

I. Ju. Luchenetskaya-Burdina

Communicative Goals in L. N. Tolstoy's Prose of the 1880-s years

The article is devoted to research communicative goals of the writer's prose of the 1880-s, when in Tolstoy's individual style space two multidirectional tendencies coexisted and supplemented each other. On the one hand, in national stories there was impersonalization of the author's voice and its assimilation with folk-poetic and Church Slavonic traditions. On the other hand, in journalism the line of the author's destiny updated, which transformed in treatises into the oratorical speech. It didn't mean the loss of style unity of the writer's art world which during this period is found at the level of Tolstoy's genre system. During these years in his creativity along with the denial of unfair bases of the existing world there is a sincere voice of statement of life, a sermon of its firm bases. The writer found the genres adequate to the set communicative goals, – philosophical treatise, articles, letters, appeals, stories. Ideological and communicative goals caused the use of the stylistic means by Tolstoy, which are inherent to his individual style. In the article here is traced the interrelation of the writer's works of various genres created during these years, their internal unity with the writer's previous works is proved.

Keywords: communicative goals of the writer, small genre forms, national stories, publicistic genre, style unity, semantic oppositions, stylistic harmony, ethical programme.

V. I. Melnik

Hagiographic Motives in N. A. Nekrasov's Poem «Vlas»

In the article the assumption is made that N. A. Nekrasov's poem «Vlas» is written on the basis of life of the Reverend Nikita Stolpnik who was active in the Nikitsky Monastery in Pereyaslavl-Zalesky in the XII-th century. Both works are constructed by the principle of a three-part composition: 1. excessive greed; 2. frightening wonderful vision and, as a result, repentance; 3. description of heroes' ascetic feats («sanctity»). The Reverend Nikita, as well as Nekrasov's Vlas, was a collector of money. Nekrasov wrote the poem after the meeting with the collector of money for the temple who, most likely, acquainted the poet with the Reverend Nikita Stolpnik's life.

Keywords: Nekrasov, poem «Vlas», hagiographic basis, the Reverend Nikita Stolpnik's life.

N. G. Koptelova

Antinomy «Chekhov and Chekhovshchina» in D. V. Filosofov's Interpretation

In the article is analyzed a poorly studied critical work by D. V. Filosofov representing a response to the second production of Chekhov's play «The Seagull» by Alexandrinsky Theatre (1902). It is proved that Filosofov preferring to keep in the background of the better known contemporaries finds a new approach to comprehension of the phenomenon of Chekhov in «Theatrical notes»: the critic essentially divides «chekhovshchina» (expression of depressions of the present) and «true Chekhov». From judgment of impressions of the performance Filosofov goes to reflections about the current state of theater in Russia, about new aesthetic tendencies in its development. The critic reveals certain regularities of development of world art, finding analogies of antinomy «Chekhov and chekhovshchina» not only in western («Marivo and marivodazh», «Hauptmann and gauptmanovshchina»), but also in modern to him the Russian literature («Rozanov and rozanovshchina», «Merezhkovsky and merezhkovshchina»). In the article it is shown that, interpreting the antinomy «Chekhov and chekhovshchina», Filosofov emphasizes richness of the meanings put in Chekhovian dramatic art. It is concluded that this antinomy was mastered not only by his closest associates Merezhkovsky and Gippius, but also criticism of the turn of the century as a whole.

Keywords: D. V. Filosofov, «Chaika» «The Seagull», antinomy, A. P. Chekhov, «chekhovshchina», theater, style, D. S. Merezhkovsky, P. Marivaux, G. Hauptmann.

N. N. Ivanov

Faustian Motifs in Russian Literature of the Silver Age

In the work Faustian motifs in Russian literature of the Silver age are clarified and elaborated. Faustian, given the Russian literary context, is presented as a variation, interpretation of the theme of Faust, basing not so much on the tragedy of Goethe, how much of Johann Spies and Christopher Marlowe. The aforesaid problems are presented in the context of the aesthetic and ontological searches of Russian symbolism and realism. Here is considered interaction of mythological, apocryphal, and historical and literary traditions. For the first time in one of the cognitive field there was Bryusov, Sologub, Blok, and Remizov, Prishvin. An updated perspective on famous works of literature is presented.

