G. Yu. Filippovsky

Dynamic poetry «Tale of Igor's Campaign»
(to D. S. Likhachev's article «Assumption on a dialogue structure of „Tale of Igor's Campaign"»)

The article considers the modern view of the dynamic poetry «Tale of Igor's Campaign» and in general Russian literature of the early period in the light of D. S. Likhachev's key work «Assumption on a dialogue structure of «Tale of Igor's Campaign», published in 1986 in the anniversary academic collection «Studies of „Tale of Igor's Campaign"». The dialogue, as contrasting nature of the both of story-compositional structure, artistic structure, and the poetry of «Tale» in D. S. Likhachev's work in general highlights the image and motive of Boyan as a key means which allowed the author of the genius poem to solve the whole complex of artistic problems, to link together historical and poetic text plans, formations, to create a poem as holistic and literary and artistic, and the historical and epic work, which took all the best and promising in the emerging Russian literature of the early period of the XI–XIII centuries. The supporting article from the outstanding scientific heritage of D. S. Likhachev establishes a framework for scientific research of almost all media scientists of the late XX – early XXI centuries, studying not only the problems of «Tale of Igor's Campaign», but also literary dynamic poetry of ancient Russian literature and artistic origins of Russian literature in general.

Keywords: dynamic poetry of Russian literature and «Tale of Igor's Campaign», dialogueness and contrast of the artistic nature and structure of the text «Tale», scientific heritage of D. S. Likhachev, image and motive of Boyan, narrative and compositional structure of «Tale», dynamic monumentalism of literature in Rus.

Ya. V. Sarychev

Return of «home»: V. V. Rosanov's phenomenon of «Italian impressions»

The study of a number of works and circumstances of ideological and literary development of V. V. Rozanov, which have not yet received proper scientific attention, can contribute to the renewal of existing ideas about the creative phenomenon of the outstanding Russian writer and thinker. Analyzing the book of travel essays and articles by V. V. Rozanov «Italian impressions» (1909) in the light of such a target setting, considering this text in the context of current literary and critical assessments and the author's own mindset typical of the late 1900s, we come to the conclusion about the landmark significance of the work. In functional terms it practically opens the final period of Rozanov's creativity and objectively bears the weight of its distinguishing features and contradictions. The main problem for V. V. Rozanov at the turn of the first and second decades of the twentieth century is the need to integrate former (in fact, already exhausted and having lost the impetus to self-development) ideas of the religious-modernist quality into the new ideological and worldview format, associated with the Russian national conservative consciousness. The experience of the direct implementation of such an initiative, of which the «Italian impressions» are an important part, clearly demonstrated that Rozanov did not have at his disposal the necessary resources to carry out his plans, and a formal way to resolve the task was the only one. This circumstance brought to the surface weaknesses in Rozanov's system of views, revealed a number of contradictions and conflicts of the author's self-consciousness, predetermined at least the skeptic, and for the most part, sharply negative reaction of the writer's contemporaries to the «new Rozanov» project proposed to the Russian public. Thus, the study focuses scientific thought on a comprehensive analysis of the problems of V. V. Rozanov's creativity in the 1910s without absolutization of artistic achievements of this period; among other things, the epistemological significance of the pre-revolutionary sources is emphasized.

I. Yu. Luchenetskaya-Burdina

L. N. Tolstoy's emblematic writing

The article considers the peculiarities of L. N. Tolstoy's individual style in the aspect of the theory «emblematic realism» by R. Gustafson on the example of the story «Father Sergei» and the story «Owner and Worker». Toltoy's subjective awareness of his mission as a prophet leads to the change in the writer's communicative attitudes in the 1880-1890-s. It has been shown that emblematic images in extremely compressed form express the essence of Tolstoy's reflections on true life, and emblematic poetry allows the writer to expand the narrative space. Archetypal images, which are variations on the theme of the main story event, have emblematic sound in the story «Father Sergei». The story «Owner and Worker» contains a wide range of deep meanings. In the context of the writer's late creativity, the category «owner and worker» acquires an emblematic sound. The concept «master» in the meaning of «a person who owns anything» is transformed by Tolstoy and transferred from the realm of commonplace existence to the realm of metaphysical associated with supreme divine power. The master is not man but God. The concept «worker» is associated by Tolstoy with the pan-Christian tradition that every person performs the will of God on earth: God is the Master, man is the worker. The emblematic story of sin and salvation in the story «Father Sergei» acquires genre signs of parable. Emblematic images in extremely compressed form express the quintessence of Tolstoy's reflections on true life. Thus, the concept of «emblematic realism» turns out to be conceptually significant in defining Tolstoy's artistic method. Emblematic poetics allowed the writer to expand the narrative space and give it a spiritual dimension.

Ye.Ya. Antonova, O. V. Alekseeva

Between documentary and artistic (by example of M. N. Vorob'yova's diary)

The article is devoted to the problem of the possibility of perception of a household diary as an integral artwork. The conditions under which the reader's attitude to the diary as a work of art becomes possible are considered. Keeping a diary in itself is a form of literary creativity, the diary's author uses in his discursive practice (regardless of whether he is aware of this or not) not only linguistic formulas and templates but also a certain set of literary and genre models. In some cases (when the author describes some incident or scene) a witness or participant in which he was easily detected genre models which he followed. The question of the author's reflection on a diary (who is he, for whom he is writing) and reception of the diary the reader of subsequent generations is also important. At this point the diary is often perceived as a kind of narrative, as evidenced by readers responses to the text. The reader perceives the diary as the story of its author, giving it a plot status. At the same time in case of loss of a part of the text, the death of some pages or even books of the diary the reader continues to perceive the text as a single story, based on his experience of acquaintance with the fiction of the last centuries for which fragmentation is one of the elements of artistry.

