to the forms of organizing vocational training in Russia.

The authors determine the concept of modern business communication and its importance. Not only do the problems of communication attract considerable attention among people of different ages, professions and education, but, above all, they are an essential component of any specialist's professional competence. A modern specialist needs knowledge in the field of business communications to be able to understand communication partners, establish contacts with them, conduct business conversations, negotiations, and master the basics of public speech.

The features of business negotiations are described in the article. Negotiations is business communication with the aim of reaching a joint solution. Throughout our lives, we negotiate, exchange commitments and promises. Whenever two people need to come to an agreement, they must negotiate. Negotiations proceed in the form of business discourse on issues of interest to both parties, and serve to establish cooperation ties. Negotiations differ significantly in their goals: signing a supply contract, a contract for conducting research or design work, an agreement on cooperation and coordination of activities, etc.

The authors consider the process of teaching professional business communication in Russia. Business (professional) communication is the most common and complex type of communication between people in society; without it, interaction in the field of economic, legal, diplomatic, commercial, and administrative relations is impossible. The ability to successfully conduct business negotiations, to draw up a business document competently and correctly, and much more has now become an integral part of the professional culture of any person: a manager, a leader at all levels, a referent, an employee. To achieve high performance in almost any professional activity, it is necessary to possess a certain set of information, knowledge, ideas about the rules and principles of business communication. «Business is the ability to talk to people», say enterprising Americans.

The most popular business communication training courses in Moscow have been studied in the article.

Key words: business communication; business correspondence; business letter; document; business speech; report; forms of business communication; training; business negotiations; course training

Morozova O. A. Thematic groups of euphemisms with gradual semantics in Russian

Abstract. The changes taking place in modern society are naturally reflected in the language. The place of euphemistic substitutions has always played an important role in communication: «unpleasant» and «uncomfortable» designations of processes, objects or phenomena are replaced by more appropriate ones in each specific speech situation. Euphemisms are constantly used in politicians' speeches, analysts' speeches and descriptions of economic processes, announcing military actions or presenting innovative implementations. Household subjects, human physiology and anatomy are unthinkable without the use of descriptive phrases and formal improvement of the designated object and phenomenon.

The purpose of this study is to consider the spheres of human activity and identify the main thematic groups of the use of euphemistic substitutions. The article analyzes the main features of euphemisms and the presence of graded semantics in the studied language units.

The research uses the methods of search and descriptive analysis, classification and analytical approach.

The relevance of this study is due to the use of a large number of allegorical vocabulary in modern Russian and the need to distinguish **euphemistic substitution** from **distortion of the meaning** of the utterance.

The article clarifies the definition of the concept of «**euphemism**», highlights the main thematic groups of euphemisms, examines the spheres of use and dissemination of this linguistic

phenomenon, examines the influence of euphemisms on the process of intercultural communication. The presence of a gradual component in the considered linguistic units [euphemisms] and the description of the gradation scale in euphemisms is established for different reasons; the subjective contextual nature of a specific linguistic fact is revealed and, based on illustrative material taken from the National Corpus of the Russian language, the existence of **measuring relations** between denotation and euphemistic substitution, between euphemisms of the same word used in different communicative situations and with different stylistic connotations is proved.

Key words: euphemism; gradation; measure and degree; thematic group; sphere of euphemization

Vishnevskaya G. M., Zverev M. E. On cortical mechanisms of rhythmic interference in non-native speech

Abstract. The present article is aimed at describing linguistic and cortical mechanisms of language and speech interference with a focus on rhythmic elements of sound speech. The role of cortical mechanisms in sound speech communication is only commencing to be understood by different scientists. In turn, verbal communication itself can be described as a dynamic quasi-regular and regular transformation of linguistic and extra-linguistic units. Some linguistic (rhythmic) interference phenomena, dealing with «negative language material» (L. V. Shcherba), play an extremely significant role both in linguistics and in some related fields of scientific knowledge. Rhythm (verbal and non-verbal) can be defined, on the one hand, as a form of moving and structuring matter, on the other hand, as an omnipresent peculiarity of living and non-living matter along with time and space. It is noted that verbal rhythm, being part of universal rhythm, is formed by means of all linguistic strata and all their units and features (graphic, phonetic, morphological, syntactic, etc.). It is also emphasised that any rhythmic system exists in the linguistic hierarchically structured pattern, that is to say, it cannot be referred only to prosodic, lexical, or semantic structures. The main features of rhythmic patterning of native and non-native English speech are analysed. It seems to indicate more deeply some of the issues related to phonetic sciences in general and verbal and non-verbal rhythmology in particular in keeping with the framework of neurophonetic theory and multi-paradigmatic approach to any linguistic code.

