

V. I. Moklyak

Fantastic Poetics in Old Russian Hagiographic Cycles

The article is devoted to questions of fantastic poetics in Old Russian hagiographic cycles. In the article the concept «fantastic» is differentiated into two relatives, however independent definitions: wonderful and improbable. In the article the main criterion for differencing these concepts is the Christian motive of rescuing soul. The category of wonderful, characteristic of medieval hagiography, is closely connected with light images (light pillars). In the article dynamics of fantastic motives is traced from the end of the XI – till the 15th century. In the articles there are three hagiographical texts: Theodosius of the Caves's life, Legend on miracles of Saint passion bearers of Christ Roman and David, Pereslavl'sky Nikita Stolpnik's Life. Considering motives of fantastic in these texts, the researcher notes the process of accurate reorientation of the traditional medieval system of values from heavenly, sublime, divine towards the terrestrial world, with its interests and priorities, connecting this phenomenon with economic and political development. Thus, in the article it is emphasized, interrelation of the wonderful motive of light with development of medieval outlook. An important role in the article has the problem of cyclization of hagiographic texts: overflowing of fantastic events, their interaction and interrelation indicate the process of accumulation of literary qualities, branching of subject lines, transformation of wonderful motives. In the article the conclusion about transformation of poetics fantastic, about the increasing differentiation between fantastic and improbable is drawn that indicates gradual refusal from the style of monumental historicism in favour of a new peculiar system of art vision of the world which is characterized by interest in ephemeral, fleeting, terrestrial.

Keywords: life, hagiography, monkhood, poetics fantastic, cycle, cyclization, irrationality, wonderful, improbable.

V. G. Andreeva

The Person and Problem of Anthropocentrism in the Russian Novel of the second half of the 19th century

The author of the article proves what fundamentals of the Russian realism became special, excellent from European understanding of the person by Russian writers. Characters of our classical literature do not think only of the benefit, and their spiritual self-improvement does not make sense in separation from the world, from mankind. V. G. Andreeva notes that the Russian classics considered the cathedral unity to be saving for the person as it brought him out of isolation.

In the article it is noted that the different attitude towards the personality in Russia and in the West defines also dynamics of art forms. The Western European writers of the second half of the 19th century try to present mankind as a difficult system, however it is not spiritualized inside. They put the person in the center of the image, induced the hero to take all new tops of successful life for the sake of external prosperity. The Russian writers correlated the person and the national world, for them the value of a course of life consisted in creative transformation of surrounding. However if the person, as well as the hero of the literary work in Western Europe were held in a certain framework by the legalistic relation to life, then for the Russian characters often there was no measure and limiting factors. For this reason they appeared quite often on one of two poles: with work and faith went forward or forgot about all Saint, about honor and conscience.

Many heroes of the Russian novelists are shown by the people who are mistaken, and then following a way of correction or realizing mistakes, doubts, weaknesses and shortcomings are

inherent in each hero. However our writers do not judge characters, do not sentence, they only form in our perception the image of the ideal person, sometimes even by contradiction.

Keywords: realism, novel, Russian literature, Western European literature, person, cathedral unity, art world, cultural egoism.

N. N. Ivanov, S. G. Makeeva

Image-Archetypes of M. Prishvin's Works

The aim of the work is to identify the role of mythopoetics in the formation of the type of M. Prishvin's artistic thinking. At the same time, the problems of establishing functional aspects of myth reflection in philosophy, aesthetics and poetics, the writer's artistic language were solved.

The most significant results were the following. The influence of myth, mythopoetics on M. Prishvin in the context of the development of Russian fiction of the early XX century, Russian neorealism, its artistic-ontological and aesthetic searches. The diverse embodiment of the myth in the form of motives and archetypes in Prishvin's works is revealed. Preference is given to Slavic mythologism, which, due to the conceptual and terminological ambiguity of its interpretation, is often referred to as pagan mythologism. Creatively interpreted by the writer traditional mythologism made up the originality of the author's mythologism, the so-called neonatologists. This tendency, which is not often raised in scientific literary works, is regarded as a General property of the Russian prose in the late XIX – early XX centuries, but in the individual author's manifestations. Functional aspects of mythopoetics in Prishvin's work are specified and concretized taking into account the Russian literary context. The type of artistic thinking from the point of view of the problem is substantiated. Typological similarities and differences of Prishvin are outlined, the view on the known works of literature is updated. Disclosed in this work, close and fruitful relationship of Prishvin's attitude and creativity with the myth made it possible to see completely different than it was considered to be ideological and aesthetic guidelines of the writer, to understand his main ambition, to answer the eternal questions of existence, of the universe. The analysis of this character seems to have determined the true meaning of a number of works by M. Prishvin.

The work is addressed to philologists, literary critics, specialists in the field of Russian literature, culture and its connoisseurs.

Keywords: Russian neo-realism, mythopoetics, M. Prishvin, Slavic paganism and culture, poetics of prose, motif, archetype, symbol.

A. V. Ledenev

The effect of phonetic irradiation of a proper name in V. Nabokov's short story «The First Love»

The article discusses the stylistic characteristics of proper names in literary works by Vladimir Nabokov. In the writer's prose, the acoustic specifics of the text often forestall the appearance of the relevant images. Before being plastically entrenched, a visual image appears in Nabokov's text in the form of a mosaic of gradually closer and closer «constellations» of sounds. In short story *The First Love*, the name of the character «Colette» functions as an acoustic lodestone which predetermines the phonetic composition of the text. In the text, the name's syllables serve as the carriers of lyrical associative meanings which are evoked by the close or distant repetitions of sounds and corresponding letters constituting the name. The formation of the acoustic image of the French girl in the text begins much earlier than the description of her appearance, it is suspended in the episodes where she acts and culminates in the final scene where the main character parts with Colette. The specificity of Nabokov's artistic memory corresponds to the

priority of hearing over all other sensor reactions. In this respect the writer actually continues the tradition of perceiving poetry as magic brought into life by poets of the Silver Age.