By the example of the diary (1938-1945) of Leningrad educator Maria Nikolaevna Vorob'yova the structural features of the diary (space and time, the system of characters) are examined. The author's attitude toward the text and the possibility of numerous readers of this text give us the opportunity to examine the structural features of the diary. The mechanism defining reception of Maria Nikolaevna's diary as the artwork possessing compositional unity is shown.

A. A. Konovalov

The «writer's» comprehension of Russian literature in literary-critical works of L. D. Rzhevsky

This article is devoted to the overview and systematization of literary-critical ideas of Leonid Rzhevsky – a writer and a literary critic of the second wave of Russian emigration.

Currently, the genre of literary criticism in the vast legacy of the Russian foreignness has not been studied enough, despite the fact that criticism is recognized as the most significant component in the literature of emigration. And the creativity criticism of L. D. Rzhevsky is not an exception.

This article attempts to analyze the topics constantly addressed by Rzhevsky-writer throughout his scientific work. The result of the study is a detailed description of these topics and their grouping into four clusters of critical issues:

– the questions of the relationship between language and culture (the linguistic processes caused by the totalitarian regime in the USSR, in particular, the evolution and peculiarities of the use of the secret writing technique in literary works, which arose as a result of totalitarian prohibitions);

– totalitarianism and aesthetics of literature (including the method of socialist realism as an object of study for literary critic);

– the confrontation of Russian culture of emigration and Soviet Russian culture;

– the researches dedicated to the work of individual writers and poets, including the recognized classics of Russian literature, Soviet poets and prose writers, writers of the first and second waves of emigration.

The material of this study allows taking a fresh look at the texts of Rzhevsky-writer, because the critical experience has left a significant imprint on the author's fiction.

Z. A. Miloslavskaya

Trends in the development of Russian media in the 10-year perspective

This paper analyzes the development trends of modern Russian mass media – including traditional media, new media and social networks – from the standpoint of assessing the quality of their content. The subject of the study was the media text of Russian media, conveniently divided into two categories for the benefit of this research: the media financed by the government budget and the one having non-government sources of funding. The criteria for analyzing content are formulated as follows: intellectual value, the ability to enrich the consumer with educational information, safety (no harm) for the audience. The competitive advantages of various types of modern Russian media are listed, as well as the main threats to the audience emanating from their product. Among the main threats are the following: manipulation of the audience, including falsification of information; cyberbullying and its subcategory, trolling, in social networks; the formation of dependencies on the content of traditional and new media and social networks; decline in the intellectual value of media materials. An attempt was made to predict the further development of Russian media in the following areas: objectivity of information and the likelihood of abandoning manipulative practices, the intelligence of the media product and its likely diversity – including the availability of new topics. The following

assumptions were put forward: there is a possibility of an increase in the share of fake information and in the use of manipulative practices; the most intelligent and secure content is likely to be concentrated in non-political projects; new topics are expected in journalism as an answer to the challenges of the modern world and the emergence of new professions.

Keywords: media convergence, polymedia, social networks, media text, post-journalism, infotainment, ecotext, fake, cyberbullying, trolling, manipulation, post-truth.

L. V. Selezneva, S. N. Vorobieva

Presuppositional framework as a binding basis of discourse (on PR discourse material and religious discourse)

In this article we are talking about discourse as a process of text formation, which is considered in conjunction with both external and internal conditions of its formation. The article focuses on the problem of correlation of textual and non-textual level of discourse, which is considered taking into account the presuppositions that play a leading role in the construction of discourse. The appeal to this question is due to the desire of the authors to show how the fund of non-language knowledge is used by communication participants in the formation of meaningful coherence of the text.

Special attention is given to the conditions influencing the choice of this semantic component of the text, the relevance of which to this discourse determines the relevance and / or success of the statement. The perception of speech is influenced by the mechanism of probable prediction, the work of which is ensured by presuppositions. On the basis of selection of the General knowledge of the speaker and the listener, restriction of various presuppositions the presuppositional framework of discourse is formed. The analysis is carried out on the material of texts of religious and PR-discourse, giving the opportunity to show the processes of text-building discourses, which are considered as a mechanism for constructing the text and using the necessary presuppositions in the aspect of its interpretation and identification of implicit information in the text, determining such linguistic meanings as event, fact, evaluation. The category «presuppositional framework» is presented as a formative category of discourse, as it represents the pre-text and post-text period in the process of forming discourse. The analysis is carried out within the framework of discourse analysis using the comparative method of research.

Keywords: discourse, text, discourse-analysis, presupposition, text formation, category, subject, PR-discourse, religious discourse.

E. V. Bykova

Media dialogue «journalist – journalist» in the aspect of corporate speech behavior

The purpose of the article is to identify and analyze the peculiarities of corporate speech behavior in the media dialogue in the format «journalist – journalist». Media dialogue, especially if it is represented in the genre of public face interviews, always represents the ideology of the corporate system to which the public face belongs. The specificity of the manifestation of corporate origin in speech behavior corresponds to the communicative status of the speech subject in the system of corporate relations. The communicative status of a journalist is subordinate to the media system, which requires certain speech behavior from members of a specific corporate system at the professional, internal and external corporate levels, compliance with the legal and etiquette norms of the media corporation.

