

G. Yu. Filippovsky

N. A. Nekrasov and the english pre-romanticists (to the origins of the poetic motif of night)

The paper investigates the literary roots of «night-motifs» in N. Nekrasov's epic «Who is Happy in Russia?» and his «night» poems «Knight for an Hour» and «Railroad» down to English poetry of XVII–XVIII cc.: metaphysical poetry by H. Vaughan (XVII c.) and greater didactic poem by E. Young (XVIII c.). Both mythological and lyrical «night» motifs of H. Vaughan's poetry owed to ancient folk traditions of the poet's Motherland – Wales, with its archaic Celtic language, rituals and sacred festivals (such as Samhein).

E. Young's poem «Complaint or night thoughts on life, death and immortality» (1743–1745) is closely related to later baroque culture, stressing the night-motif in the context of the poet's contemplation of life, death and christian immortality of human soul. H. Vaughan's and E. Young's «night» poetry influenced greatly the sentimentalist and pre-romantic trends in European poetic traditions of XVIII–XIX cc. N. Nekrasov's main epic poem with its profound night motifs, though continuing pre-romantic European traditions of H. Vaughan and E. Young, remains greatly indigenous and rooted deeply in both folk and poetic russian orthodox culture.

Key words: N. Nekrasov's epic «Who is Happy in Russia?», lyrical poetry by English metaphysical poet (XVII c.) H. Vaughan, poem by English poet (XVIII c.) E. Young «Night thoughts», night-motifs in English metaphysical poetry (XVII–XVIII cc.), «night» motifs in N. Nekrasov's epic «Who is Happy in Russia?», traditions of english pre-romantic poetry in N. Nekrasov's poetic heritage, original trends of night-motifs in N. Nekrasov's poetry.

E. V. Kuznetsova

Traditions of franciscanism and pilgrimage in the life and work of A. Dobrolyubov

The fate and personality of Alexander Dobrolyubov gave rise to a kind of Dobrolyubov myth about the eternal wanderer in the culture of the Russian Silver Age and in many ways unfairly obscured his literary work. The article traces the influence of Francis of Assisi on Dobrolyubov's own life-creating strategy and his contemporaries' perception of him as a «Russian Francis. The author considers the peculiarities of artistic interpretation of the whole complex of motifs associated with the fate and personality of the Italian saint in the last collection of Dobrolyubov's works, *From the Book Invisible* (1905). The author analyzes the image of the pilgrim, glorification (preaching) of the poor, hermit's life and the unity of man and wildlife, plants and the elements of nature in the context of teachings of St. Francis and the Russian franciscanism of the modernist era; the features of their modernist reception are traced in Dobrolyubov's works written after his «departure».

On the other hand, the author reveals evidence that the poet implements the individual author's interpretation of the characteristic Russian cultural and historical phenomenon of pilgrimage (real, metaphysical and spiritual), which was reflected, for example, in N. S. Leskov's works, and philosophically interpreted in science and criticism of the early 20th century (V. Rozanov, N. Berdyaev, etc.). The author suggests that the poet was influenced by an anonymous work of Russian religious literature «A Pilgrim's Confessional Stories to his Spiritual Father». As a result, the author concludes that the poet creates a modern variation of the Franciscan image of the «simple man» and the divine man, possessing the gift of communication with nature, who combines the features of an Italian ascetic preacher with the type of a Russian pilgrim-god-seeker.

Key words: A. Dobrolyubov, Saint Francis of Assisi, the image of the pilgrim, wandering, poetry of russian modernism, reception, life creation.

K. V. Aksenov, D. A. Bagdasaryan

Unique information offers as a means of modern communication strategy

The article is devoted to the issue of communication strategy in the mass media and PR-departments in organizations of various orientations. The authors draw attention to the existing practice of similar, repetitive messages that fill the information space. This complicates the perception of information by the public and makes this process boring and uninteresting. As one way of solving the problem, it is proposed to focus on unique information offers in communications.

The authors believe that a wide potential audience is not aware of truly unique information offers of the mass media or PR departments of companies and organizations. A unique information offer is lost in the conditions of the growing tradition to consume news information from the social media feed, subscribing to a large number of public pages, unless these offers are made by popular and well-known companies.

For instance, the authors of the article study unique information offers made by the media service of a football club in March-June 2020 in the context of the coronavirus crisis and the absence of matches. This is one of the most popular Russian clubs, well-known even to those Russians who are not football fans. Moreover, the authors also examine the unique information offers of a beauty company, with some of them not directly related to their products. As a result, the authors suggest that it is worth advertising not only products on external resources, but also unique information offers directly.

Key words: communication strategy, communication technologies, information, journalism, mass media, PR, social media.

D. N. Kuzmin, N. A. Kozhura, D. A. Smirnova

Mass media discourse as an innovative means of representing the image of China in the british media language

Nowadays, mass-media discourse is a common object of study in various research works.