Key words: neurohythmology; linguistic and cortical mechanisms of interference; rhythmic interference; rhythmic universals; systemic approach; rhythm of native and non-native speech; metadisciplinary approach

Lukin O. V. «Worked consciously for future generations»: academician O. N. von Böhlingk and development of comparative historical linguistics in the 19th century

Abstract. The article considers the biography and scientific work of O. N. Böhlingk, a prominent Russian linguist and academician. The topicality of the research comes from the persistent scientific interest in the history of linguistics and its branches, as well as ongoing examination of scientists' biographies from the standpoint of narrative linguistic historiography. The author of the article looks at different sides of the scientist's work, paying special attention to his Sanskrit and Turkic studies. It is well known that an overwhelming majority of his works were in Sanskrit studies. O. N. Böhlingk's most outstanding works in this area were the Sanskrit-German dictionaries. «The Great Petersburg Dictionary» was published in St. Petersburg in seven volumes between 1855 and 1875, its concise version was issued in the period from 1879 to 1889. His Turkic studies are no less significant: his work on the Yakut language has become and still remains one of the first fundamental ones. The novelty of the paper is explained in the following statement: O. N. Böhlingk's scientific works paved the path for further development of more than only these two branches of linguistics. His numerous works have

become the factual and methodological basis for the development of comparative historical linguistics, not only of Indo-European languages but also of other language families. The academician's works written in the middle and at the end of the century, turned out to be relevant and in demand in the frame of other linguistic paradigms. Of particular interest to the author is also the linguist's social circle, which included not only major scholars from the German diaspora in the Russian capital, but also the most prominent representatives of Sanskrit studies and comparative historical linguistics, whose recognized center was Germany.

Key words: narrative linguistic historiography; O. N. Böhlingk; comparative historical linguistics; Sanskrit studies; Turkic studies; XIXth century; Russia; Germany

Ermakova L. A., Lavrova S. Y. Depiction of referential situations in the evaluative semantics of Russian and English proverbs with the lexemes «nachalo» / «konets» and «beginning» / «ending» and their semantic representatives

Abstract. The article presents an analysis of referential situations in Russian and English proverbs with the semantics of 'beginning' and 'ending', extracted by the continuous sampling method from the lexicographic discourse of Russian and English dictionaries. The object of the analysis is Russian and English proverbs with the lexemes «nachalo» / «konets» and «beginning» / «ending» and their semantic representatives. The subject of the analysis is referential situations that have received linguistic expression in the evaluative semantics of the paroemias under consideration, in which propositional meanings, assigned to such universal concepts of the naive picture of the world as «beginning» and «ending», are revealed. The main goal of the study is a semantic-pragmatic analysis of evaluative paroemias with abstract nouns «nachalo» / «konets» and «beginning» / «ending», as well as their derivational and semantic representatives. Russian and English proverbs analyzed in the context of referential situations are considered as certain types of semantic statements. The results show that, as a rule, paroemias with the lexemes «nachalo» / «konets», «beginning» / «ending» and their semantic representatives reproduce a knowledge-warning, knowledge-advice or a knowledge-statement. The specificity of the referential situations described in the utterances of both Russian and English paroemias with selected lexemes and their semantic representatives classifies them into controlled – uncontrolled, specified – non-specified. It is noted that the concept of evaluation permeates almost all the proverbs of both languages, but the semantic form of its representation in different constructions is not the same. It is concluded that in the languages under study the speakers evaluate the same referential situations differently, taking into account the specifics of the national and cultural characteristics of the Russian and English languages.