Communicative status is defined by the corporate environment structure that determines the position of the subject of speech in the organizational hierarchy, and is regulated by the ethical

professional code, Subjects of the corporate system directly or indirectly quote the first person, who is an indicator of membership of the corporation and an indication of loyalty. Communicative status defines value guidelines, strategies, and tactics of the subject's speech behavior.

The article analyzes the arsenal of communicative means used by the subject of speech in specific communicative situations in the process of media dialogue. Non-compliance with corporate speech laws or speech behavior that does not correspond to the communicative status of the subject of speech is authorized by the corporation. Interviewers avoid any manifestation of non-corporate behavior. The «freedom» of speech in media management is not absolute but relative.

Empirical material, which forms the basis of the analysis, is four video interviews of leading Russian journalists with a total length of 5 hours 37 minutes.

L. V. Ukhova, A. G. Zhukova

Involvement as a dominant communicative strategy of the client-oriented market

The article discusses the phenomenon of speech involvement in customer-oriented marketing offline practices. The concept of involvement / engagement is very relevant in the sphere of marketing communications today, and not only in the Internet environment, but also offline – interaction of the consumer with a brand. This is confirmed by the results of surveying visitors of catering enterprises, who note the importance of communicative contact of staff with clients and creativity of oral and written speech communication in such institutions in their questionnaires. Such service is sought by almost all enterprises that have chosen a marketing strategy «with a human face» and implement a variety of loyalty systems, which turn random customers into permanent ones, stimulate them to long-term relations with the company. Modern marketing concepts, such as relationship marketing and involvement marketing, unlike classical marketing, give priority to this kind of relationship with the consumer, continuous interaction with him. Involvement in this work is understood as one of demonstrations of speech influence, the asymmetric speech communicative process initiated and which is carried out by the one who involves and directed to causing readiness / intention / desire of the recipient to interact with a the one who involves (an enterprise, a brand). Involvement refers to the cognitive/recipient state of the recipient associated with some degree of inclusion into communication with the recipient. This willingness/intent/desire to perform any action to effect such interaction, or at least to sense emotional or cognitive responses to speech stimuli offered by the participant, is formed on the basis of a common cognitive base, positive associations and emotional responses. Speech involvement in this work is considered on the example of the network of family cafe-confectionery «AderSon». The main engaging tactics used in speech practice of establishments included in the specified network are identified. It is concluded that the analyzed case is an example of a diverse, complex implementation of consumer involvement in interaction with the enterprise in the offline format.

O. L. Tsvetkova

Representation strategies for symbolic power in modern advertising

The article considers the idea, according to which an important characteristic of modern civilization is a symbolic understanding of consumption. Advertising that shapes needs, lifestyles, behaviors, opinions and relationships is a powerful institution of power, using a variety of media, through which they create the reality necessary for the producer of advertising and advertised goods. A significant variety of advertising practices, the expansion of the media advertising space lead to the development of increasingly sophisticated forms of product advertising. Advertising has a strong influence on the parameters of the formation of identity, the public position of the individual, as well as on a wide layer of cultural and social processes in general. This actualizes the need for a critical analysis of advertising products, attention to the development of advertising of goods and advertising as a product. Advertising as a mass media contributes to the formation of stereotypes, self-esteem and self-attitude of the audience. The advertising industry continued to play a dual, that is, both economic and political role. Since she did not appeal to fantasies and desires common to all, but only to the aspirations of each individual as a private person, she made a decisive contribution to the depoliticization of the population and the strengthening of market and commodity societies. A social system based on consumption is capable of radically changing the morphology of social relations based on traditional hierarchical relationships. The author comes to the conclusion that advertising, as a powerful driver of a consumer society, leads to a fundamental shift in ideas about the nature of man, changing many of the usual foundations of the social order.

Keywords: advertising, consumer society, needs, media, ideology, simulacrum, brand, advertising, anomie, semiocracy, sign, possession, value, identity.

M. A. Droga, N. V. Yurchenko, S. J. O. Contreras

**Language picture of the world as reflection of a cultural foundation
(based on paremias of the Russian language)**

This article concerns one of the basic concepts of cultural linguistics – a world picture. Despite enough the points of view on the nature of the term «language picture of the world», the fact of reflection in it of national culture is indisputable. The language picture of the world is a peculiar basis of attitude, which is expressed in a variety of types of the person's behavior. The valuable language fund of any people is made by proverbs, sayings, phraseological units and other set expressions. Also comes to light the substance of the studied concept; the factors influencing a language picture of the world and formation of stereotypes are specified. Paremias are the constituents of world pictures, which provide information on matter surrounding us. Act as relevant units, are actively used by the person in communicative acts. Modern linguists note a lot of terms denoting paremias. Some of them allocate transitional processes, in other words, do not clearly distinguish proverbs from sayings. The demand of proverbs and sayings is explained by their brevity and capacity, operation of the law of language economy. Besides, the paremiological fund stores and accumulates cultural information in what their accumulative function is shown. Proverbs and sayings describe and keep human experience and also tell about life situations to the next generations. Thus, paremias comprise the cultural code, reflecting a world picture. In science several synonymous terms are allowed: «culture mirror», «standard of society», «autobiography of the people», «encyclopedia of national life». Language connects people with reality. Verbal communication of the person represents result of influence of cultural traditions, a product of comprehension of knowledge of the world.

Keywords: world picture, metaphor, language picture of the world, stereotype, cultural linguistics, language, paremias.