This is connected with the fact that information and telecommunication technologies are developing at a fast pace. Mass media discourse is inseparable from society, that is, a large audience for whom information is transmitted in a simplified form. The media seeks to influence public consciousness through mass-media discourse, forming certain attitudes and values in the public mind. The aim of the study is to identify the main conceptual characteristics of China's image, as presented in the british mass media discourse. The research analyzes articles on political and economic issues about China published by the British media. By means of contextual, conceptual and semantic analysis the authors identify and describe such basic conceptual characteristics of China's image being formed in the British mass-media discourse, as China – a business partner of Great Britain, China – a threat to the global economy, China – a state with slowing down development. The first conceptual characteristic presents China as a state it is economically profitable to cooperate with. The second one, in turn, indicates that the state of its economy affects the situation in the world. As for the third characteristic, it describes China as a country with less progressive development. In addition, there is a semantic classification of the lexical units characterizing China, as well as a comparative analysis of the percentage of words and expressions used. These conceptual characteristics are expressed by such parts of speech as nouns, adjectives, verbs and adverbs, as well as by verb phrases. The words and expressions used fully describe Great Britain, confirming the accuracy of the highlighted characteristics.

Key words: mass media discourse; conceptual characteristics; China; Great Britain; lexical unit; semantics.

E. S. Kuznetsov

The evolution of clickbait: from a yellow press tool to the key Internet media technology

The article examines the technology of click-bait headlines, which have become one of the main tools to attract the attention of the media audience, but the public opinion continues to regard them as an unacceptable tabloid technique. Most of the definitions of clickbait contain negative connotations and are not exactly what modern clickbait is. It has evolved significantly: it has become less formulaic, primitive and annoying to the audience, but it has retained its unique advantage of attracting clicks. It is a necessary technology for the media in today's unprecedentedly competitive information market. Throughout the history of the media there has been a competition for audiences and for the best way to attract attention: for example, in the 19th century, the press used the means of sensation, in the 20th century – expressive means on television. But never before has the manner of presenting material played such an important role as it does now. This can be explained by the transition of all traditional media to one competitive platform – the Internet. They all have to compete for audience's time with online media that only exist in e-format, as well as with professional bloggers and ordinary users who also produce content. Creative and appropriate clickbait is designed to help draw the consumer's attention to the information product. This is an effective method in a situation where the competition for consumers' time has reached an unprecedented level. The chances to get a large audience with a headline that does not stand out among others and does not arouse emotion are small. Thus, clickbait has become an integral part of the functioning of most media market participants.

Key words: Internet, Internet media, new media, headline, clickbait, attraction technologies, media trends, social networks.

I. Y. Tretiakova

Peculiarities of occasional substitution in phraseological units with a colour-component

The article is devoted to occasional transformations of phraseological units in the modern Russian language. The relevance of the study is based on the attention of scientists to the problems of variability of language units in speech. The novelty of the study is based on insufficient knowledge about transformation capacity of idioms from various thematic, phraseological and semantic groups and fields. One of the groups unites idioms with the colour-component featuring semantic peculiarities, which determine specific transforming processes. The article studies transformations of phraseological units with the component *white* by means of substituting the component *white* by occasional components. Analyzing phraseological semantics, the author regards specific features of the colour-adjective both as a phraseological component and a free lexical unit. It is important to mention that color-words may function as a symbol. The article deals with idioms where a colour-component either represents meaningful semantic elements or conveys a symbolic meaning, or it is excluded from phraseological semantics. To define transformation peculiarities of idioms, the author analyzes component substitutions based on paradigmatic connections among colour-words and on their asystemic connections. The results of the research demonstrate dependence of transformation capacity on the degree a colour-component is involved in forming a phraseological meaning: the less a component participates in forming a phraseological meaning, the more possibilities for transformations are presented in speech and, thus, the higher transformation capacity is.

Key words: occasional phraseology, phraseological transformation, phraseological colour-component, symbols of colour definition, transformation capacity of a phraseological unit.

V. N. Stepanov, Y. N. Varfolomeeva

From subjective perspective to subjective text navigation

This article considers description as a functional and semantic type of speech from the point of view of the receptive-pragmatic paradigm of research. The authors turn to pragmatic syntax in order to reconstruct the receptive space of the speech subject, their cognitive sphere based on pragmatically (connotatively) «charged» signs and to actualize the implicitly expressed meaning of the statement with their help. The methodological basis of the study is the referential analysis, which helps to reconstruct a set of initial situations (referential space), and contextual analysis, through which the pragmatic information and personal meanings belonging to the cognitive sphere of the speech subject (receptive space) are explicated. Special attention is paid to the triadic opposition «figure – micro-context – referential space» – «background – macro-context – receptive space». The conceptual triad «figure – micro-context – referential space» is related to the material world and its representations in the text, and in this respect belongs to the conceptual field of semantic syntax. On the contrary, the conceptual triad «background – macro-context – receptive space» enables to reconstruct the cognitive sphere of the speech subject and its representation in speech, in particular, the attitude of the speech subject to what they see, feel and think, how their ideas about the original (referent) situation develop, and refer to the material sphere and conceptual field of pragmatic syntax. This triadic opposition helps to consider the subjective navigation of the text as a modification of its subjective perspective. Subjective text navigation represents implicit (not clearly expressed) ways of orientation in the cognitive sphere of the speech subject and is designed to direct the reader's attention, their perception of different levels of explicitly and implicitly expressed meanings through pragmatic localizers of the speech subject's discourse intention.

Key words: semantics, pragmatics, subjective text perspective, subjective text navigation, referential situation, receptive space, semantic syntax, pragmatic syntax, figure, background.