Key words: referential situation; evaluative semantics; Russian and English proverbs; lexemes «nachalo» / «konets»; lexemes «beginning» / «ending»; semantic representatives; lexicographic discourse

Barenkova V. M. Internet-memes as object of linguistic research from the position of national and political tolerance

Abstract. Now the Internet is one of the main means of social communication and information interchange, which is carried out within the framework of the information field created with special technologies. Undoubtedly, in the hands of skilled manipulators the Internet can turn into a rather powerful and dangerous psychological weapon attacking people's mind. One of such means of mass influence is the meme with national and political content. These comic pictures with laconic posts have become the cause for initiation of numerous legal proceedings. The purpose of the research is to investigate the opinion range that reflect peculiarities of the youth reaction concerning the Internet-meme with the national and political background and their tolerance level. The scientific novelty of the work is that the author examines the features of Internet memes with national connotations and approaches to identify offensive connotations in

them. Besides, to reveal the degree of influence of the Internet-memes on recipients and their personal assessment of this information and communication phenomenon, anonymous questioning was carried out. The meme is a joke, sneer or criticism expressed by means of certain language means: more often, it is a picture with a laconic phrase spread throughout the Internet by various means. It usually causes particular interest and emotional response in the recipients. It has a certain urgent and topical problem in its background. Thus, the Internet-meme represents certain latent mechanism of speech influence. The basis for criminal prosecution for distributing memes online is primarily Article 282 of the Criminal Code of the RF concerning extremism. At present, approaches to linguistic examination of memes are just being developed; it is often hard to prove the presence of offensive and extremist implications in the media object. The analysis of the studied information allows to establish that a meme whose propagation can cause legal proceedings and which represents certain danger to our society should possess the following characteristics: 1) aggression appeal, 2) offensive content, 3) propagation via mass-media and the Internet, 4) net relapse. The carried out experiment leads to the conclusion that Internet-memes are psychological means effective enough to influence people. Nevertheless, its influence is not equivocal and depends on the recipient's mood. Undoubtedly, the issue of drawing up criteria for the linguistic analysis of memes to determine their danger to society is extremely relevant.

Key words: internet-meme; extremism; social survey; creolized text; offensive content; national and political tolerance

Sharova A. A. Metaphorical image of modern Russian culture in the American press

Abstract. The article deals with constructing the image of contemporary Russian culture in the US media. It states an important role of metaphors in this process. The most widely used metaphoric models of representing Russian culture are analyzed on the basis of a number of articles in three American newspapers – The New York Times, Newsweek and The Washington Post (2010–2020), including the models «culture is war», «culture is politics», «Vladimir Putin is the godfather of culture», «culture is the power of modern Russia» and «culture is Russia». The study shows that in most cases Russian culture in American press is looked upon in close connection with politics and V. Putin's personality. The research data prove that the majority of metaphoric word usages tend to form the negative image of Russian culture in the eyes of US readers. Such aspects as the close ties of culture and politics, conservatism and reluctance to accept western values, significant impact of the ruling elite and oligarchs on culture are assessed negatively. Rich cultural traditions, the scale of issues addressed in the sphere of culture and personal support of some cultural institutions and figures by the president get the positive evaluation. At the same time culture is evaluated neutrally as the means of «soft power» – the ability to influence Russia's relations with western countries (as opposed to the hard power of constraint and financial influence). In general, the study proves that nowadays metaphors describing our cultural life in American press are mostly used not as expressive means, but as the means of showing the negative aspects of culture in contemporary Russia.

Key words: culture; image; metaphor; metaphoric model; metaphoric word usage; conceptual field; evaluation; positive image; negative image

Tsarenko N. M. Discourse marker as one of the indicators of presentation-interactive discourse (on the example of a russian beauty vlog).

Abstract. Internet communication contributes to the satisfaction of a fundamental human need – the exchange of information. Any discourse is always a source of information and a regulator of human needs. One of the discourse types is vlog discourse. A vlog is a video diary where the author shares their views, thoughts and events of their life, thereby turning into action the functions of self-presentation and changing the recipient's conceptual sphere, as well as

exerting manipulative influence. A vlog has some features of presentation-interactive discourse.

The purpose of this study is to analyze the use and functioning of discursive markers in the discourse of a beauty vlog in Russian. According to the results of the analysis the discursive markers can be classified as lexical-semantic presentems, reflecting cognitively mastered and subjectivized concepts of reality that affect the recipient of information. Discursive markers can belong to the class of presentems of contact, presentems of demonstration, emotive and personal presentems. Some of the discursive markers identified as a result of the analysis do not fit into the existing classification of presentems, but they can be combined into groups according to the principle of their cognitive-pragmatic functioning in discourse. Most of the discursive markers identified in the discourse of the beauty vlog perform the functions of logical organization of thoughts, their correct interpretation by the recipient and interactivising of Internet communication, creating conditions as close as possible to the conditions of face-to-face communication.