The work is addressed to the philologists, literary critics, teachers, students.

M. G. Vanyashova

«Destroy Fear ...». A. Afinogenov's Plays in the beginning of the 1930-s years

The name of playwright A. N. Afinogenov (1904–1941) is little known to the modern reader, theaters seldom appeal to his plays.

The gifted artist, Afinogenov, is one of the few playwrights of the era of the 20–30-s, who managed to connect traditions of Chekhovian dramatic art, deep psychological penetration into characters of heroes, publicistic sharpness of Gorky's play-debates and originality of the era, when he lived. In plays «Fear» and «Lie» (1931–1933) the playwright is as the creator of a tragic, existential collision, a metaphor representing time of the coming totalitarianism. Crossing all legal borders and thresholds, he was quite courageous to doubt the bases of the philosophical, world outlook order, the principles of the state system, and brought heavy internal doubts on the stages of the best theaters of the country.

Afinogenov's creative heritage (plays, articles, letters, notes from diaries) gives a chance from the height of new historical estimates, revealed by today's time, to see and understand passionate civil forward-looking optimism, courage of the artist, courage in putting both aesthetic, and most difficult ideological problems of time. The history of creation and production of Afinogenov's plays is given by the author of the article on the material of A. Afinogenov's diaries and letters, in the context of the historical and cultural background of the Soviet era of the 20–30-s, creativity and destinies of V. Kirshon, Yu. Olesha, M. Bulgakov, B. Pasternak, D. Shostakovich, artist V. Lebedev and criticism of this period.

Keywords: A. Afinogenov, dramatic art of the 20–30-s, «fear» as a metaphor and existential category of time, critic of the 30-s

E. Yu. Kolysheva

Principles of Creating the System of Images of «Moscow» Chapters in the History of the Text of M. A. Bulgakov's Novel «Master and Margarita»

This article is devoted to the principles of creation of the system of personages of «Moscow» chapters of M. A. Bulgakov's novel «The Master and Margaret». The article is based on the textual researching of the whole system of manuscripts of this novel.

Keywords: system of personages, textual criticism, creative history, edition, manuscripts, basic text.

G. T. Khukhuni, A. A. Osipova

Modern Translation of the Holy Writ: Choice of Strategy

The present paper analyzes some aspects of the strategy used in Bible translations of the second part of the 20th – the beginning of the 21st century. Their common feature may be defined as the comparison with the principles of the traditional Holy Writ versions (King James Bible, Synodal Translation, etc.). On the one hand, the authors of the said translations recognized the historic role of their predecessors, but on the other hand, they underlined the necessity to adapt the text to modern audience both in linguistic and cultural moments. Although the postulates of English and Russian versions are similar enough, the

problem of inclusive language, important for the first, practically are not reflected in the principles of the latter ones.

Keywords: Bible, translation, strategy, English, Russian, traditional, modern.

O. V. Lukin

Grammar Studies by Augustus Vilmar under the Paradigm of the XIX-th century German Philosophy of Language and Linguodidactics

The presented work reports on the place of A. F. Chr. Vilmar's grammar studies under the paradigm of the XIX century German philosophy of language and linguodidactics. The author describes his activities as a theologian, politician, teacher, historian and grammarian. Although A. F. Chr. Vilmar's grammar studies can not claim the status of an independent grammatical doctrine, they contributed to the popularization of new ideas of German linguists, such as J. Grimm, V. von Humboldt, K. F. Becker. The article provides detailed information on his scientific publications on linguistics, literature, and theology.

Keywords: J. Grimm, A. F. Chr. Vilmar (1800–1868), history of linguistics, linguistic philosophy, linguodidactics, German grammar, Germany, XIX century.

L. G. Vikulova, E. G. Vasileva

Verbalization of the Monarch's Portrait as a Secondary Semiotization of the Power Institution

The following article attempts to prove that the royal gala portrait represents semiotic space, the signs of which form the image of supreme power. By interpreting the signs presented in G. Rigo's portrait of Louis XIV in the coronation costume (1701), the authors reveal the pragmatic dimension of the semiosis of power and the court culture. Secondary semiotization of the monarch's portrait is analyzed on the basis of texts that verbalize the portrait. The article emphasizes the idea that the state's purpose of the symbolic representation of the monarch is to visualize the power institution.