E. A. Petrova

On intentionality of communication in terms of general cognitivity

The article is devoted to the issues of cognitive linguistics, which studies language as a communication tool. The article postulates that cognitive linguistics is an approach to the analysis of natural language, which has as its main goal the study of language as a tool for organizing, processing and transmitting information. The author puts forward a point of view that it is fundamentally important for cognitive linguistics to analyze the conceptual base of linguistic categories, as well as certain mechanisms of information processing. The subject of the analysis in the article is the characteristic of the ratio of linguistic and cognitive modules. The purpose of the article is to analyze the correlation of linguistic and cognitive modules. The methodological basis of the study includes theoretical works on cognitive linguistics and philosophical theory of cognition, for which the priority is the study of language as a cognitive mechanism that contributes to encoding and transforming information. The emphasis is placed on the fact that language serves cognition, which is understood as both scientific and everyday comprehension of the world, realized in the processes of its conceptualization and categorization. Particular attention is paid to the analysis of verbal and non-verbal communication using the example of mental representations formed in childhood. The results of the analysis underline the ambiguous interpretation of the problem, revealing the mechanism of perception and generation of speech. A conclusion is made that communication can be divided into intentional and non-intentional. Evidence was found that the information transmission can be carried out without intention, i.e., not all information can be intentional.

Key words: cognitive linguistics, cognition, cognitive module, language module, intentional, non-intentional, communication.

V. V. Shigurov, T. A. Shigurova

**Indexing degrees of adverbialization and modalization of such word forms as «truth»,
«fact»
in the function of modal circumstance**

The purpose of the study is to analyze the degrees of transposition of substantive word forms into the inter-parts-of-speech semantic-syntactic category of introductory-modal units in the context of combined modalization and adverbialization. The relevance of the work is due to the ever-increasing influence of the subjective-modal factor in the language, the need to study syncretic structures that make it possible to comprehensively assess the content and form of what is communicated. The novelty of the approach lies in the use of the method of indexing the degrees of linguistic units transposition, which makes it possible to minimize the factor of subjectivity in assessing transitional phenomena. The work also used general scientific and general linguistic, special methods of the analysis (comparison, generalization; descriptive method, oppositional analysis; elements of component, distributive and transformational analysis). The focus is on word forms such as «truth» and «fact», demonstrating in the function of modal circumstances a different degree of convergence with interacting nouns, adverbs and introductory modal words in their structure. A study of the degrees of their adverbialization and modalization has shown that such formations synthesize differential characteristics of nouns, adverbs and introductory-modal units in various proportions and combinatorics. Used interpositively in the syncretic context of adverbialization and modalization, syncretes of the «truth» type show 17 % compliance of their differential features with the features of the original noun, 89 % compliance with the features of adverbs in the function of a modal circumstance (“really”) and 20 % compliance with the features of nuclear from adjective introductory-modal units («of course»). The results of the study can be used in the further research into the facts of transitivity and syncretism in the system of parts of speech and inter-parts-of-speech divisions of introductory modal words and predicatives using the indexing method.

Key words: Russian, grammar, transposition, noun, adverb, introductory-modal word, indexing.

O. V. Lukin

**Admiral Shishkov, general Akhverdov, major Shchulepnikov and «Russian Grammar»
by J. S. Vater**

The article is devoted to the history of writing «Russian Grammar» by the famous German linguist J. S. Vater. It analyzes the peculiarities of his scientific activity and the prerequisites for the appearance of his Russian Grammar from the standpoint of narrative linguistic historiography. Modern narrative linguistic historiography pays particular attention to the periods right before the appearance of new linguistic paradigms. Such was the period of the late 18th and early 19th centuries, when the main experts on the Russian language in the Russian Empire, for various reasons, were Germans, and Russian grammars written by German authors became the most common Russian language textbooks. J. S. Vater is known in the history of linguistics not only as a disciple and successor of J. C. Adelung, but also as one of the founders of Slavic studies, the author of «Practical Grammar of the Russian Language» and «The Book for Reading in the Russian Language». The appearance of J. S. Vater's works was associated with such Russian military and political figures as A. S. Shishkov, N. I. Akhverdov and M. S. Schulepnikov, who also contributed to the development of Russian culture and Russian linguistics, as well as with his teacher's nephew F. P. Adelung. J. S. Vater published his very first grammar of the Russian language in 1808 in Leipzig. In this work, he relied on the «Russian

grammar for Germans» published in Moscow in 1789 by J. Heym, professor of the Faculty of Linguistics at Moscow University.

Key words: narrative linguistic historiography, grammar of the Russian language, J. S. Vater, J. Heym, A. S. Shishkov, N. I. Akhverdov, F. P. Adelung, M. S. Shchulepnikov.

V. N. Babayan

On the principal psycholinguistic characteristics of a tertiary speech dialogical discourse with its active and passive participants

A silent bystander as a passive third participant in a two-person talk is presented and studied in the given article. The article studies the silent bystander's significant role in a triadic dialogue, discovers psycholinguistic characteristics of a dialogue as a kind of tertiary speech including a silent bystander as a third person whose presence influences both the speakers. The author of the article classifies this silent bystander as an explicit and implicit silent bystander. The silent third person's – silent bystander's – presence in the speech situation has a specific influence on the speakers' speech behaviour – both verbal and non-verbal – thus forming a special type of a dialogue, a triadic one. Both the speakers explicitly consider the silent bystander's presence and it naturally affects the form as well as the content of their dialogical discourse, thus, enabling the researcher to include the silent bystander in the given communication act. The main criteria of relationship between the both speakers and the silent bystander are presented in the article. The thorough dialogues analysis brought to identifying sixteen types of triads with a wide range of silent bystander's role. The chart showing the correspondence between the both speakers' words and the bystander's reaction to them is also given in the article under consideration.