Key words: alphabet, anagram, alliteration, assonance, proper name, composition, style, phonosemantics.

E. M. Boldyreva

Differentiation of Factual and Fictional Genres of Autobiographical Literature of the end of the XX – the beginning of the 21st century

The article is devoted to a solution of the problem on *the ratio of factual and fictional genres* of autobiographical literature, the concept of *autofiction*, discussions about which began in the French literary criticism forty years ago is analyzed in detail and proceeded within more than 30 years. The concept of autofiction is put forward in 1977 by S. Dubrovsky as determination of the genre status of his novel «Fils» («Son»): «the narration which characteristics correspond to characteristics of the autobiography, but which proclaims the identity with the novel, recognizing that it includes real elements in combination with imaginary, fictional, combines signs of autobiographical obligation and pure novelistic strategy». In the article problems which the French researchers of autofiction tried to solve are considered: the ratio of the truth and fiction in autobiographies, identification of paradoxical and contradictory nature of the concept «autobiographical pact», emergence of the term autofiction is proved as extremely natural for the French theory of literature as it terminologically enshrined the existing literary trends. In the article two concepts of autofiction are considered: a stylistic approach of S. Dubrovsky (autobiography metamorphosis in autofiction as a change of a language type, fictionalization of the process of writing, more precisely, consideration of the autobiography first of all as a language phenomenon, as language adventures, record unconscious, promoting original self-identification) and a reference approach of V. Kolonn postulating the process of transformation in respect of change of the ratio of text and extratext reality when the contents, memoirs and also equivalence of the author – the story-teller – the character is exposed to a fictionalization. These types of autofiction are considered on the example of various French literature works (M. Proust, P. Loti, P. Modiano, A. Rob-Griye, N. Sarrot, Zh. Pereka and др). Autofiction is positioned as a special genre, more precisely, the mode of writing existing in the field of interference of memoirs and autobiographical and actually novelistic, fictional genre systems.

Keywords: genre, autofiction, autobiographical pact, autofictional text, metadiscourse, narrative identity, art, documentary.

E. O. Arbatskaya

Biological Metaphors in the Theory of Media

The article discusses biological metaphors that are used in the media studies. They describe the harm and benefits of media for «body» of society and individuals. Metaphors, used by R. Dawkins and D. Rushkoff, as well as their followers and co-authors, are analyzed. These metaphors are based on comparison of media messages with genes or viruses. These analogies highlight three main properties of memes and other similar media phenomena: replication, competition, and independence from the will of humans. The last one means that humans in some situations are hosts for memes and other kinds of media viruses rather than conscious users.

Awareness of these features of some kinds of media messages is important for media professionals and consumers. However, there is a danger of overly alarmist interpretation of

metaphors, when the media appear to be some hostile entities, against which a person is powerless, and therefore the consumer of media information must be proactively protected.

The metaphor possesses powerful persuasiveness. It requires special treatment in academic usage as well as in media education. A critical stance on metaphor implies reflection towards «objective truth» which is determined. It seems productive to combine the study of theories that use metaphors with the study of metaphors as a powerful tool of knowledge and persuasion.

Keywords: meme, media virus, metaphor, scientific metaphor biological metaphor, social networks, spreading of media messages.

E. A. Ermolin

Emotive and Expressional Narrative in Transparent Blogging

Publicistic discourse in the age of social networks is a form of blogging, which becomes an important universal narrative matrix, aimed at the author's constant presence and radical interactive. The evolution of blogging brings it closer to traditional areas of journalism and literature, blurring the line between them, attracting literary genres and genres of the press and the Internet and synthesizing them into metaindividual, polyauthor narrative. Blogging is committed to transparency. In the practice of a wide range of authors of the Russian-speaking Facebook, sincerity is conceptualized as the norm. This is environment of professional journalists and writers, but there are people there who have come to blogging from a field that is only indirectly related to the tasks of self-expression. Transparent blogging in its ideological origins is associated with the concept of the founder of the radical honesty movement Brad Blanton. In modern blogging, total sincerity, maximum informational openness is combined with a trend towards emotivity and expression. Emotional attitude to the subject, focus on emotional reactions, special sensitivity – a popular language of blogging. Expressionism, which forcing means of expression, as the experience of current literature shows, nowadays can be both the author's method and a symptom of a specific sense of self. This is associated with the desire for persuasiveness, and with the fullness of expression, living life online. Another aspect of emotiveness makes it a post-truth marker: the audience is united by emotions, and logical arguments are separated. The space of the truth in the context of transparent blogging paradoxically becomes the world of emotions and expression, corresponding to the emotional aura of the interlocutor co-author.

Keywords: metaindividual, multi-author narrative; transparent blogging; emotivity and expression as resources of persuasiveness, completeness of self-expression and as markers of post-truth.

O. A. Dzhumaiylo

Concept of Intermediality and Its Evolution in Modern Scientific Knowledge

The paper addresses difficulties in making the universally accepted notion of intermediality, which stem from the evolution of this notion in contemporary research practices. Systematic investigations of intermedial phenomena, which got an umbrella name Intermediality Studies in 1980-1990, are accompanied by two tendencies, which suggest different material, approaches, and contexts for study: on the one hand, intermediality in arts is approached through Interararts Studies, and on the other, – intermediality in media is viewed through optics of Media Studies. At the moment we are witnessing these tendencies as complementary, which can be the effect of the following: breaking up of aesthetic hierarchies; widening of the media audience; new forms of production, distribution, and consumption of cultural objects, which are associated with the convergence culture and digital era; appearance of the so called mediascape, which stimulates hybridization, multimodality, remediation, etc.; growing spreadability of contemporary media;

problematization (and reflexivity about) traditional media and conventions of their use in the process of mediacommunication. The notion of intermediality can be used in relation to objects, which are involved into active interaction, but which are not the product of media merge. Apart from that, at present there are both traditional medias and various quasi forms of media interaction. The paper also underlies the terminological difference, offered by J. Herkman, between convergence and intermediality in terms of meaning, pragmatics, institutional and research areas. Besides, the conclusive remark states interdisciplinary and historically grounded premises as starting points for contemporary intermediality research.