Key words: discourse; beauty vlog; presentation-interactive discourse; presentem; discursive marker; cognitive load; function

Solovieva S. I. Linguistic specificity of french youth computer gamer jargon

Abstract. This article discusses the features of the computer gaming jargon of the French youth. The main purpose of the study was a descriptive analysis of the features of French youth computer gaming jargon. The main task of the study was to classify computer gaming jargon by areas of use. Based on the materials of such sources as the dictionary «Vocabulary des techniques de l'information et de la communication (TIC)», the French-language Internet portal «Le Jargon Français» (the part that relates to computer and gaming jargon), as well as studies by French-speaking authors (J.-M. Adam, I. Oseki-Dépré, A. Jeandidier, J. Lazar, etc.), the features of using computer gaming jargon were analyzed from the point of view of its classification by spheres. There was also an analysis of the formation of Internet slang which is widely used by French gamers and almost all young people who actively use computers. Special attention was paid to Anglicisms in the analyzed area, and it was concluded that the French computer gaming jargon actively borrows lexical units from the English language, either leaving them unchanged, or changing their spelling in accordance with the rules of the modern French language. A general conclusion was made: further systematic study of French youth computer gaming jargon will provide an opportunity for a deeper understanding of the language processes taking place in the field of modern French from the point of view of its functioning within the Internet discourse and computer gaming jargon.

Key words: French youth; jargon; gamers; computer vocabulary; abbreviations; Internet; French language; French-speaking users; communication

Dolgikh Z. B. On some lexical particularities of the Portuguese oenological discourse

Abstract. The interest in wine as a cultural and value-semantic phenomenon led to the emergence and formation of a specialized language, the so-called oenological discourse, affecting both the description of the processes of beverage production and the evaluation of its color, aromatic, taste and other characteristics.

Due to the complex nature of the oenological discourse, which involves almost all spheres of human perception (except hearing), as well as the well-known complexity of verbalization and transmission of human sensations from one language to another, wine terminology could not remain out of the focus of linguists, interpreters and translators for a long time. The author of the article emphasizes the relevance of the studied issues and cites the studies of Russian and foreign linguists who have made a contribution to the study of oenological discourse.

The oenological discourse, characterized by an abundance of color, taste and aroma nominations, a high degree of imagery and expression, is considered primarily in the article from

the point of view of its lexical features. The author compares Portuguese and Russian organoleptic descriptions, analyzes lexical units that provide visual, olfactory and taste evaluation of wine. In the three thematic groups described («color», «aroma», «taste») there are adjectives whose meaning directly correlates with the existing nominations of shades of color, smells (aromas) and tastes, and there are those that fix sensations based on more complex and multi-layered comparisons with objects, objects or phenomena, can be associated with tactile perception (touching), going beyond linear designations and informing the recipient of some additional information. Decoding the meanings of such lexico-semantic units occurs exclusively in accordance with the level of awareness of the recipient, his experience and professionalism in this field. By the terms and phrases used by the speaker and the interlocutor, it is easy to determine the scale of their knowledge and the degree of their involvement in the area under study.

The author of the article comes to the conclusion about the amazing metaphoric features of oenological descriptions, revealing the deep cognitive mechanisms inherent in Portuguese and Russian speakers.

Key words: oenology; oenological; tactile; color; gustatory; olfactory; metaphoric; evaluation; semantics; discourse

Plotskaya Yu. V. Sources of synonymy in german dental terminology.

Abstract. Currently, a large number of scientific works are devoted to the problem of researching terminologies in various fields. Medicine is one of the most rapidly developing industries, in turn the terminology, that serves it, is also developing. The appearance of new means and methods of treatment, apparatuses and instruments, technological processes and equipment entails the need for their nomination.

This work is devoted to the problem of synonymy in german dental discourse. The relevance of the topic is due to the presence of unresolved debatable issues concerning the legality of using synonymous terms in terminology in general and medical terminology in particular.

The purpose of the article is to identify and analyze in detail the sources of the emergence of synonymous terms that function in the studied terminology. The paper considers various points of view on the existence of the synonymy phenomenon in terminology, analyzes synonymic terms, investigates in detail the sources of synonymy and factors influencing its formation in german dental terminology.