N. P. Galkina

**Complex sentences with the meaning of conditionality in a publicistic style
of the contemporary Russian language**

The paper presents the results of a statistical analysis of complex sentences of conditionality in the context of their functioning in publicistic texts. The study is conducted in the framework of the study of the expression of conditionality relationships by complex sentences in the works of the book style – scientific and publicistic. The sources used were printed and online books, as well as periodicals and magazines publishing analytical articles, essays, reports, and interviews on socially significant topics. Conditionality combines in itself such meanings as condition, reason, justification, proof, argument, stimulus, target motivation, conclusion. This whole range of relationships is relevant in journalistic texts. It has been shown that the distribution of complex sentences with subordinate clauses of condition, cause, purpose, concession and consequence in the general field of conditionality correlates with the main functions of the journalistic style: informational, educational, evaluative, incentive, influencing. The relations of conditional and causal semantics are found to be the most productive. Sentences with the meaning of purpose, concession and consequence are less frequent, making up one third of all the structures under consideration. The paper also describes the most common features of such sentences functioning in a journalistic style. In the sample of conditional constructions, in addition to the subordinate constructions expressing the condition, a significant number of sentences have a desemantized or phraseological clause. It is noted, that in journalistic texts parcellation is quite widely represented and serve to strengthen the incentive and evaluative component of the statement. Parcel structures are found in the analyzed works in all types of studied sentences, but most often in causal and concessive constructions.

Keywords: complex sentence, subordinate clause, conditionality, meaning, function, syntax, style**,** stylistic device, parceling, publicism.

O. M. Barinova

**Representation of the concepts «love» and «hope»
in the Turgenev's letters to L. Tolstoy 1855-1861**

The language means of representing the concepts of «love» and «hope» are discussed in the Turgenev's emotional picture of the world on the material of his letters to L. Tolstoy in the period 1855-1861, which was marked by the acquaintance of two writers, the emergence of their relationship, the development of disagreements and disputes, which led to a long break in communication, the completion of communication. These concepts, which are central and significant in this period for I. Turgenev, are studied as mental units of the individual author's conceptosphere, which makes it possible to get acquainted with psychologically and emotionally significant fragments of the writer's linguistic picture of the world and his idiostyle.

The method of targeted sampling are revealed lexemes used by the addressee to demonstrate location, love and hope, which form the peculiarities of the volume of these concepts by the semantic components of their seeds implemented in the texts of letters. In the article the conceptual volume of letter texts is analyzed and the correspondent markers reflected in the content of these concepts are analyzed, the specifics of the semantic and grammatical features of language tools is taken into account. The revealed linguistic representations of concepts turn out to be the most significant for Turgenev as a creative and socialized person, a member of the noble circle and the writing community.

The concepts «love» and «hope» related to the inner world of a person and forming certain figurative representations, helped to reveal objective and personal meanings in the volume of

concepts reflected in the writer's linguistic picture of the world. The images of the content of these concepts are turned out to be interconnected, their conceptual fields intersect and the concept «friendship» incorporates the concepts «love» and «hope», which indicates the evolution of the mental content of concepts in the process of communication.

Keywords: sphere of concepts, concepts «friendship», «love» and «hope», linguistic picture of the world, lexeme, epistolary text, I. Turgenev, L. Tolstoy.

S. A. Popov

Problems of the lexicographic description of the toponymy of the Voronezh region

The article is implemented within the framework of the activity of the Voronezh Onomastic School. The article is devoted to the consideration of problems of lexicographic description of toponymy of the Voronezh region, the history of research of names of geographical objects in the region is traced, prospects in the specified direction are marked. The author notes that for each subject of the Russian Federation there is an urgent need for lexicographic recording of the results of regional toponymic studies. The aim of the study is to analyze a number of toponymic dictionaries of the Voronezh region (oikonymic, urbanonymic, microtoponymic) and to develop a plan of work on regional dictionaries of different types (hydronymes, cathoikonymes, gone names of settlements, «Voronezh toponymic encyclopedia»). The Voronezh region is considered as a subject of the Russian Federation, which is part of the Central Federal District. The author notes that the modern toponymy of the Voronezh region has been studied quite fully: lexicographic support of toponymic research in the Voronezh region testifies to the high degree of linguoregional study of the region. The author of the article concludes that Voronezh researchers have prospects of lexicographic description of all toponymic realities of the Voronezh region.

Keywords: onomastics, toponymy, oikonymy, lexicography, linguistic study of local lore, Voronezh region.

A. P. Bazhenova, V. V. Ledeneva

Precedent names *Robert Owen* and *New Lanark* as representatives of the anglosphere in the early journalism of N. S. Leskov

The article considers in their stylistic significance the units of proprietary vocabulary of Robert Owen and New Lanark, with the use of which, as precedent in the texts of publicistic works of N. S. Leskov, the author's arguments about social, cultural and other problems, possible ways of their solution in Russia are connected. Onyms are characterized as representatives of the anglosphere, verbalizing actualemes, explicators of intentions and pragmatic attitudes of Leskov-publicist, what is seen as the relevance and novelty of the study. Proper names are considered as idiolectemes, shaping individual conceptosphere taking into account its associative and connotative potential. It is proved that functioning of the onyms in the author's text as mentifacts is connected with their social determinism, which promotes delivering of conceptual information in individual interpretation. The role of proper names representing anglosphere in onomastic space of the publicistic texts is defined. Cultural-informative background of the names *Robert Owen and New-Lanark* are actualized regarding their intertextual connections in the publicist's idiostyle. Stylistic functions of these proper names are revealed. Methods of observation, analysis applied to the material extracted by the targeted sample, conceptual approach were used. Conclusions concerning the pragmatics of the usage of proper names in early publicistic texts by Leskov as representatives of anglosphere and demonstrators of the author's intention are drawn. The article may have practical importance for the extension of linguistic Leskov research,

research in the field of anglosphere, linguistic picture of the world and similar entities, exploration of the functions of proper names in the scale of chronologically outlined author's text and their role in activating readers' involvement.