Keywords: image of power, royal gala portrait, Louis XIV, regalia, semiotic codes, visual thematic field, secondary semiotization, culture-bearing signs of monarch's power.

N. N. Boldyrev, I. Yu. Bezukladova

Anthropocentrism as a Principle of Categorization of Egocentric Spaces in Language

The article presents basic models and principles of modeling egocentric spaces in the German language. Three egocentric models of space can be distinguished depending on the methods of language representation: *ego-space*, *private and social spaces*. Anthropocentrism is viewed as a cognitive basis for their construction, and the approach suggested by the article allows us to speak about a fundamentally different interpretation of anthropocentrism according to which peculiarities of interaction between language and cognitive structures, cognitive and linguo-creative activities of the subject, providing creativity of human thinking at cognitive mastering of space as the sphere of human activity, have been analyzed.

Keywords: anthropocentrism, categorization, interpretation, modeling of space, egocentric models of space.

Z. Yu. Petrova, O. I. Severskaya

Speaking World in the Russian Poetry of the 18–20th centuries

The article is the first part of the work, which considers the use of words with the meaning of speech in metaphors and similes in the XVIII–XX century Russian poetry. Tenors of comparative tropes included in classes «Outside world» and «Time» are analyzed. The first class is subdivided into the subclasses «Nature» and «Objects created by man». In the class «Nature» the words of the lexical-semantic group «Speech» most often characterize wind, rain and other atmospheric phenomena, water, plants, stars, sun and moon, birds and insects, less often – sky, clouds, fire, earth, stones, mountains, light and darkness, in

the class «Objects» – musical instruments, bells, clocks, firearms, machines, mechanisms, as well as some other: fabrics, utensils, buildings, etc. A study conducted on the basis of the Poetic Subcorpora of the Russian National Corpora of the Russian language has allowed us to identify the words most often used in personifying tropes, which describe the outside world and time, from the end of the XVIII century till the XX century; as well as those which join the class in question in the XX century and also widely used by poets. One can also find the words which are more rare, and those which represent the individual poetic use.

Keywords: metaphor, simile, personification, lexical-semantic group of speech, poetic language, Russian poetry, common poetic metaphor, individual metaphor, tenor, vehicle.

V. N. Babayan

A Silent Bystander as an Integral Participant in a Tertiary Speech Dialogical Discourse

The article studies the role of a silent bystander in a triadic dialogue (a two-person talk plus a silent bystander), discovers specific features of a dialogue as one of the main types of tertiary speech in the presence of a silent third person who with his presence has a significant influence on the two speakers, their verbal and non-verbal behaviour and thus forms a special type of a dialogue. The silent bystander is classified as an explicit and implicit one, sixteen types of triads with different roles of a silent bystander are found, observed and analysed.

Keywords: explicit and implicit silent bystander, dialogue, triad, tertiary speech, alliance, active and passive triad participants.

E. V. Bodnaruk

About the Grammatical Status of *werden*+infinitive I and *werden*+infinitive II in the Modern German Language

The grammatical status of the structures formed by means of the verb *werden* in the personal form and the infinitive I and II of the full meaning verb is analyzed in the article. The given formations are used in the German language to express a future meaning, but also can be used in some nontemporal meanings. A complicated semantic picture of *werden*+infinitive I and *werden*+infinitive II caused ambiguity of interpretation of their grammatical status. An attempt to answer the question: what are the given formations in the German language (analytical forms of a word, verbal periphrasis or analytical constructions) is undertaken in the article.

Keywords: *werden*+infinitive I and *werden*+infinitive II, the analytical form of a word, verbal periphrasis, analytic construction.

Z. B. Dolgikh

About Methodology for Studying Means of Graduation in the Portuguese Language

Modern linguistics has accumulated a significant amount of knowledge about the category of gradualness and the phenomenon of graduation, but their consideration was carried out mainly through the prism of traditional linguistics. According to the author, the best methodology for studying graduation, identifying the nature and features of this phenomenon, as well as the structured analysis of the means and methods of its realization in text and discourse – is a comprehensive study integrating cognitive-discursive, system modeling, operational and corpus approaches.