The article presents the classification of the sources for synonymous terms, created on the basis of those proposed earlier, and adapted to german dental terminology. Descriptive and statistical methods were used in the study.

As a result of a thorough analysis of the factual material, the author was able to reveal that the phenomenon of terminological synonymy is quite widespread in the studied terminology, and also to establish that 42 % of the term units of the studied sample have synonymous series. Concluding this work, the author suggests that the use of synonyms in professional communication of a dentist expands and deepens their professional linguistic picture of the world.

Key words: german dental terminology; synonymy; terminogenesis; medical sublanguage; alternatives

Petrova E. I., Naletova O. N. Translation of scientific and technical discourse terminology (on the example of instructions for operating agricultural machinery)

Abstract. This article is devoted to the analysis of techniques and methods of terminological units translation on the material of scientific and technical discourse texts.

The rapid development of scientific and technological progress determines the practical need for the translation of scientific and technical documentation. Translation of texts and documents in scientific and technical discourse is an integral part of international economic relations and

processes and is one of the factors of successful intercultural communication. In this case an important condition is compliance of the translated texts with the requirements of equivalence and adequacy. Scientific and technical texts, such as instruction manuals for agricultural machinery, are characterized by their rigor, logic, precision, conciseness, brevity, unambiguity and completeness, which all have an influence on the translation of these texts. The increased density of information, as the most important feature of the texts of scientific and technical discourse, is achieved at the expense of a considerable number of terminological lexical units. The research shows that the lexical specificities of German and Russian and in particular the specificity of the terminological units are not identical and require special translation methods to be employed by the translator. This article examines the two main situations that arise when terminology is translated into a target language when an equivalent or equivalents are found in the respective dictionaries, and when no such equivalent is found. The analysis of translation techniques in the situation when there is no appropriate equivalent in the language to translate the term operating instructions has shown that the terminological units formed by hybrid type or using descriptive translation have been used most often.

Key words: translation; equivalence; adequacy; scientific and technical discourse; instruction manual; terminology

Vorontsova I. A. Modern practices of English online lexicography

Abstract. The study attempts to analyze the current state of English online lexicography evolving in the context of electronic digital technology. The research is based on more than 30 online dictionaries of English and over 30 meta-lexicographic resources using the following methods: theoretical and linguistic analysis of literature, lexicographic analysis and comparative analysis. The research allowed to define the main concepts and principles underlying modern online dictionaries of English, including integration of lexicographic forms and functions, universalization of online dictionary resources followed by the expansion of the user audience solving various linguistic problems, optimization of tools for the search and retrieval of information providing for high retrieval rate, relevance and reliability of the data, as well as dictionary ergonomics, intuitiveness of its methods and functions, etc. Online lexicographic resources also find themselves striving for «smartization» seen in the customization of the vocabulary look-up mode and creation of user profiles, compilation of context aware dictionaries embedded in other resources, application of the latest technologies to assess the users' «lexicographic behavior», such as eye-tracking and interpretation of user log files. Literature review and online dictionary analysis give grounds to assert that the lexicographic paradigm formed in the second half of the 20th century is being «fine-tuned» in the era of globalization and digitalization: once an automated reference guide with a solid information base, the dictionary is advancing to the level of a dynamically changing, personally configurable innovative synergetic resource, thus becoming a user's full partner in the solution of a large number of tasks related to data reception and generation.

Key words: automated lexicography; digital lexicography; lexicographic paradigm; online dictionary; integration of lexicographic forms; dictionary customization; context aware dictionary; user's «lexicographic behavior»

Agrafonov P. G. Americans on the Yaroslavl region (second half of XIX – early XX centuries)

Abstract. The article analyzes materials about the Yaroslavl region, written by the representatives of the United States and published in the second half of XIX – early XX centuries, including personal travel experiences of the Americans who visited the region. The first printed reports about Yaroslavl published on the American continent appeared in the middle of the 19th century. These publications differ in the degree of the authors' awareness, their sources and style. What makes the materials collected in the article especially expressive is the sharp contrast in their content – from a reserved informational reference book to a honeymoon

diary and eye-witness notes of the pre-revolutionary situation in Yaroslavl in September 1917. The information provided by the Americans is of historical as well as cultural interest, and is analyzed in the interrelationship of the two perspectives. It is worth mentioning that travel notes, regardless of the individual characteristics of the author's text, are a reflection of how elements of different cultures meet, including education, art, politics, customs, everyday life habits, etc. Consequently, along with the historical aspect, the materials described serve as a means of contact between cultures, which provides opportunities to study the mutual perception of different societies. Particular attention is paid to the comparative analysis of the data under consideration. In addition, the article examines the socio-cultural nature of the information contained in the foreigners' comments, which contributes to a deeper study of human activity at a certain period in history. Consequently, the multifaceted communicative interaction of cultures allows for a more complete and vivid characterization of the social scene at a certain point in history.