Keywords: evolution of intermediality concept, mediascape, convergence, convergence culture, remediation, Intermediality Studies.

L. E. Malygina

«Virtual Interlocutors»: Prospects of TV–Promodiscourse Development

In the article various directions to use virtual interlocutors (chatbots) and automatic generation of intelligent texts in television promodiscourse are considered, situations are analyzed where the use of chatbots is effective, tasks are revealed, which virtual interlocutors are not able to solve; ways of training chatbots are described and also a process of making the identity of the virtual interlocutor, including design of emotions, assignment of human motivations, beliefs and feelings in a bot. The similar anthropomorphism at making of the virtual interlocutor does not mean reconstruction of all nuances of the human person by the developer, and assumes design only of those lines which are necessary for effective interaction of the user and the robot. The experts developing design of the identity of the virtual interlocutor cooperate with professional screenwriters, playwrights, philologists, psychologists, poets and writers capable to build as much as possible dialogues of the person and the computer and also to create effective scenarios of communication.

The author analyzes risks and possibilities of the use of virtual interlocutors and artificial intelligence in education (on the example of training of television journalists), in mass media and in business.

To achieve the goal the author applies methods of the deductive and inductive logical analysis, a descriptive method, a method of stylistic analysis, a method of comparative analysis, a method of polling informants and a method of deep interviews.

The research is of a cross-disciplinary character as, analyzing the use of automatic generation of intelligent texts and virtual interlocutors in television promodiscourse, the author touches upon current problems of media psychology, psychology of perception, communicative stylistics and media stylistics. A cross-disciplinary approach helps to resolve difficult questions of interaction of mental processes and their language correlates in television journalists' activity. The theoretical conclusions, drawn during the research of the problem of use of virtual interlocutors and automatic generation of intelligent texts in television promodiscourse, can find broad application in courses of teaching such disciplines as media linguistics, the standard of speech, television language, humanitarian researches of artificial intelligence, etc. The results of the research presented by the author will be also useful to practicing television journalists.

Keywords: automatic generation of intelligent texts, virtual interlocutors, artificial intelligence, chatbots, television promodiscourse, addresser, addressee.

T. V. Yurieva, A. L. Tikhomirova

The Russian Media as a Platform for Resolving of Town-Planning Conflicts

The article is devoted to presenting of a subject of cultural heritage preservation, relevant for today in the Russian mass media. In modern reality questions on protection of monuments are

urgent, the town-planning conflicts appear and erupt because of excessive building of noteworthy places by multi-storeyed buildings and destruction of monuments of cultural heritage. Authors of the article consider that various mass media can be a good platform to resolve these conflicts, and consider already available experience of interaction of civil society and media on this subject. Town protecting initiatives of such editions as the websites «Rus2web», «globalsib», «OTR» (Tomsk), «Khraniteli Naslediya (Keepers of Heritage)», «Novaya Samara (New Samara)», the online magazine «Drugoy Gorod» (Samara), the information 76.RU portal (Yaroslavl) are analysed. Activist-town protectors of a number of Russian cities together with media work on solution of local problems on maintaining historical and cultural appearance of territories, carry out actions in their protection, write about illegal building, invite volunteers to community workdays on repair and restoration of buildings, report on the done work. The authors note that the greatest effect in this sphere is reached by civil journalism. Active citizens on social networks create communities their subject is directed to protect cultural monuments, blogs on social networks or in «LiveJournal» are used as a way of promoting the problem. It becomes more productive, than official media, way of protection of sights. In civil journalism the objective professional view meets, assuming reflections concerning the problem subject-matter. The authors come to the conclusion, that it is especially indicative in regions as in the province it can become the most effective tool for improving various aspects of people's life.

Keywords: mass media, civil journalism, protection of monuments, town-planning conflicts.

M. V. Petrova

Popular Scientific Journalism: Traditions and Modern Realities

The article identifies and analyzes the traditions of the formation of popular science journalism. The origin of the methods of presenting scientific information comes to light from the beginnings of journalism in Russia, from the tradition of the formation of industry and academic publications.

An important point of reference is the introduction by each period in the history of national journalism of its priorities, which were summarized and successfully implemented in the traditions of scientific knowledge popularization in the Soviet period journalism.

Popular science journalism in the Soviet period experienced its heyday, reaching maximum success with the audience both in the field of periodicals and in the field of television and documentary works. It was at this stage that the main criteria for professional requirements for the submission of popular science information were formed.

Modern realities demonstrate a crisis, as a result of which the mass audience lost interest in scientific information and does not fully realize communication with bright scientists who are able to provide scientific information vividly and easily. State support is needed to promote scientific knowledge in the modern information space.

Within individual information channels, one can note the desire to attract the attention of young audience to science with the help of new forms of presentation. Scientific stand-up is one of the new forms for Russian television to attract the attention of the audience to scientific information.

Against the background of the actualization of new ways of presenting scientific information in modern media, television channels are becoming a platform for spreading pseudoscientific knowledge. The low educational status of the audience, the variety of methods of manipulating the consciousness of the audience are the reasons for the successful promotion of pseudoscientific projects.

Keywords: popular science journalism, documentary films, scientific stand-up, pseudoscientific knowledge.