Keywords: language of Leskov's works, journalistic text, anglosphere, proprietary vocabulary, precedent onyms, Robert Owen, new Lanark.

Yu. V. Butko

Transformed paremia in French as a result of intertextual derivation

The article is devoted to the issues of changing proverbial and aphoristic units of the French language in the process of intertextual derivation with the help of structural-semantic transformations. In recent decades, linguists have been writing a lot about the secondary nature of texts, about interweaving old texts into newly created ones, and about a vertical text universe thus formed. Quotes, paremias and other well-known ready-made texts are widely used. This is one of the manifestations of intertextuality, or the use of a component of the content structure of one text in the process of text-generation and the creation of a new text. Users of the language transform texts within the framework of the pragmatic attitude, causing an increment of meanings. Ready-made language units undergo intertextual derivation, resulting in transformed paremias. This phenomenon has received theoretical understanding on the material of the Russian and English languages, while in the field of French large-scale research has not yet been conducted. This fact determined the purpose of the study: to analyze the structural-semantic transformations of the French language paremias occurring during intertextual derivation, leading to the formation of transformed paremias.

An analysis of 200 units of proverbs and sayings collected by writer B. Werber showed that transformations are carried out within the framework of the described structural-semantic transformations of phraseological units, however, in the case of paremias one of the main text-generating factors is pun. Transformations are replacements, additions, permutations of elements and the creation of secondary transformed paremias based on the primary text with semantic development, ironic rethinking and destruction of the original paradox. The semantic fields of derivatives are also changing: the values of freedom, equality, individualism and a proactive activity approach in modern society of scientific and technological progress are proclaimed. The meaning of the prototype is superimposed on the meaning of the new proverb, meanings multiply, responding to the needs of the modern linguocultural community, reflecting its carnival freedom and democratization of language processes.

Keywords: linguoculturology, paremia, intertext, intertextual derivation, transformed paremia, structural-semantic transformations, play on words, pun.

S. I. Solovieva

Functioning of colloquial reduced vocabulary in modern French media

This article is about the features of the functioning of colloquial reduced vocabulary in the texts of modern French media. On the example of texts from the French youth magazines «Okapi» and «Phosphore», an analysis of the characteristic features of the use of colloquial reduced vocabulary in the media, aimed at youth audience, is carried out. The main grammatical and semantic ways of forming lexical units related to colloquial reduced vocabulary, as well as their functions in the texts of the aforementioned youth media, are revealed.

The main purpose of this study is to analyze the functioning of conversational reduced vocabulary in modern French youth media.

Research objectives are to give the concept of such types of colloquial reduced vocabulary such as jargon and slang; to analyze the main methods of formation of spoken reduced vocabulary; to identify the main functions of colloquial reduced vocabulary in the texts of the French youth media.

Keywords: modern French media, colloquial reduced vocabulary, slang, jargon, obscene vocabulary, verlan, phraseological units, word formation.

Yu. A. Drozdova, M. N. Zubkova

Description of interrogative construction «*est-ce que*» in French (diachronic aspect)

The authors of the following article describe some particular qualities of interrogative construction «est-ce que» in the Old French language, used both in general and constituent questions, in diachronic aspect. The article deals with main reasons determining the appearance of est-ce que interrogative construction in interrogative sentences, in particular, the disappearance of declension, phonetical evolution of ce pronoun, rhythmical organization of French sentences. The authors of the article retrace particularities of historical development of est-ce que construction, basing at the analyzing of examples from authentic French texts of different periods from the XII to the XVI century. The article shows the analysis of morphological status est-ce que, examines grammaticalization process of the abovementioned construction during Old, Middle and New French periods of French language development, the transformation of the motivated into unmotivated construction. The researchers furnish different evidences of grammaticalization absence of the est-ce que interrogative construction during the Old French period. The authors mention the variety of spelling of the abovementioned construction during different periods of the French language development.

Finally the researchers make a conclusion concerning successive transformation of the est-ce que interrogative construction during historical development process into absolutely grammaticalised structure in frames of which integral parts lose semantics and grammatical autonomy, ensuing that during modern period of French language development the abovementioned construction is limited only by reinforcing of interrogative value of the sentence.

Keywords: interrogative construction, grammaticalization, Old French period, Middle French period, New French Period, motivated construction, unmotivated construction.

G. V. Denisova, A. V. Lentovskaya

The use of Italian gerundio passato in translations from Russian

The topic of this paper is a matter of discussion from the perspective of comparative analysis in theoretical linguistics and translation studies. The author argues that the Italian gerundio passato (Past Gerund) is an endangered form presently common only for the elevated style and formal language. In an attempt to identify the reasons for this condition of this form in the system, the usage of Present and Past Italian gerunds is analyzed, parallels are drawn with the forms of the gerunds (adverbial participles) in Russian. The investigation of the frequency, functions and contexts of using Italian gerundial forms in translation, showed that, compared with other non-personal forms, the number of occurrences of Present Gerund increases: this is facilitated by its syntactic multifunctionality, flexible temporal reference and stylistic neutrality. In Russian-Italian translations, Present Gerund also competes with personal verb forms, responding to the propensity of Italian texts for greater syntactic coherence. Past Gerund does not possess any of the listed characteristics, which explains the extreme rarity of using this form. Indeed, the compound Italian gerund is marked as a form expressing only anteriority with respect

to the verb of the main sentence, and as a perfective form only, therefore, does not have sufficient semantic flexibility for successful competition with other verb forms. The article analyses the use of gerundio passato and presente in comparison with the use of Russian adverbial participles in novels and short tales by V. Tokareva.