The article discusses a new, operational approach to the study of the nature of such multidimensional phenomena as graduation. Empirically, an experimental test of the proposed hypotheses that happen to be rather important from the point of view of following the principles of the verification concept is provided with reference to corpus linguistics: separate corpora or corpus managers, specialized search engines that use software to search for data to obtain statistical information and to provide the user with the results in the most convenient form.

Keywords: corpus; corpora; corpus linguistics; corpus manager; category of gradualness; graduation; gradating means; methodology; operation; approach; operational; discourse; text.

I. V. Skuratov

Lexicalization as a Way of Forming Neologisms in Modern French

In the article lexicalization is considered as a transformation of language units or word combinations into a separate notional word or a set expression (phraseologism). It happens through everyday speech which provides the fixation of new language formations. In the broad meaning of the word lexicalization can be regarded as the coding of lexical units which constitute the vocabulary used by the speaker. Lexicalization is a language expression demonstrating a recognized and stable combination of the form and the meaning.

Keywords: lexicalization, lexical unit, coding, neologism, language expression, set neological combination, phraseologization.

E. N. Laguzova, O. N. El-Amari

Compound Predicates in the Modern Russian Business Letter

In the article the features of the use of analytical forms of predicates typical for the modern business letter are described. Productive structural types of modal predicates are revealed. Semantics and communicative functions of not one-word predicates are analysed. The multifunctionality of grammatical-semantic analytical means – descriptive verbal-nominal units is shown. The attention to the influencing function of forms of speech etiquette is paid.

Keywords: predicate, descriptive verbal-nominal unit, business letter, speech etiquette, communicative functions.

M. N. Kulakovsky

Functions of Parentheses in I. A. Brodsky's Lyrics

In the article features of use of parentheses in I. A. Brodsky's lyrics are considered. In the work the most characteristic functions of parentheses in the poetic text, relations of constructions with various text levels, their role in the general structure of the literary text are defined. Both the most typical, and unique functions of parentheses in I. A. Brodsky's lyrics are described in detail. The main functional features of parentheses in regard of formation of the existential organization of the text, interaction of various informative and subject and speech plans are defined. The main aspects of a language game with the reader within parentheses presented in I. A. Brodsky's lyrics are marked out.

Keywords: parentheses, literary text, expressional syntax, individual and author's style, functional types of parentheses, text registers, visual plan of perception, sensual and mental plan, emotional and estimated information, paronomasia, intertext, interaction of speech plans.

S. K. Bolotova, L. A. Guseva

Personal Nouns with the Prefix *not*: Who is *неинженер* (not an engineer)?

The article is devoted to the problem of qualifying the personal nouns formed by means of the prefix *not-*. The core of the group is negative and estimated words *недруг* (*unfriend*), *недоброжелатель* (*foe*), etc. The few group expands at the expense of the unlimited number of the occasional words like *неврач*, *неинженер* (*not an engineer*) formed due to the productive word-formation model. In standard dictionaries there is no uniform approach to cover this group of occasional words, but the existing spelling rule allows us to consider them as common words meeting standards of the literary language. The problem of spelling of similar words goes, however, beyond spelling – to the area of ethical preferences. Besides, occasional personal nouns are in the focus of interaction of lexicological and phraseological and syntactic ways of expressing the denial. The reason that the word can be recognized as a new word is possible only when it has an idiomatic meaning, which does not coincide with the sum of meanings of the noun and negative particle.

Keywords: personal noun, potential word, lexical meaning, idiomaticity, denial.

A. P. Ushakova

Category of Time in Syntactical Idioms in the Modern Russian Language

The article deals with the problem of describing the productive models of syntactical idioms and realization the category of time in syntactical idioms. The author gives a detailed analysis of productive methods for building type of constructions. The category of time is deformed. The time value is implemented in the context.

Keywords: syntactical idioms, constant and variable components, evaluation, desemantization, category of time.