V. A. Belov

Ways of Naive Interpretation of the Lexical Meaning of Nouns

The paper is devoted to the naive interpretation of the lexical meaning. Based on semantic features here are proposed 6 methods of naive interpretation. The research is based on the psycholinguistic experiment data. 166 subjects took part in the experiment: they were given 20 words in which they could define stimuli. Also Russian National Corpus data are used for the functional analysis of stimuli and their interpretation. The research is held by materials of different lexical-grammatical categories nouns. The research shows that there are 6 methods of naive interpretation: synonymic, descriptive-hyperonymic, descriptive, logical (component), semantic and associative methods. The most frequent (according to the experiment) is a synonymic method which is divided into 4 subtypes; it is represented in 30 % of all cases. It is argued the choice of the method of interpretation depends on the type of stimulus: lexical-grammatical characteristics of stimulus and its synonymic relations influence the choice of interpretation. The logical (component) method is used often for concrete and material nouns; synonymic method is used often for abstract and collective nouns. It is significant that the logical (component) method is not used for abstract and collective nouns. The choice of the method is determined by the status of the stimulus in its synonymic group. The synonymic method (headword subtype) is the most frequent for subdominant synonyms (non-headwords); synonymic (hyperonymic subtype) and descriptive methods are the most frequent for headwords. The practical value of the research is that it can help to make an anthropocentric type dictionary. This type of dictionary is focused on the methods of naive interpretation.

Keyword: lexical semantics, lexicology, lexicography, method of naive interpretation, synonymy, anthropocentric type dictionary, lexical-grammatical categories of nouns.

I. A. Tsybova

About the Ratio of Form, Value and Functions of Word-Formation Affixes

The article is an attempt to show the correlation between a form, meaning and functions of derivational affixes. The form as a material essence is opposed to the meaning and functions. Derivational meanings (mutational, transpositional, modificational) are not homogeneous, because the word-formation, according to academician V. V. Vinogradov, occupies an intermediate place between grammar and vocabulary. Transpositional meanings by their regularity and generalization approach grammatical meanings while mutational meanings are more close to lexical meanings. Derivational affixes fulfill a cognitive function when they join the concept of the underlying word together with the concept of the affix in order to create a new concept of the derivative word. Derivational affixes function in syntactical, lexical and lexico-syntactical derivation. Suffixes expressing emotions or estimation of addresser fulfill a pragmatic function. Affixes can not fulfill a communicative function. In the article the questions of variation, synonymy and syncretism are considered from the cognitive point of view. According to E. S. Kubryakova, synonyms occupy different places in the same mental space corresponding with different ways of reality representation. From the cognitive point of view, variants occupy adjacent places in the same mental space and represent the reality by adjacent ways. As the syncretism means coincidence of signifying in different signifieds, mental space of syncretical forms is not homogeneous.

Keywords: derivational affixes, form, meaning, functions, cognitive point of view, variation, synonymy, syncretism, syntactical, lexical, lexico-syntactical derivation, pragmatic function, mental space.

E. I. Beglova

Phraseological Units as a Semantic and Emotional Kernel of the Modern Journal Text

The article examines the texts of 2017-2018 journals in terms of the specifics of use of phraseological units. The object of the study is the magazines «Zagadki istorii» and «Russkaja istorija» which contain texts that reflect historical facts, persons, etc. The subject of the article is phraseological units which form the meaning of the text and its style feature and emotional tone. The research objectives are as follows: identification of the features of use of phraseological units in modern journal texts that reflect historical facts and information; description of the specifics of transformation of the phraseological units, as well as detection of the level of language competence of a modern journalist as a modern linguistic personality. The purpose of the work is to analyze the role of phraseological units in the expression of the actual meaning and the defining emotional tone of the journal text on the material of the 2017-2018 journals that reflect historical factual and scientific information. The main conclusion that we have come to is that phraseological units with colloquial-vernacular coloring are primarily used. It helps to «revive» the text containing historical information. As a result of such use of phraseological units the information is perceived by the addressee effectively. It is revealed that in the journal text there is a special method of submitting information by the addresser – mixing publicistic, colloquial words and phraseological units with the purpose of giving «liveliness» to the text in the genre of the article that is peculiar to the genre of the story in colloquial or artistic styles. In the journal texts phraseological units with colloquial-vernacular coloring are mainly used which reflect the Russian folk culture, the mentality of the Russian person demonstrating laughing principles, i.e. the attitude to difficulties with a joke, irony, sarcasm; it also gives «liveliness» in conveying the meaning of the text in order to facilitate the perception of historical information by the addressee. All this is of great importance for studying the language of modern media, as well as for raising the level of language competence not only of modern journalists, but also of the addressee of their texts.

Keywords: journal text, phraseological unit, methods of transformation of phraseological units, function, language competence, genre of text, language of the media.

M. N. Kulakovsky

Parenthetical Constructions as a Means to Make Variability in the Modern Art Text

In the article features of use of parenthetical constructions as a means for variability in the art text are considered. The research material was works of modern Russian literature of the last decades (novels and stories by Yu. Buyda, E. Vodolazkin, M. Elizarov, A. Kabakov, P. Krusanov, S. Nosov, V. Pelevin, M. Petrosyan, Yu. Polyakov, A. Rubanov, D. Rubina, I. Sakhnovsky, A. Snegirev, S. Sokolov, T. Solomatina, M. Stepnova, A. Terekhov, T. Tolstaya). In the work the most characteristic functions of parenthesis are defined in the aspect of making variability of the text, their links with various informative levels (within the sentence and the text in general), a role in the general structure of the art text. Here is considered in detail the link of variability with various text levels (that reflects the general tendency to «polyphony» and internal dialogization of the text). The main aspects of informative variability of the text are described (the situational variability offering possible alternative succession of events; the variability of characters updating typicality of the presented situation; updating of a certain detail; explanation of the certain detail of the visual image presented in the main context) and estimated variability (reflection of categoriality of the author's assessment, variability of the logical relations, comparison of real (externally objective) perception and perception of the situation from the character's point of view, comparison of the author's perception to the reader's modelled perception). The main aspects of the language game with the reader based on modification are

marked out (lexical, word-formation, grammatical, orthoepic and graphic variability), the variability is described which is observed in parenthesis refrains. The carried-out analysis shows functional variety of the parenthesis modifying certain information and allows us to speak about an important role of parenthetical constructions during creation of the art text variability.