Key words: tertiary speech, dialogue, triad, triadic dialogue, silent bystander (explicit as well as implicit), two active and a passive tertiary speech participants.

A. A. Shteba

The problem of «inaccurate words» (on the example of mixed emotions)

The article deals with the problem of «inaccurate words» using the example of the language categorization of mixed emotions, which is understood as a means of expressing emotions, in which two or more categories of emotional experiences are combined into a single whole. This term proposed by K. A. Dolinin correlates with the semantic phenomena of desemantization and deverbalization, which simultaneously represent the simplification and complication of the codified language system, the «loosening» of conventional semantic content of words, and the introduction of additional semantic components into semantics. The article postulates that the emotional and semantic component of any word is limitless, which determines the constant semantic development of the word depending on the communicative situation, the goals of communication, the communicative intention of the speaker, etc. The fundamental inexpressibility of emotional experiences represents the potency of the system development. The summative concept of a mixed emotion, in which the sum is greater than its parts, is a pronounced inexpressibility, when, with a linearly constructed enumeration of the components of a mixed emotion, its emotional and semantic component remains undefined, since there are no means of conventional expression of this type of emotion in the language. The author establishes an interparadigmatic connection of mixed emotions with alexithymia, i.e. the impossibility or difficulty of verbal explication of emotional experiences, which is supported by observations of the artistic representation of alexithymic persons' specific behavior. At the linguistic level, this phenomenon is explained by the fact that the speaker does not find the appropriate means to

express their emotions in the linguistic system of emotion categorization and, as a result, resorts to creating new descriptions of his emotional experiences.

Key words: mixed emotions; emotivity; alexithymia; deverbalisation; desemantisation; summativity; language categorization of emotions; communicative situation.

E. V. Bakalova

The pragmatics of code-switching in the glossy magazine «Elle»

To date, the linguistic aspect of the language of fashion has been studied insufficiently, therefore this research area is becoming increasingly popular. Modern glossy fashion and beauty magazines are characterized by a high percentage of code-switches. Linguists studying this linguistic phenomenon are particularly interested in researching foreign language units in magazine texts.

The article deals with the problems of contact and gender linguistics: the influence of the gender focus of a glossy magazine on the usage of code-switches and their functions; it reviews the relevant scientific works, analyzes the specifics of women's speech and examines the pragmatic aspect of foreign language units in glossy magazines for women. In women's glossy magazine articles, code-switches are used for 7 different pragmatic reasons. The results of the quantitative analysis demonstrate that Elle magazines are characterized by the usage of foreign-language units with different intentions: topic-related, effort-saving and emotional ones. The prevalence of these functions is explained by the gender focus of the glossy magazine «Elle». The genre-thematic uniqueness of Elle determines the usage of code-switches with topic-related intention. The terminology of the fashion and beauty industry implies the usage of popular expressions in this field, which, as a rule, are more concise than the units of the Matrix language. On the one hand, the reason for code-switches is to save the effort, on the other hand, they serve the topic-related function of the magazine, i. e. we are dealing with the combination of pragmatic functions. The predominance of the emotional code-switches is explained by the brightness and expressiveness of women's speech.

Key words: gender, glossy magazine, code-switching, pragmatic function, topic-related function, extralinguistic factors, emotional function.

A. A. Malyuka

The concept of «indecent form»: problems of distinguishing between legal and linguistic

Controversial text often becomes the object of linguistic expertise in court cases of insult. In view of this, it is necessary to have a clear understanding of the set of features that are necessary to identify the offensive component in the text under study. One of such features is an indecent form of expression.

The article addresses the concept of «indecent form of expression» as the main component of an insulting speech act. The author investigates the options for interpreting the concept from linguistic and legal points of view. The main goal of the study is to compare and analyze the concept in order to determine how fully it is revealed and how it is used in solving issues of practical forensic linguistic examination in cases of insult.

In the course of the research, the author identified the differences in understanding the concept of indecent form of expression and lack of clarity in distinguishing the concept from legal and linguistic approaches. Moreover, ambivalence in the definition of an indecent form can have significant consequences in determining the offensive nature of the statement under examination. Based on the results of the research, the author substantiates the need for further in-depth consideration of the problem raised.

This article may be useful to experts conducting linguistic examinations (including cases of insult). The article will also be supporting material for judges, investigators and lawyers who will be able to correctly qualify the case (protection of honor, dignity and business reputation or insult), clearly see the object of examination in cases of insult and will not make mistakes when assigning linguistic examinations in cases of insult.

Key words: forensic linguistic expertise, indecent form, an insult, insult character, speech act.