Key words: Yaroslavl; Yaroslavl province; XIX century; 1917; the USA; Robert Sears; Ruth Kedzie Wood; Orrin Sage Whiteman

Yuryev A. M. Life in Yaroslavl in 1927–1929 as reflected in the newspaper The Northern Worker and in the works by I. Ilf and E. Petrov

Abstract. The purpose of the article is to identify places of action and real events in Yaroslavl life in the last years of the New Economic Policy, reflected in the novel *The Golden Calf* by Ilya Ilf and Yevgeny Petrov, in the satirical article «The negligent attitude to the stomach» and in I. Ilf's notebooks. Thanks to the notes of *The Northern Worker* journalists and caricatures by the newspaper artist F. Vesely, we were able to identify the location of the cooperative canteen described by I. Ilf and E. Petrov. and compare very different impressions of the Yaroslavl canteen shared by the writers and the local journalists. Studying the notes of *The Northern Worker* journalists allowed us to locate the summer cooperative garden, where the characters from the novel *The Golden Calf* were having lunch. The *Northern Worker* publications helped establish a number of real events serving as the plot for the novel's first chapters: the trial in the Sovkino branch, where Osip Sagasser, the prototype of the novel's character Adam Kozlevich, was a witness; replacement of tram tracks in the center of Yaroslavl in 1928–1929; rotting potatoes in the basement of Elijah the Prophet Church and other events of the city's life. Comparing the details of everyday life in the city, depicted in the novel *The Golden Calf*, satirical articles by Ilf and Petrov, and I. Ilf's notebooks with the real events that took place in 1927–1929 and reported by journalists of the *Northern Worker*, also helps to add to the picture of everyday life in Yaroslavl at the end of the NEP period which was mainly lost from the archival documents. The article also attempts to clarify whether journalists of the *Northern Worker* could have introduced Ilf and Petrov to the stories from the life of Yaroslavl residents, which were later described in the novel *The Golden Calf*.

Key words: Ilya Ilf and Evgeny Petrov; *The Golden Calf*; *The Crank*; *The Northern Worker*; Arbatov; Yaroslavl; Ostap Bender; Franz Vesely; Georgy Kofman; Osip Sagasser

Li Xiaotao, Koloda S. A. Chinese national cuisine as a cultural code

Abstract. The genesis of the Chinese national cuisine is considered from the standpoint of cultural studies. The authors give a brief overview of its evolution over the centuries and present a modern interpretation of traditional gastronomy to identify the specifics of the cultural code. The authors take a methodological approach considering the national cuisine of China through the interpretation of gastronomic culture. China's national cuisine is presented as both an important historical and cultural heritage and as a significant element of China's everyday culture. Gastronomic culture is defined as a mental structure expressed through various phenomena. Particular emphasis is placed on analyzing the philosophical aspects of Chinese national cuisine and its influence on the formation of the main aspects of the people's daily life.

The specificity of cooking and serving food and the tradition of using chopsticks are highlighted as important to Chinese culture. The authors examine the historical foundations of the Chinese cuisine development and the ways of the imperial cuisine transformation into some modern directions of Chinese culinary culture. Examples are given of the historical nature of imperial cuisine, as well as of the stages of Chinese cuisine evolution over three thousand years. It is noted that due to cultural and historical reasons, Chinese cuisine uses almost everything that nature gives, including exotic ingredients. It is estimated that Chinese cuisine has about 80,000 dishes. Chinese cuisine differs from European and American cuisine, namely because the Chinese eat more vegetables and fewer meat dishes. The article points out that the modern Chinese restaurant business has borrowed some traditions of imperial cuisine evolving over three millennia. In modern China, the traditional dining etiquette during a formal lunch or dinner is observed, the most important part of which is the placement of guests at the table.

Key words: national culture; cultural code; gastronomic culture; imperial cuisine; regional cuisine of China