E. M. Melnikova

Word-Formation Activity of Foreign-Language Inclusions in the Modern Speech

In modern informal conversation foreign-language steady combinations – so-called *inclusions* – show word-formation activity. Fusion of components of such expressions and formation in the form of integral units is followed by the process of their grammatical adaptation – acquisition of properties of the noun. Such fusions become a producing base for formation of new units designating an attribute by means of adding a suffix. On the basis of fusion of inclusions the considered units have families of words. Many of newly formed adjectives become a part of complex names of attribute. Functional homonymy develops in words ending with -o. All described processes prevail in informal speech of Internet communication and prove the synthetic nature of Russian.

Keywords: foreign-language inclusions, fusion, suffixation, active processes in modern Russian, synthetism.

. S. Ukhova

Functional Specifics of Discursive Markers in Students' Speech Practice

The article is devoted to the analysis of the role the discursive markers in pragmatics of speech behaviour of the French student's youth on the basis of data of oral and written corpora of the French slang lexicon. The research objective is to reveal functional specifics of data of metalinguistic units in the student's discourse. In the article are analyzed functions carried out by them, their meaning in interactions and influence on the illocutionary force of statements.

Keywords: student's discourse, oral corpora of slang lexicon, written corpora of slang lexicon, classification of discursive markers, desemantization, degrammaticalization, illocution.

N. A. Gedgafova

Language Representation of the Attraction Category in the Popular Science Travel Magazine

The article deals with the genre of tourist discourse in the framework of such media institution like the National Geographic Society. A number of tourist discourse characteristics are identified: institutional character, dialogic nature and informativity, where attraction plays an important role.

Keywords: tourist discourse, pragmatic potential, popular science travel magazine, attraction.

A. G. Zhukova

The Strategy of Creating Agiotage in Discourse of TV Sales

The article analyzes the communicative features of the discourse of telemarketing. This discourse is presented as one type of marketing (advertising) discourse with its own features compared to «regular» TV advertisement: the goods are presented longer, the presentation possibilities are enhanced and there are direct broadcasting with the participation of the salespeople – the TV presenters, who are representing the collective addressee. The particularity of telemarketing discourse is based on an extralinguistic factor as well: there are technological possibilities to immediate a buyer's reaction – a purchase can be

performed while watching the programme. In this regard, one of the main pragmatic purposes of the seller persons is to encourage the buyer to take advantage of this opportunity in a limited time of live broadcast. This article argues that the various marketing and manipulative techniques are aimed at the increase of consumers' activity. These techniques are realized in the discourse of teleshopping as a special communicative strategy, in particular, as a strategy of excitement creating. The article analyzes the ways and means of implementing this strategy using in the structure of polycode text and verbal and non-verbal tools. The conclusion is that the strategy of excitement creating is based on the discourse specificity of TV sales.

Keywords: discourse, marketing discourse, advertising discourse, telemarketing, teleshopping, marketing techniques, communicative strategies and tactics, manipulation, strategy of excitement creating.

O. A. Pantina

Textological Features of News Representation in Contemporary British News Discourse

The article aims at the fundamentals of contemporary media-linguistics which allows identifying the main structural and syntactic elements of the modern news article in English with its textology widening from the title and leads towards the main body and further.

Keywords: medialinguistics, news article, event, information, evaluation, interpretation, textology.

Zamina Nizam kyzy Gasanova

Functional and Pragmatical Features of Fashion Discourse (on the example of the «Fashionable Sentence» talk show)

The article discusses the thematic content of the talk show «Fashion sentence», which has influence on the nature of communication between speakers. Fashion is the main subject of discussion, the dominant theme (macrothema) of communication in the talk show «Fashion sentence», what forces us to turn to the analysis of this phenomenon in the context of the talk show. Fashion appears in its main characteristics in a slightly different from the traditional interpretation point of view. The discourse analysis of the phenomenon of fashion reveals its functional side, actualizing the following parameters of the functional: relevance, conformity to social representations, universality and democracy, accessibility and formalism: fashion is work. Under this approach, the phenomenon of fashion in the talk show «Fashion sentence» gets to the new level – pragmatic-anthropological level, that is the fashion works for a person, influence him, interacts with him, presents him.

Keywords: fashion, communication, discourse, talk show, Fashion sentence, period, modality, instruction, functionality, theme, phenomenon, pragmatics.