A. V. Solntseva

Comparative and contrastive analysis of french conjunctive expressions

«autant que», «d'autant que and d'autant plus que» and their spanish equivalents

The article is an attempt of a semantic and syntactic analysis of french complex conjunctions *autant que*, *d'autant que* and *d'autant plus que*. The author undertakes to find out which means of conjunction can be regarded as their equivalents in spanish. The research is based on the data provided by dictionaries and translations of french fiction and press into spanish. The article defines the grammatical status and lexical meaning of the conjunctions *autant que*, *d'autant que* and *d'autant plus que* and their spanish equivalents, analyzes the conditions of their functioning in speech, reveals common features and differences in the fields of syntagmatics and paradigmatics.

The conjunction *autant que* can denote a variety of meanings and their shades: comparison, limitation, equivalence, condition, concession. In spanish it corresponds to *tanto como*, *como*, *cuanto*, *hasta donde*, *según lo que*, *en lo que*, *todo lo que* and the combination *a más po + infinitive*, *cuando*, *por mucho que*. French verbless constructions containing *autant que* can be translated by Spanish constructions containing *lo que*, *lo mismo que*, *el mismo + noun + que*, *al mismo tiempo*.

French conjunctions *d'autant plus que* and *d'autant que* correspond in spanish to *tanto más cuanto que*, *tanto más cuanto*, *tanto más que*. These conjunctions serve to indicate additional motivation for the action described in the main sentence. They introduce subordinate clauses expressing additional reason and operate within constructions consisting of three components: the motivated message, the main reason, and the additional reason.

Key words: french, spanish, syntax, conjunction, subordination, grammatical meaning.

A. I. Makarova

The concepts of «reality» and «statement» in the analysis of modal alternation in spanish relative subordinate clauses

The article analyzes theoretical works that raise the problem of analyzing the use of the subjunctive mood in subordinate relatives in spanish based on the concept of «reality». This topic is relevant and widely discussed among spanish researchers. Earlier, the author has already attempted to study a different concept – the concept of «statement». This concept, based on the hidden semantics of the whole sentence, is applicable to the analysis of subordinate object sentences. The aim of the study is to determine the features of the subjunctive mood use in subordinate relative sentences in the spanish language, based on the semantic features of the concepts of «statement» and «reality». This article attempts to implement the concept of «statement» in the analysis of subordinate relative clauses. The author concludes that this concept is not always applicable to the analysis of this type of subordinate clauses. However, we cannot completely exclude it from the analysis. The concept of «reality», which is in its own way a consequence of the concept of «statement», helps to explain the modal alternation in subordinate relative clauses. The subjunctive mood indicates the abstractness of the antecedent

or the speaker's doubts about the existence of the antecedent in reality. The indicative mood, on the contrary, indicates the reality of the object or the speaker's belief in its existence. The materials of this study raise questions related to the application of concepts within other types of subordinate clauses and in other closely related languages (french).

Key words: the concept of «reality», the concept of «statement», spanish, object subordinate clauses, relative subordinate clauses, subjunctive mood, modal alternation.

S. B. Barushkova

Linguistic and cultural characteristics of the lexical-semantic field «Réalité russe» in the novel «Ideal» by F. Beigbeder

The article discusses and defines the content of the lexical and semantic field «Russian reality» in modern literature on the example of the novel by F. Beigbeder «Au secours, pardon» («Ideal»). The author of the selected work F. Beigbeder is a popular modern French writer, the winner of the famous literary award «Renaudot». F. Beigbeder is known in the literary world as a prominent representative of mass literature. The images created by the writer on the pages of novels are understandable and close to the reader. The style and linguistic units used in the works deserve special attention, since F. Beigbeder's novels are characterized by intertextuality, the method of quoting cult classical works, the principle of ambivalence, and autobiography. The text under consideration is no exception. In it, the above-mentioned techniques and principles are applied by merging the author with the narrator, shifting styles and genres in the work, using irony, and the presence of thematic images and representations.

The analysis of entire thematic blocks in a work of fiction remains an urgent linguistic problem, since lexical and semantic research allows us to consider thematic groupings of words from the point of view of psycholinguistics, the national cultural component. In the work under study, a significant place is given to the formation of images, ideas, stereotypes, and mythologies about Russian reality, which served as a rich material for building a lexical and semantic field with the same name. In addition, the image of Russian reality is reflected in the novel not directly, but through the perception of female characters, through the interpretation and explication of the concept «female beauty». This fact is even more interesting for the description of the selected field. The main results of the research are, first of all, the formation of the lexical-semantic field «Russian reality» (réalité russe) on the basis of linguistic units selected by the continuous sampling method from the text of the work in French and the linguistic-cultural analysis of the factual material with the indication of the percentage of filling the core and periphery of the analyzed lexical-semantic field.

Key words: field, lexical-semantic field, core, periphery, stereotype, female character, russian reality.

J. A. Drozdova, M. N. Zubkova

Peculiarities of using exclamatory constructions in headlines of french economic articles

The following article is dedicated to certain grammar, lexical and stylistic particularities in headlines of french economic articles with exclamatory constructions. Authenticity of received results is ensured by the analysis of important corpus of factual material, headlines of french economic press articles of the last three years, chosen by continuous sampling method. Headlines of articles with exclamatory constructions clearly demonstrate a full variety of means to draw reader's attention to the problems described in the text of the article. The authors specify strong interdependence of extralinguistic reality and lexico-grammatical means in headlines. The research shows that French economic press headlines with exclamatory meaning are the most frequent nominative constructions, but verbal elements are also present. The analysis helps to

find out some regularities in the choice of verbal tenses and modalities, syntax construction in headlines of articles. The article highlights the most important lexical, grammar and orthographical expressive means used by authors in headlines of articles. The research results can be used in teaching of french press language and in special courses at the bachelor and master levels. It can be quite interesting to study grammar, lexical and stylistic means in exclamatory headlines of economic articles in contrastive-comparative aspect, based on the press of different countries.