Keywords: Italian Gerund, endangered Past Gerund, highly frequent Present Gerund, stylistically neutral situations, Tokareva's texts, the system of gerundial forms, tenses and infinitives, increasing syntactical coherence in the texts.

T. V. Ledeneva, N. A. Zinkevich

Egalitarian and inclusive transformations of the Gender category in contemporary English

The paper embraces the research deliverables on the evolution of Gender in Modern English Grammar and Vocabulary over the 1970-2010s. A broad range of linguistic and socio-cultural factors contributed to genuine interest in the category of Gender not only on the part of linguists but also from mass media and administrative bodies in the USA and Western Europe. The evolution process falls into two stages, that of the 1970-90-s and the 2000-s. The first period led to redressing the gender asymmetry and resulted in reforming the usage rule of generic pronoun *he* as well as in a significant increase in the number of feminitives. The second period is characterized by linguistic adjustment to the main trends of sociocultural inclusiveness and has led to the increasing role of gender-neutral pronouns.

The study of both periods focuses on the analysis of linguistic and sociocultural factors bringing the changes in the Gender category to life. Particular attention is given to the controversy between prescriptive efforts purporting to reform the language and inherent linguistic patterns due to which not all innovations have managed to take root in contemporary English. Theoretical deductions and conclusions as well as the factual linguistic data introduced in the article are worth the attention of both linguists and English language teachers.

Keywords: gender, gender linguistics, inclusiveness, feminist linguistics, feminitive, generic pronoun, gender-neutral pronouns.

O. Yu. Bogdanova, V. N. Babayan

Emotive and dicteme analysis of the British fiction titles

The given article studies the English fiction titles basing on the methodology of linguistics of emotions, as well as the text dicteme organization. The authors of the article consider emotiveness as a means of interpreting the meaning of a literary text, since it is in fiction that emotions achieve the greatest representation, being presented in various emotional situations of interpersonal communication, as well as in various ways and means of their linguistic, speech and textual description. The emotional state is fixed in the semantic structure of the word-images of those objects which they are associated with.

The title, considered as the text dicteme name, is the smallest thematic unit of a special kind, in which four major functions are actualized. They are nomination, predication, thematization and stylization. These four major functions actualize results in the formation of a number of information headings, but the authors of the article primarily focus on the emotional, impressive and aesthetic information.

The originality of the literary text dicteme name study is expressed in the presented by the authors' emotive-literal analysis of the titles, which makes it possible to reveal the peculiarities of the writer's emotional attitude and state. Titles-symbols of the British authors at the turn of the XIX–XX centuries demonstrate the connotative part of the word-symbol lexical meaning vividly.

They translate the writer's world outlook and induce the corresponding emotionally coloured images of the partners in the act of communication. The emotive part of the dicteme text name is usually associated with a direct reflection of the author's emotional state. However, for a more complete and detailed analysis of the problem presented in this article, it is necessary to conduct a further in-depth study of the English language titles, in particular, of contemporary authors, which will make it possible to reveal the special peculiarities of writer's emotions expression in the text dicteme name.

Keywords: emotiveness, emotive, emotional situation, emotional state and attitude, literary text, title, dicteme, text dicteme name.

O. V. Lukin

Two German Grammar books of Wilhelm Wilmanns

The article is devoted to the biography and scientific work of Wilhelm Wilmanns – one of the largest German philologists of the late XIX – early XX centuries. After receiving a classical philological education at the University of Berlin and defending his doctoral thesis on ancient Roman Philology, the young scientist began his career as a home teacher and continued as a school teacher. In 1874 he was appointed Professor at the University of Greifswald (Germany), from 1876 till the end of his life he worked as Professor of German Language and Literature at the University of Bonn. The most famous literary critic and an outstanding specialist in German orthography, he entered the history of German Linguistics as a grammarian, who created not only a fundamental four-volume work called «German grammar. Gothic, ancient, middle and new German», but also a school grammar book of the German language under the title of «German grammar for junior and middle classes of secondary schools. With the official spelling rules and word list». It's a rather rare phenomenon in the history of Linguistics, from the writer's point of view, that one and the same person was the author of both school and scientific German Grammar books, considering the fact that traditionally they were opposed to each other. School grammar book was written initially on behalf of the Ministry of Education, the scientific one was intended and written as a guide for teachers only 17 years later. Using the knowledge of the science of language of that time, Wilmanns created a scientific grammar of the German Language in the spirit of neogrammarians. However, neogrammarians criticized the scientist for the facts that were not quite consistent with their scientific outlook. For this reason, the author of the article believes that V. Wilmanns can't be considered an unalloyed neogrammarian, but rather stands at the junction of linguistic paradigms.

Keywords: linguistic historiography, F. W. Wilmanns, school grammar, scientific grammar, German grammar, neogrammarians, Germany, 19th century.