Keywords: parenthetical constructions, the art text, variability of the text, informative variability, estimated variability, lexical variability, word-formation variability, grammatical variability, orthoepic variability, graphic variability, communication with the reader, a language game with the reader, comic effect.

R. V. Razumov

Onymic Conflicts in the Russian Urbanonymic Space

The article is made within socioonomastics – a new hybrid direction which is being formed on the border of onomastics and sociolinguistics. The author considers that influence of society on the systems of own names can be analysed on the example of city onymic space as there are reflected any political, economic and cultural changes quicker and more brightly. The article is devoted to consideration of the onymic conflicts, the history of this term in the Russian and foreign onomastics is traced, examples of the similar works, which are carried out by other researchers, are given. The author notes that usually scientists consider this question on the example of commercial names. In the article own definition of this term is offered. The author understands disagreements between social groups or their representatives because of dissimilarity in views, opinions, assessment of perception of any own name or group of own names as the onymic conflict and also conscious or unconscious violation of the right for possession of own name or on its use. Consideration of the onymic conflicts in urbanonymic space of the Russian cities is a cornerstone of the article. The author analyzes the periods of emergence of the conflicts, specifies types of the city onyms producing them, gives examples of the onymic conflicts recorded during the author's work in the city interdepartmental commission on naming objects of Yaroslavl street road network. In the article three public conflicts connected with perpetuation of memory of A. A. Kadyrov, B. E. Nemtsov and V. S. Vysotsky are considered. In completion of the research the conclusion is drawn that urbanonymic disputes seldom lead to elimination of their reason; duration of opposition is caused by the nature of the created urbanonym, the place of its arrangement, object history. The research of the onymic conflicts will help to develop recommendations about their prevention and permission.

Keywords: onomastics; sociolinguistics; socioonomastics; onymic conflict; city onymic space, urbanonym.

I. A. Sukhanova

Common Motifs and Language Tools in the Creation of the Characters in Works by Pasternak and Dostoyevski

We continue to examine the intertextual relations of Boris Pasternak's novel «Doctor Zhivago» with F. M. Dostoyevski's story «The Village of Stepanchikovo and Its Inhabitants» («Selo Stepanchikovo i yego obitateli»). In this article we pay attention to the intertexts between two unlike (for the first glance) characters: a succeeding lawyer Komarovski and a contemptible and stray Foma Opiskin. Though the situations connected with these two characters and their influence on the main heroes' fates have much in common. The appeal to the intratext helps to reveal the intertext: the poem «A Tale» («Skazka») from the last part of «Doctor Zhivago» gives an archetypical formula for the prosaic chapters of the novel. Dostoyevski's story is read by Pasternak through the projection of this archetype because the resemblance of the two texts is

connected not only with the fact of this projection and roll calls of some details but in coincidence – in general – of transformations of the motifs forming the plot. Yuri Andreyevich Zhivago and Yegor Ilyich Rostanev, whose names are the variants of one and the same referring to Yegori the Brave – St. George, enter in open conflict against Komarovski and Foma Opiskin correspondingly. But the «dragon-fighting» of the both heroes does not bring them complete and final victory upon their opponents. The intertext is revealed also formally by comparing of fragments of the two texts. So, the numerous comparisons of Foma Opiskin with animals are responded in characteristics of Komarovski, Amalia Karlovna has much in common with Krakhotkina and the relations of Guishar family with Komarovski resembles the dependence of the inhabitants of Stepanchikovo from Foma, moreover madame Guishar and the general's widow Krakhotkina become a grotesque parallel to the young girls-»prisoners» Lara and Nastya. Such peculiarity of Pasternak's late prose as subdivision and repetition of the motifs is also appears and the intertext becomes a sort of marker helping to see the structure of the text of the novel.

Key words: B. L. Pasternak, the novel «Doctor Zhivago», the poem «A Tale» («Skazka»), F. M. Dostoyevski, the story «The Village of Stepanchikovo and Its Inhabitants» («Selo Stepanchikovo i yego obitateli»), intertext, intratext, archetypical plot, transformations of the motifs.

N. V. Menkova

Diminutives as Speech Failure

In the article the question of goodness of speech when using diminutives is discussed. Some of the native speakers of Russian express their negative attitude to the use of diminutive forms in speech (which they actively write on the Internet). However the majority of the native speakers widely use the diminutive forms in their speech, which is manifested in the fact that 1) diminutives capture in Russian ever larger layers of vocabulary – abstract, terminological, borrowed, 2) are actively used in male speech, in spite of their female adherence, and 3) used for the purpose of language play. The article makes an attempt to understand the reasons for the negative attitude to using diminutives, which are a striking feature of the Russian lexical system. It is pointed out that the reasons may be various, and far from always the negative attitude towards diminutives seems justified. Most often the negative attitude is generated by an incorrect communicative behavior of the speaker, when they incorrectly determine the social and role status of participants of communication and, as a result, make a wrong choice of strategy and tactics of their speech behavior. Besides this the use of diminutives may be regarded as a verbal failure in two cases: first, when diminutives are abused and, secondly, when they are used not in accordance with their semantics (without taking into account the estimated value component of the meaning). The article gives the examples of misuse. In conclusion a forecast of the future of diminutive forms in Russian is made.