Key words: exclamatory construction, article, use of tenses, press headline, french press, economic subject, textual expressive means.

M. V. Cherkunova

Expressive matrix of small format metatexts of modern english scientific discourse

This paper investigates the category of expressivity in contemporary english scientific discourse. In particular, metatexts representing scientific articles in the international citations databases, namely Scopus and WoS, are analyzed. The aforesaid metatexts, including the title of the publication and the abstract to it, are treated as secondary small format units which represent a complete semantic replica of the original full-text version of the article retaining its basic functional and pragmatic characteristics. Objectivity, clarity of expression and lack of subjective modality are traditionally perceived as the key features of written scientific communication. At the same time, the argumentative nature of scientific discourse is supposed to bring about the language means of expressing one's personal position and affecting the addressee. Thus, this paper aims to elicit the expressive means typical of scientific small format metatexts, and to shape them into an expressivity matrix. With the help of stylistic and discourse analysis, the expressive means of different linguistic layers are selected. Further on, due to the quantitative analysis the hierarchy of expressive means is determined on all the levels of the language system. In the final stage of the analysis the data is systematized into a matrix of scientific metatexts expressivity means. The acquired data prompt a conclusion that the scientific metatexts are characterized by a specific system of linguistic expressive means. The central position in this system is occupied by the lexical means, mainly by the evaluative adjectives. The second place is taken by the tropes, especially metaphor. The means of expressive syntax are on the periphery of the expressivity matrix, as well as the expressive means of the graphical character. The acquired results contribute to the understanding of the dynamic processes that the category of expressivity is undergoing in the contemporary scientific discourse; also they can be of practical use for those intending to publish their scientific works in the international high-rating scientific editions.

Key words: scientific discourse; small format text; secondary text; metatext; abstract; scientific citations database; expressivity; expressive means.

E. V. Vlasova, I. A. Tislenkova

Means of simile actualization in the language of modern social groups in England

The purpose of the article is to reveal the means of expressing simile in the speech of characters belonging to modern upper, middle and lower classes, based on the texts of contemporary English fiction: Caryl Churchill «Top Girls», Patrick Marber «Dealer's Choice» and India Knight «Comfort and Joy». Conducting speech analysis, the authors use the sociolinguistic approach, allowing to take into account the social class of the speaker. The article demonstrates that the choice of different language means for conveying simile is dictated by such specific characteristics of the social layer to which communicants pertain as leading values, level

of education, income, and the degree of freedom in expressing emotions. The article concludes that simile in speech of upper class representatives is expressed by neutral vocabulary to convey positive emotions and informal vocabulary to demonstrate hyperbolized negative evaluation, reflecting a critical and ironic evaluation of everyday events. Simile in the statements of middle class speakers is expressed in formal vocabulary, French words, rhymes, political terms, clichés, deformed phraseological units, which reflect the desire to imitate the upper classes, indicate modesty and self-doubt of the communicants. Simile in the judgments of lower-class Englishmen is conveyed by argotisms, helping to express an outburst of negative emotions, as well as by religious and literary allusions that are misused and contain an abundance of logical errors.

Key words: simile, means of actualization, upper, middle and lower classes, sociolinguistic characteristics, modern english speech.

E. M. Grigorieva, T. A. Kalacheva

Stages of formation and development of scottish lexicography

It is well known that lexicography, this fertile ground for scientific research, owes a lot to English researchers. This is confirmed by a historical reference pointing to a specific time period (sixteenth century) when the first reference books started to appear in England, which was ahead of the rest of Europe in this aspect. In spite of this, English lexicography has become pivotal in this matter, it is clear that it has not developed the science of lexicography autonomously. For instance, scottish lexicographers have introduced authentic and separate dictionary directions, such as glossaries of difficult and obscure scottish words. The collective monograph *Scottish in Definition. A History of Scottish Dictionaries.* published in Edinburgh in 2012 and edited by I. McLeod and J. Derrick McClure was an inspiration to correct the situation. The preconditions for the emergence and continued existence of variant national lexicographies have been considered by science for many centuries. During the course of this continuous work a great number of patterns and tendencies have been described accompanying the birth of the lexicography of a particular state, and there is no doubt that all these cases were made possible only by the release of a comprehensive explanatory dictionary, responsible for the description of one particular language. Scottish lexicography plays a prominent role in recent research, as the issue of national identity is particularly relevant at present. The objective of this paper is to address the problems of authenticity of Scottish lexicography within the language system using methods of classifying the evolution stages of Scottish lexicography along with lexicographic analysis of modern scottish dictionaries. The undertaken research shows that scottish lexicography is a real phenomenon in British lexicography.

Key words: scottish lexicography, glossary, language standardization, LSP dictionary, megastructure.