T. S. Zlotnikova

A. Platonov and N. Nekrasov's Russian questions: attitude to life as a mental paradox

Russian self-awareness can be considered in a similar way with personal psychotypes: intraversive and extraversive. If the extraversive discourse of the Russian consciousness, updated in art and philosophical creativity, is based on different variations of understanding by Russia itself in the ratio with the world, first of all Europe (P. Chaadaev and A. Pushkin, A. Griboedov and V. Belinsky, A. Sukhovo-Kobylin, A. Chekhov and V. Solovyov), the intraversive discourse relies on enthusiastic or painful perception of itself as a unique world, image, concept. Uniqueness determinates dissatisfaction with the universe and poetization of own sufferings, mythologization of the conflict between the individual and its environment, transformation of dialogue communication into monologic communication. The powerful lyrical modus, inherent

to intraversively oriented metaphoric worlds (N. Gogol, L. Tolstoy, N. Nekrasov), turns self-perception into self-inquiry, and the author of questions into a kind of demiurge of utopian or antiutopic worlds. Along with «*Russian questions*», which have become rhetorical figures and are asked in the extraversive discourse of A. Herzen and N. Chernyshevsky («who is guilty» and «what to do»), we see the «Russian questions» asked in the intraversive discourse: «Who Can Live Happy in Russia « by N. Nekrasov and «*how to live*» by A. Platonov. Having widely presented the cultural context where the contemporaries of Nekrasov and Platonov implicitly gave answers to the questions asked by these creators, the author of the article comes to the following conclusions. The question of Nekrasov, first of all, is rhetorical, secondly, suggesting that anyone could live happily but the people. The mental paradoxes of «Russian questions», with their initial impossibility to give an obvious and encouraging answer, appeal to the word «happiness»; This is a fetish and metaphor, cultural philosophical motif and existential value, not the realization of hopes and not condition, but imaginable transcendental being.

Keywords: mental paradoxes, Russian questions, extraversion, intraversion, N. Nekrasov, A. Platonov, people, happiness, Russian self-consciousness.

N. N. Ivanov

Mythopoetic motifs and images in A. Platonov's prose

The aim of the work is to consider the urgent scientific problems – the poetics of prose and the structure of the text, the originality of the internal form, artistic language and style of works by A. Platonov. The problems of studying the semantics and structure of literary texts were solved in the context of modern studies of Russian literature in 1920-1930, taking into account different discursive practices.

The most significant results were the following. Considering the works of talented Russian prose writer A. Platonov, the author chose the correct and unmistakable criterion for assessing artistic phenomena – the criterion of art – and attempted to establish the folklore and mythological origins of A. Platonov's prose, to systematize the motives of his work. In this article the artistic language, figurativeness of Platonov's prose are analyzed on the basis of the method of mythopoetic reconstruction of text structures: mythological archetypes and motives in the literary text are considered from the point of view of poetics, and their functions are revealed. This approach has led to an original view of the problem of Platonov's artistic skill and allowed pushing the existing ideas about the type of his artistic thinking. Showing the functional side of mythological motifs and archetypes, the author made several interesting observations on the study of philosophy, aesthetics and poetics of Platonov, the artistic expressiveness of his works. The author concretized the actual artistry of Platonov's works, gave new assessments of the content and form of a number of his famous works, clarified the author's position of the writer, showed its connection with mythology and folklore, the functions of the components of the external and internal forms. Platonov's skill is understood in the context of contemporary Russian prose of the XX century of neomythologism and word creation; thereby is augmented scientific understanding of complex phenomena in Russian literature of the first half of the twentieth century.

The work is addressed to philologists, literary critics, researchers of Russian literature, culture of the XX century.

Keywords: Russian literature, A. Platonov, inter-literary relations of writers, internal form, poetics, language and style of prose, mythopoetics.

N. A. Khrenov

World War II in terms of the idea of modernism:
the meaning of Stalin's creative response

The article continues a series of publications in the field of cultural-philosophical research of the Russian Revolution and post-revolutionary era in the history of Russia as a civilization. This article, which continues previous publications, considers the «creative response» of Stalin in power, which he had to give in the situation of the crisis of the Revolution of 1917, which began to be felt in the following decades, and in the situation of the world's militaristic atmosphere as anticipation of the Second World War. In this situation, Stalin, sacrificing the ideals of the revolution, establishes a totalitarian regime in the country, which in his opinion was inevitable because of the need to confront the Challenge from the West. The expression of his «creative response» is rehabilitation of the empire or Byzantine imperial tradition. Realizing his «creative response», however it might not be assessed from the point of view of present, in the new conditions, Stalin from not the most famous figures of the Revolution of 1917 becomes the most famous. The article emphasizes, first, that in this elevation of the leader the mass tired of revolutionary excitation played an active role, seeking to bring order to the country and, secondly, that the Second World War woke up psychological messianic complexes.

Keywords: clash of civilizations, revolution, Stalin, crisis of revolution, post-revolutionary period, challenge of history, creative response, leader, ancient layers of culture, World War II, romantic period of revolution, Byzantism, imperial complex, mentality, Toynbee, totalitarianism.