Keywords: diminutives, verbal failure, communicative behavior, babycentric communication, highly colloquial, folk discourse, phatic function of language.

O. V. Lukin

The Works by S. H. A. Herling in the Paradigm of German Rational Grammar and Linguodidactics of the XIX century

The article presents an attempt to estimate the contribution made by S. H. A. Herling (Simon Heinrich Adolf Herling, 13.10.1780–1.04.1849) to the development of the science of language. The article briefly describes the life path of the scientist in the context of the development of

German linguistics of the XIX century and presents a list of his main works. After receiving theological education at the University of Göttingen, S. H. A. Herling taught theology, mathematics and German, serving for a long time as a professor at the Frankfurt Gymnasium on the Main. His study of linguistic and linguodidactics related to the Frankfurt learned body for the study of the German language. Practical teaching and scientific work of the professor complemented each other. As a result his syntactic theory became more practice oriented. The author of the article highlights the importance of the works of this relatively little-known grammarian, stylist and linguodidact for the development of the German grammar and linguodidactics. The paper lists the most important research papers making interpretation of S. H. A. Herling's syntax theory. The article presents and analyses the opinions of the researchers of the XIX and the late XX – the early XXI centuries on the place of the scientist's works in the paradigm of the German rational grammar and linguodidactics of the XIX century. Much attention is paid to the creation of the theory of syntax by S. H. A. Herling, in particular, to the theory of a complex sentence. The works of the scientist were in many ways innovative for his time and anticipated some syntactic theories of today. The analysis and interpretation of S. H. A. Herling's creative heritage began during his lifetime and are still going on.

Keywords: linguistic historiography, S. H. A. Herling, rational grammar, linguodidactics, instruction in the German language, German grammar, Germany, 19th century.

E. P. Voronko, L. A. Nefedova

The Culturally Marked Vocabulary of the Swiss Option of German: Diatopic Measurement

Swiss German vocabulary has a distinct cultural identity. The goal of this paper is to describe the culturally marked vocabulary of German-speaking Switzerland. The study found that the vocabulary of Swiss Germans is a diatopically entrenched phenomenon within the single polycultural and polylingual space of the country. The article provides a description of certain realia words to illustrate the heterogeneity of culturally-marked Swiss German vocabulary: it includes vocabulary with a national-cultural component in the structure of lexical meaning denoting general polycultural realia of the country and vocabulary with regional-cultural semantics representing realia of the German-speaking region of Switzerland. The study also identified locally and microlocally-marked culture-specific vocabulary in the Swiss German language which denotes realia, only typical of specific cantons and communities (e.g. a single city and even a single village). In addition, the article deals with special culturally-marked vocabulary with a transnational-cultural semantic component denoting general Swiss, Bavarian, Austrian, South Tirol realia, common for the whole Alpine region of Switzerland, Bavaria, Austria and South Tirol of North Italia. This paper also focuses on international vocabulary in the Swiss German language that refers to objects and phenomena which were used to be Swiss realia, but became internationally known over time.

Finally, it is noted that the special role of the diatopic (regional) dimension factor and the possible influence of the factors of diastratic (social) and diaphasic (stylistic) dimensions must be taken into account when describing the functioning of culturally marked vocabulary in the polycultural and polylingual space.

Keywords: culturally marked vocabulary, diatopic dimension, polycultural and polylingual space, realia, polycultural realia, vocabulary with national-, regional-, transnational-cultural component in the structure of the lexical meaning, locally- and microlocally-marked culturally-specific vocabulary.

O. A. Sosoi

Means of Language Objectivization of a Comic Effect in the German Jokes

The article is devoted to the semantic potential of the German language, which is the source of German language anecdotes and causes a comic effect in readers or listeners. The comic is seen as a deviation from the norm, a contradiction to generally accepted ideas. Examples of the lexicographical description of humor as one of the forms of comic existence are taken from Duden dictionary and Brock's Encyclopedia. Definitions of anecdote as one of the genres of humorous texts are given on the basis of Russian dictionaries and compared with the definition of this concept in the German language culture. The object of consideration are linguistic anecdotes in which the comic effect is associated with language design, word play. Of all the thematic diversity of anecdotes are analyzed the German ethnic jokes, the characters which are residents of Germany. The material of the study found on the Internet sites shows that the subject of ridicule of the Germans is the situation in Germany with foreigners, the history of the country associated with Nazism and the existence of two German States, corruption, ethnic groups – speakers of dialects and some others. The analyzed material contains the play of words, which is based on the creative playing of polysemous lexemes, semantic convergence of similar-sounding words, the transformation of phraseological units. This study led to the conclusion that linguistic jokes based on the individual or «national» speech production and are associated with the linguistic and creative type of their creators' thinking. Using language potential for creatively deviate from the standard is interesting to learn. The language code encrypted in linguistic anecdotes will be decoded provided that readers or listeners have similar anecdotes of linguistic creative thinking and background knowledge about the realities of another culture.

Keywords: comic, humor, anecdote, language anecdote, wordplay, linguocreative thinking.

V. V. Beym

The Drawing of a Temporal Network of a Horoscope (on the German material)

The topic of the article is the temporal structure of the German horoscope. The model «the temporal network» is taken for the analysis of the temporal structure of a certain type text or genre. The temporal network is a complex of morphological, syntactical and derivational means, which help the narratee to be oriented in the temporal text-aspects. The temporal network is formed by language temporal means, the pattern of the network, the rhythm of the change of the verbal means and genre characteristics. The language temporal means are classified according to their roles in text: the core zone, the circumnuclear zone, the periphery. The temporal network of the horoscope is formed by the language temporal means, and their change with each other forms the pattern of the temporal network. The pattern of the temporal network is a graphic of the move from one verbal means to the next. There are both polytemporal and monotemporal networks in the horoscope text. The most common pattern of the temporal network is the type «swing», where there are different changes of verbal forms from the present to the future and to the past tense. The types of the pattern of the temporal network «pendulum» and «chain-dashes» are also used in the horoscope. So while analyzing the temporal network of the horoscope the language means are added by the extralinguistic characteristics and it makes the temporal structure of the horoscope completer. The texts of the German horoscopes were used as a material of the study: the horoscopes of the magazines for young people Bravo and Popcorn, for women Brigitte and Gala.