I. A. Vorontsova, S. B. Barushkova, E. E. Petrova

Linguocultural markers of text

The aim of the research is to provide a comprehensive linguocultural characteristic of a folk tale. The research is based on the material of the *Irish Fairy and Folk Tales* tale anthology, compiled and edited by W. B. Yeats. The research results allow for a suggestion that linguocultural markers are to be found on both ideologic-compositional and speech levels of a text. Thus, the motives of Christian morality form the basis for reciprocal altruism which is the conceptual entity of Irish folk tales. The tale structure is often linear and consists of a short introduction, the main part and the climax turning into a short sharp denouement. Irish folk tales are often a metaphor for the rite of passage. The didactic function of tales consists in demonstrating the possibilities of sin purge through their recognition and repentance. Tales also

set social rules and norms. Culture-specific language units encountered in the texts of Irish folk tales belong to different levels of the English language system. The phonetic level reveals such features as metathesis, final consonant reduction, imitation of aspiration, alliteration, wordplay based on homophony, etc. They imitate a peculiar Irish accent and exert some vernacular effect. The lexical level is represented by culture-bound vocabulary including ethnographical terms, anthroponyms and geographical names, both real and invented, various kinds of borrowings from Irish Gaeilge, quotations etc. Some cultural features are exhibited in grammar and text rhythm, chiefly through the use of specific verb forms of Irish English as well as certain correlations of repetition-based rhythmic devices – polysyndeton, diacope, anaphora, epizeuxis, symploce etc. The study of linguocultural text markers gives a comprehensive idea of intra- and extralinguistic characteristics of the tale.

Key words: tale, folk tale, Irish folk tale, primary-emotional text type, linguocultural marker, ideologic- compositional level of text (tale), speech level of text (tale).

S. A. Blinova

Classification of interpersonal interaction verbs with semantics of mental influence

The purpose of this article is to describe the verbs of interpersonal interaction with the semantics of mental influence in the English language and to consider the criteria for semantic classification, on the basis of which the selected verbs can be grouped.

There is a large number of works devoted to the study of lexico-semantic, pragmatic, morphological and other features of individual subgroups of interpersonal interaction verbs (in particular, compulsion verbs, verbs of speech influence, etc.), however, no attempt has yet been made to identify, study and classify a group of interpersonal interaction verbs with the semantics of mental influence.

The material of the study is dictionary definitions from the Longman Dictionary of Contemporary English and Longman Dictionary of English Language and Culture, as well as examples from the National British Corpus.

The study describes in detail the procedure for selecting verbs of interpersonal interaction with the semantics of mental influence, identifies the features that are integral for this group of verbs, as well as the criteria for semantic classification, on the basis of which the selected verbs were divided into subgroups.

Verbs of mental influence have a complex semantic structure. The signs «interpersonal interaction» and «impact on the object» are integral for the studied group of verbs. The sign of intentionality is not integral, but it is included in the semantic structure of most verbs of this group. In addition, the semantic structure of verbs of mental effects shows that the classification of verbs in this group may be an indication of the impact on a particular area of the psyche which indicates the correlation of the meanings of mental influence verbs with the findings of modern psychological theory.

Key words: mental influence, influence, interpersonal interaction verbs, causative verbs, integral signs, differential signs, intentionality, interpersonal verbs, spheres of the psyche.

N. A. Khrenov

Civilizations in competition for leadership in history: America as a type of civilization in the 20th century (a cultural aspect)

The article is a fragment of a bigger work on the relationships of three civilizations – America, China and Russia – at the turn of the XX-XXI centuries, based on the principle of the «Other». It focuses on the formation of America as a special type of civilization in the pace of the past century. It is recorded that in the twentieth century America ceased to be a mere part of

the Old World and became an independent type of civilization, and, beginning with Hiroshima, claimed the status of a civilization-leader in geopolitics. The aim of this article is to give an answer to the cultural and philosophical question of where America stands during the early decades of the 20th century from a civilizational perspective. The author proposes a new methodological and conceptual way of reflection connected with shifting from the ideas of O. Spengler, who did not include America in the list of independent civilizations, and extrapolating E. Gibbon's conclusion with regard to the Roman civilization (which America is often compared with) that its fall began at the peak of its development. On the basis of representative empirical material of American cinema (F. F. Coppola's *Apocalypse Now*, A. Penn's *Little Big Man*) the author identifies and analyzes the intentions of American culture, showing its transition to the next stage of its history with such signs as the dramatic ideological confrontation between the images of the «empire of trust» and the «empire of evil», the degradation of personality and society affected by the imperial complex, the awareness of the apocalyptic genocide of the ancient Indian civilization. The study provides convincing evidence that contemporary American cinema is becoming a powerful means of both diagnosing the situation of America as it is today and de-mythologizing American «heroic» history. Thus, cinema brings Americans back from their own virtual history-simulacrum to reality, opening up the possibility of a deeper understanding of America both as a civilization type and as a specific collective identity of Americans. Understanding no longer from the point of view of its ruling elite, but simply of a human being. This fact gives hope for establishing deeper human relationships between America and other civilizations which it views as the «Others».

Key words: Russia, America, China, American civilization, civilizational identity, Other, empire of trust, O. Spengler, T. Madden, E. Gibbon, M. Lerner, J. Baudrillard, F. F. Coppola, A. Penn, passionate outburst.