Yu. S. Nikiforov, Y. N. Sirotkin

Soviet citizens' complaints as a cultural phenomenon of the late socialism era

In the regional perspective of the Soviet everyday life the article analyzes appeals of Soviet citizens to the power. Against the background of acute interaction between the local authorities and the society, crisis processes of the Soviet province life are being studied at the point of bifurcation of the USSR – at the turn of the ages of «stagnation» and «restructuring» (1970-1980). The publication considers complaints of ordinary residents of the Yaroslavl region to Soviet and party authorities. The analysis of the appeals made it possible to identify a wide range of problems with which the Soviet man of the late socialism era came into contact. Citizens' complaints were classified in terms of politics, economy, culture, law and social sphere. The article focused on labour and recreation, discipline and negligence. It is noted that the authors of the letters raised mainly problems of optimization of production, criticized the local authorities and the media for the «cabinet-bureaucratic style of work», pointed to the poor quality of medical services. It has been determined that in most applications of Soviet citizens of the late USSR period sent to the regional level of power, there was an indication of low qualification and culture of senior personnel of the Communist Party, as well as managers of industrial enterprises. It has been revealed that anonymous authors, as a rule, stressed weak communication of directors of factories and labor collective, immoral level of economic managers. Locality, nepotism, distance from the masses, negligence, formalism – these are leitmotifs in the Soviet province citizens' complaints on the decline of the USSR. The article makes a paradoxical observation about the preservation of enthusiasm and faith in the bright future of most authors of letters, despite the gross growth of problems in all spheres of Soviet society life. This article allowed classifying and systemizing social, personnel and bureaucratic problems of the Soviet province in the late USSR.

Keywords: communicative practices, Soviet citizens, complaints, image of regional power, image of party power.

G. V. Klimenko

Somatic code of Russian culture (on the example of the lexeme «face»)

The purpose of the article is to describe the specifics of the lexeme «face» as a component of the somatic cultural code. The research material is provided by dictionary entries of explanatory, phraseological, associative, etymological dictionaries, as well as dictionaries of synonyms. A set of methods is used: the descriptive method, the method of the analysis of the vocabulary definitions, the component analysis, the linguocultural commentary and cognitive interpretation of the results. The terms used in the work are specified: «cultural code», «linguoconcept», «meaning», «symbol», «national-cultural components». The place of linguoculturology in modern scientific directions is determined. A brief description of the somatic code in the Russian language and Russian culture is given. The novelty of the study lies in a complex analysis and description of the semantics of the linguistic sign, as well as in the identification of cultural attitudes transmitted by this sign. The semantic structure of this lexeme, its pragmatic and specific national-cultural parameters, compatibility with adjective-associates is investigated. The results obtained make it possible to identify the multilayer content and structure of the linguoconcept «Face», in particular its ambivalence, which is reflected in the synonymous, associative and derivational series. The concept is socially significant, which is expressed in the frequency of linguistic means, representing it, as well as in the presence of positive or negative assessments in the field of moral attitudes, inner world and appearance. The connection with other concepts is also noted – «Soul», «Honor», «Conscience». The concept is characterized by such parameters as archetypicality, social significance, value, spirituality, which make it one of the most important in modern culture and language. Thus, the study presents an element of the somatic cultural code (human face) as one of the most important fragments of the national world view.

Keywords: somatic code, universal and national-cultural parameters of the lexeme, linguoconcept «Face».

E. V. Kruglova, O. N. Astafieva

Principles and methods of project management in the socio-cultural sphere

The importance of mastering the foundations of socio-cultural design is dictated by the fact that this knowledge has an extensive scope for all areas of socio-cultural professions. Also, knowledge of the logic and technologies of socio-cultural design will enable specialists to most efficiently implement analytical, organizational, managerial and consulting-methodological functions in the socio-cultural sphere. Design technology ensures the competitiveness of the institution. From which it follows that the success of an institution depends largely on the knowledge of a specialist in the socio-cultural sphere of sociocultural design technology, the content of which includes a competent analysis of the current situation, development and implementation of projects and programs that improve the main elements of human life. Achieving success in the development of an institution in market economy is interconnected with the long-term design process. In the current situation, socio-cultural institutions are increasingly recognizing the need for conscious innovative management of project activities based on scientific methods for predicting its directions and forms, transformation to the general goals of the institution's development and the changing conditions of the external investment climate.

The article systematizes and analyzes the principles and methods of socio-cultural design, which reveal the general and distinctive features of projects, ways and means of achieving the goals set during their implementation. The paper states that for a successful project it is necessary to determine the list of fundamental principles depending on the specifics of the design. For a sociocultural project, these are the following principles: the «critical threshold of

modification», the optimization of the «zone of proximal development» of the individual, the personification of the process and the results of sociocultural design, the optimal orientation toward the preservation and change of sociocultural processes, and the problem-target orientation. The principles of sociocultural design form   understanding of how to manage the development of the project, as well as the management style and moral component of the developed projects, programs, guarantee a value-orientational level of design, which is determined by the set of necessary management methods. The following methods are most often used in the process of sociocultural design: the matrix of ideas method, the method of getting used to the role, the analogy method, the association method, the brainstorming method, the synectics method.

Keywords: sociocultural design, sociocultural project, socio-cultural sphere, management principles, management methods, management efficiency, regional design, cultural values.

N. N. Liotina, N. A. Ezhgurova

Performing paradigms of musical folklore in modern popular national culture

The problem of the proposed study is related to the study of performing paradigm of musical folklore traditions in modern national popular culture. The current existence of folklore traditions in the situation of dominance of popular culture is of a crisis nature, subject to constant modernizing transformation, adapting the tradition to the possibilities of modern audience and culture. An important contextual aspect of the relevance of the study is the maintenance of national cultural identity in the context of globalization, a significant factor of which is the mainstreaming of national culture, which is enshrined as one of the tasks of national cultural policy. The relevance of the problem field is determined by the need for informed study of the modern state of musical folklore in the national culture as a condition of preservation, accumulation and transfer of knowledge of musical traditions of the national culture. The article identifies and characterizes the performing paradigm of updating musical folklore traditions representative for the national popular culture, and the name-making reconstruction, ironic and parodic discourse, extrapolation of musical folklore into academic music.

Keywords: musical folklore, performing paradigm, transformation of folklore traditions, popular culture, modern national culture.