Keywords: horoscope, prognostic text, textual category, temporal network, pattern of the temporal network, verbal temporal forms, German language.

Kondratenko M. M. Slavic Borrowings in the South German Lexicon of Traditional Culture (on the material of German immigrants' dialects)

The article is based on the research results in the field of the Slavic-Germanic dialect interaction, namely: in identification of borrowings in the German immigrants' dialects. First of all data of «The atlas of the German dialects in the Czech Republic» («Atlas der deutschen Mundarten in Tschechien») and also some names of national mythology characters recorded in Austrian natives' dialects (bearers of the Middle Bavaria dialect) in the Carpathians are the cornerstone of the analyzed lexical material. Collected material allowed us to draw conclusions on theme groups of the words which are mostly influenced by Slavic dialects and also on areal aspects of the process of borrowing. In the semantic sphere «the national mythology» there is noted a tendency to designation by means of the borrowed lexicon of those characters with supernatural abilities which negatively influence people. The borrowed names of berries and insects are in a quantitative sense distinguished from names of objects of plant and animal life. The demonstration by means of the borrowed lexicon first of all not of the central, patrimonial sememes («animals», «plants», «fruits»), but the peripheral one is characteristic of the learned German dialects. Studying of the Slavic language elements in the German dialects allows us to reveal criteria to define their source in some cases. So, the fact of borrowings from lower or Upper Sorbian languages can point out the presence of those in Upper Saxon and/or Silesian German dialects besides the South German. The choice of dialect data is caused by the fact that the research within a certain group of dialects (for example, natives of Salzkammergut in Austria) allows us to stratify more precisely ethnolinguistic phenomena and by that to increase systemacity and reliability of conclusions.

Keywords: ethnolinguistics; German dialectology; designations of plants and animals; dialect and traditional culture; semantic reconstruction.

E. A. Glebova

Concept of Media Globalization on the material of English-language media

The article under consideration studies the concept of media globalization in the concept-sphere of the linguocultural concept «globalization» through its conceptual, figurative and value-based components. The study of the conceptual component became possible due to the research of modern media sources and media outlets that make information exchange process easy but inclusive in the world. The figurative component of the media globalization concept revealed in publicistic texts mainly through metaphors of uncontrolled natural processes allowing to feel all immensity and spontaneity of the concept under analysis. The value-based component is presented by two opinion groups. On the one hand, multimedia means contribute to the process of perception and communication with the world around; but on the other hand, we find the identity crisis of a personality not able to cope with high-speed technologies of this world. The main sources of the research are excerpts of printed texts in American and English periodical press, appealing to the concept under analysis. The **objective** of the research is to analyze the concept of media globalization on the basis of English-language mass media. To achieve the purpose, the following **points** were determined: 1) to study the concept of globalization in English-language mass media and 2) to find and analyze the concept of media globalization, a constituent part in the concept-sphere of the concept «globalization». The main **methods** are the interpretation analysis, stylistic and quantitative methods. The **theoretical implications** of the research are the contribution to the development of linguocultural conceptology and globalistics problems. The complexity and discrepancy of the phenomenon of globalization is shown in the conceptual picture of the world.

Keywords: concept, concept-sphere, globalization, media, media globalization, linguocultural, English-language mass media.

O. A. Voronina

Symbolism of Femininity and Masculinity in Russian Culture

The article deals with the theme of gender symbolism on the basis of the analysis of Russian philosophy of the 19th century, classical Russian literature, mass cultural propaganda of the Soviet and post-Soviet time. The archaic symbolism of the Mother-the Holy Russian land, coming from Russian folklore, has been preserved in Russian culture for centuries. The mythologeme of Mother Russia links together several symbolic phenomena: sacral / sacred, female / maternal, earth / nature as a source of life and earth / Motherland as a space of national existence. In the late of XIX century this mythologeme received a new «metaphysical» justification in the works of Russian philosophers of Slavophile and religious trends. The Russian idea and Russian messianism appealed to such values as the sincerity of the women / maternal principle, attachment to the native land, passive humility, mercy and sacrifice. The rejection of Western rational masculinity (embodied in the concepts of state and law) and the exaltation of Russian national sincerity (embodied in the mythology of Mother Russia) have become integral parts of the concept «Russian idea» and national consciousness. However, according to the author, this gives rise to a number of contradictions. On the one hand, in such a symbolic picture the masculinity appears only in the status of «son of a great mother», if necessary, giving his life for her. This symbolic devaluation of masculinity and «masculine» (Western) values contributes to the archaization of public consciousness, where the Russian nation is perceived not as an association of citizens on the basis of law, but as «one big family». On the other hand, the symbolic exaltation of femininity in the works of philosophers and writers does not mean a high assessment of woman subjectivity, and does not lead to compliance with the principle of gender equality in the policy of the modern Russian state.

Keywords: archetype, symbol, tradition, divine, mythologeme, culture, nature, gender, femininity, matrifocality, masculinity, rationality, soul, Russian idea.