T. S. Zlotnikova, N. N. Letina

Gender in the artistic universe of N. A. Nekrasov

The article offers a discourse of N.A. Nekrasov's artistic worldview from the positions of a cultural, philosophical and anthropological approach to the gender issues. The main task is to identify and study the gender-determined intentions of the universe formed by Nekrasov. The scientific significance of the article is determined both by the integrative culturological algorithm of gender analysis in N.A. Nekrasov's artistic universe and by the established (and compensated) paradox: the gender-oriented discourse of N.A. Nekrasov's heritage, who is known in the Russian mass consciousness as a singer of «miserable woman's life», has so far been realized only occasionally and almost without considering the masculine specificity. The article presents the results of cultural, philosophical and anthropological analysis, systematizes various manifestations of femininity and masculinity in Nekrasov's texts and describes the experience of studying both the names and the composition and organization of the character system. «Overcrowded» and colorful Nekrasov's universe correlates with the gender differentiation of the characters. The authors of the article present the diversity of the Russian world, which is based on an interdisciplinary understanding of Nekrasov's artistic worldview, including such theoretical positions and relevant empirical experience as literary tradition (romantic heroes and realistic types), conventional-symbolic, national-cultural, sociological, as well as mundane and professional ones.

Key words: N. A. Nekrasov, gender, artistic universe, gender issues, gender roles, character system.

M. V. Novikov, T. B. Perfilova

M. M. Khvostov's use of the concepts of «evolution» and «progress»

The article considers M. M. Khvostov's attitude to the concepts of «evolution» and «progress», and the peculiarities of their application in his scientific works. It is noted that, unlike many of his colleagues who abandoned the use of the concept of «progress» at the end of the XIX century, Khvostov did not replace it with a stricter concept of «evolution» and continued to apply both concepts, replacing one concept with the other, considering them equivalent, on the assumption that both concepts refer to the strictly directed movement of society forward, from the lowest to the highest, from the simple to the complex, from the primitive to the «more cultural». In relation to Ancient Greece, M. M. Khvostov emphasizes the faster pace of the emergence of new cultural achievements from century to century, and the desire of the Greeks themselves for constant aesthetic self-improvement. Recognizing the existence of obstacles (military actions, «revolution», conservatism of certain strata of society, etc.) on the path of the continuous evolution of ancient societies, M. M. Khvostov, however, did not dare to «improve» the sociological doctrines of O. Comte, J. S. Mill, G. Spencer, remaining faithful to the speculative constructions of his great predecessors. It is noted that M. M. Khvostov did not show interest in N. I. Kareev's arguments about the essence of evolution and progress, that not every evolution can be considered progress, that the idea of progress is a representation of an evaluative nature, therefore it is subjective, incompatible with the ideals of an accurate, objective evidence-based science, that is, positivism. The authors emphasize that M. M. Khvostov, about a decade after his colleagues, also began to avoid using the concept of «progress», preferring the concept of «evolution with a general progressive orientation. He did so under the influence of new beliefs, including the recognition of E. Meyer's concept of the cyclical development of Ancient nations. It is noted that over time the concepts of «progressive ideals», «progressive views» became associated more with political activity; the concepts of «progress in science», «progress in technology», «progress in the economy», and progress in a certain branch of culture – with successes and achievements in the social, economic and cultural spheres of society.

Key words: progress, evolution, regression, continuity, gradualism, consistency, society, cultural processes.

O. V. Rosina

Shargorod at the crossroads of ethnocultural traditions (XVI – early XX centuries)

The cultural and historical past is the foundation of regional identity, ethnic identity and a source of personal identity. But culture exists not only in time, but also in space, therefore, the identification and study of the regional cultural identity is one of the tasks of regional studies, as an interdisciplinary science based on the historical and cultural heritage. The actualization of the problem of regional identity is associated with two factors: the political processes taking place in the post-Soviet space, and the information war which aims to distort our common cultural achievements in the historical process of joint development. This trend is especially evident in Ukraine, so it has determined the choice of ethnocultural traditions of Shargorod as the object of the research; this city in Podolia is distinguished by a heterogeneous confessional structure, which has determined its cultural identity. In the historical past of the city, the religious and cultural traditions of Judaism, Catholicism, Orthodoxy and Uniatism are inextricably intertwined, leaving a mark on the architecture of the city and the life of its inhabitants. The author believes that cultural identity is related to two factors: the religious tradition, which forms the way of life and is the core of the mentality, and the events external to it. In this region, such events were the wars and the home policy of the authorities in relation to the multi-ethnic and

multi-confessional population. Therefore, the article provides a brief overview of the historical events that determined the ethnocultural originality of Shargorod, and examines the Jewish, Catholic and Orthodox traditions in creating its socio-cultural image in different historical periods. Attention is paid to the city's layout, its architectural and sacral dominants, the mentality and way of life of its inhabitants, as well as the evolution of the role each tradition under study plays. The author makes a conclusion about their influence on the cultural image of the city and its originality, localization and weak interpenetration, which during the formation of nationalist ideas in the early XXth century threatened to destroy the unified cultural and historical space.

Key words: Shargorod, Podolia, Rzeczpospolita, Russian Empire, cultural regionalism, cultural identity, heterogeneous confessional structure, Jewish shtetl, Polish Sarmatism, ethnocultural traditions, Uniatism, Orthodox culture.