M. V. Novikov, T. B. Perfilova

F. I. Buslaev about Universal Mental Reactions of Primitive Mankind

In the article F. I. Buslaev's point of view on genesis of mythology and its connection with universal mental reactions of primitive mankind is considered. The scientist drew the conclusion that the mythology as a product of collective creativity had no initial structural integrity and semantic completeness. Throughout the millennia it was exposed to evolution owing to historization and updating of mythological images and plots. Buslaev paid attention to the difficult nature of the myth, which was not limited with the fantastic story about gods and heroes. The myth was a unique way to percept and understand the world in «prehistoric formations» and during the era of early civilizations. Having considered mythological consciousness as the most ancient form of psycho-emotional and intellectual activity of people on the Earth, he offered to investigate it according to works of folklore, customs, traditions, life elements, superstitions. To study «consciousness habits» of the archaic and ancient peoples he used data of ethnography, prehistoric archeology, «national psychology».

Keywords: myth, mythology, mythological consciousness, mythological process, spiritual culture, cultural and historical evolution, positivistic methodology, regularities of «human spirit» development.

V. A. Liotin

The Peter I Paradigm of the Representative Programme of Paul I's Ceremonial Portraits

In the article the Peter I paradigm of Paul I's ceremonial portrait is considered. Peter the Great's image is defined as one of the most significant for imperial representative programmes of the 18th century. It is determined that unlike the predecessors, usurping a throne and positioning blood (Elizaveta Petrovna) or spiritual (Catherine the Great) relationship with the first Russian emperor, Paul I challenges for the generalizing integration of these intensions. It is proved that except formal allegorics establishment of dynastic relation with Peter I for Paul I is an important element of his personal identification not only as a heir-at-law, but also as a lawful great-grandson.

Keywords: representation of the power, ceremonial portrait, Peter the Great, Paul I, symbolical programme, political allegories, self-identification.

N. A. Khrenov

Russia as a Civilization Type: Setting the Question in Relation to the Revolution of 1917

The article begins a series of publications in the field of culture-philosophical research of the Russian Revolution and the post-revolutionary era in the history of Russia as a civilization. Unresolved problems of the Russian civilization of the first decades of the XX century are proved. The Russian history of the XX century is considered from positions of revolution history and civilization history.

Keywords: the Russian Revolution, a post-revolutionary era in the history of Russia, Russia of the XX centuries as a civilization, revolution history, civilization history.

V. A. Liotin, E. E. Paliyanova

Shamakhan Queen: Evolution of the Image from an Aesthetic Ideal to the Erotic Parody

In the work evolution of originality of Shamakhan queen – heroine of A. S. Pushkin's fairy tale «Golden Cockerel» is considered. The tradition of her perception as a literary image in literary works is given. And also here are analyzed the first experiences of representation of Shamakhan queen on Russian and Parisian stages in N. A. Rimsky-Korsakov's opera «Golden Cockerel» at the beginning of the 20th century.

Keywords: A. S. Pushkin, N. A. Rimsky-Korsakov, Shamakhan queen, «Golden Cockerel», history of a theatrical costume, opera, T. P. Karsavina, N. S. Goncharova, M. M. Fokin, K. S. Serebryanikov.

N. N. Liotina, N. A. Ezhgurova

Interaction of Traditional and Popular Culture in Modern Russian Musical Folklore

In the article are presented results of the culturological study of modern national musical folklore in the aspect of features of interaction of traditional and popular culture in it. On the basis of the analysis of the representative empirical material cultural meanings of relevant existing of traditional folk music in space of popular culture are proved.

Keywords: popular culture, modern Russian popular culture, traditional culture, Russian musical folklore, musical experience, Pelageya.

N. E. Khabarina

Culture Event as Space of Creative Communication the Actor – the Spectator

In the article results of understanding the experience work with informal methods in the context of theatrical education as an artistic director of a course of students of the specialization «the actor of puppet theater» of YSTI are systematized. Here is revealed and proved a creative and communicative potential of

out-of-class activity of students and with students in the culture-congruent process of partnership in the organization and holding cultural actions with Yaroslavl city and regional geolocation. It is proved that use of informal education stirs up students' independent activity, disclosure and development of their creative potential forms understanding of real audience's interests.

Keywords: culture event, creative communication, culture-congruent activity, actor of puppet theater, spectator, inclusion, informal education, theatrical pedagogics.