L. A. Tyukina

Individual and Collective Memoirs as a Basis for Forming Culture

The article discusses the theoretical issues of studying individual and collective memories as the basis for the formation of the culture of modern society. Individual memories are formed by each individual through its participation in cultural processes. The subject of memory and memories is always one person, but he is dependent on the «social framework» of the team that organizes his memory. A person remembers only what he can tell and for what memories he can find a place within the collective memory. The material for the analysis is the works by domestic and foreign philosophers, cultural studies and sociologists. A brief description of individual memories and their correlation with the concept of collective memory from the point of view of domestic and foreign researchers is given. The role of memory and memories in the processes of formation of public consciousness and national identity of a particular people is affected. The examples of the works of historians and philosophers present the functions of collective and individual memory. In addition, a separate notion of «communicative memory» is highlighted. The question of the influence on the memory structure of various events taking place in society is being considered: changes in the political system, social structure, traditions, etc. The transformations taking place in the structure of the collective memory of the people, in different generations, are traced. In addition, due to the relationship between the collective and cultural memory of the people. Particular attention is paid to the fact that memory lives through communication. If communication, particularly communication between generations disappears, oblivion inevitably occurs, with grave consequences for the people as a whole. Therefore, the

article explains the need to study the culture of individual memories and collective memory at the present stage.

Keywords: individual memories, collective memories, culture, memory, mechanisms of formation, M. Halbwachs, J. Assmann, J. G. Droysen, and A. Warburg.

N. N. Lepekhin, E. S. Protanskaia

Suggestology in the Context of Cultural Genesis as a Scientific Direction

The authors designate a new direction of scientific research at the junction of a number of disciplines: cultural suggestology. Appeal to the history of theoretical understanding by representatives of different sciences of the phenomenon of suggestion, suggestive practices, starting from the turn of the 19-20th century, to attempts at its philosophical substantiation allows us to conclude that there is a constant interest in the problem and the value of suggestive communication in cultural genesis and the formation of a cultural subject. The open by B. F. Porshnev mechanism of interrelation of suggestion, counter-suggestion and counter counter-suggestion is considered on the example of cultural processes, and there is underestimation of its practical significance in the context of subsequent studies. Evaluation of the practice of suggestive communications, reflecting the controversy against the backdrop of political confrontation, does not remove the problem of analyzing their psychological mechanisms. The meaning of suggestive communication, including conscious and unconscious forms of influence, is revealed for the processes of cultural identification, reflection, acculturation, formation of attitudes of conformism and non-conformism. The examples of Russian and foreign sources show the inconsistency of the results of psychological experiments regarding the evaluation of suggestive interaction. The concept of multi-facet of suggestiveness is supported, according to which the forms of suggestiveness that are independent of each other are generated by the specifics of a particular cultural situation and communicative context. Along with the suggestion that forms the culture, the counter-suggestion forms the value of cultural new formations and determines the dynamics of the development of the culture subject – the refusal to obey the norms is transformed into their development and the formation of a new synthesis. Overcoming the narrow framework of psychological, sociological, political and other aspects in the study of suggestion issues is probably possible being based on the inter-scientific approach, creating prerequisites for assessing the diversity of suggestive practices in the processes of cultural genesis. The relevance of the integration of interrelated problems in the interdisciplinary scientific direction is justified by examples of both asocial suggestion and positive experience of counter-counter-suggestion synthesis, which implies a multidimensional study of its theoretical and practical perspectives.

Keywords: psychology of suggestion and suggestibility, multi-faceted suggestibility, countersuggestion of cultural development, cultural identification, subject of culture, cultural suggestology.

V. I. Mozhegov

Revealing of Pushkin the Thinker in S. Frank's Works

The first to point out Pushkin as «the most intelligent man of his time» and «the leader of the intellectual generation» with a special mission in Russia was Gogol. Dostoevsky in his «Pushkin Speech» will point, following Gogol, to the universal human character of Pushkin's genius. But it was only 60 years after the death of the poet when Merezhkovsky first talked about Pushkin as a great thinker and sage. And only 40 years after Merezhkovsky, works by S. Frank will appear, in which Pushkin's worldview will be subjected to a thorough phenomenological analysis. In the

works by S. Frank, Pushkin emerges as the exceptional type of the all-encompassing poet-sage in history, «a truly great thinker» who envisioned evolutionary, not catastrophic development path for Russia. However, Pushkin the thinker remained unheeded by the intellectual elite of his time. The Russian thought did not follow Pushkin's path, and as a result, a revolutionary catastrophe ensued. This is the central thesis of S. Frank's works on Pushkin. But even today, 180 years after the death of the poet, the task of «knowing Pushkin» is still not solved and remains more urgent than ever.

Keywords: Pushkin, Gogol, Dostoevsky, Merezhkovsky, S. Frank, philosophy, metaphysics, universalism.

A. A. Likhomanova

«The Bronze Horseman» by A. S. Pushkin: National and State Ideas of the Poet

In the article are presented the national and state ideas of Pushkin, which are developed in the poem «The Bronze Horseman». A comparative analysis of Pushkin's ideas about Russia before Peter the Great and the modern state, the role of Peter in the transformation of the country is given. The article gives an interpretation of Pushkin's judgments about the geopolitical interests of Russia, about the relationship of a small man and power. According to Pushkin, the sculptural monument to Peter the Great faithfully created the image of a strong-willed, strong king, the founder of the city by the sea, thinking about the glory of Russia. In the view of the poet, Peter I was a patriot who defended Russia's right to its sovereignty, proving the need to maintain the high combat capability of its armed forces, the importance of trade. Pushkin estimated the Tsar's reformist activity as significant for Russia, as it ensured its independence, strengthening of statehood, growth of the internationally authority of the state, formation of a new culture of the society, reflecting its modern needs. He highly appreciates the construction of St. Petersburg. It is proved that Pushkin saw the importance of the new capital city not only for the development of the economy and the urban environment, but also for the protection of geopolitical interests of Russia. Petersburg in Pushkin's view was the personification of a new great Russia. Pushkin distinguished civic and national consciousness. Stating in his poem about the importance of the values of love and family for the little man, he also understood the need to perceive positively the geopolitics of the state, if it defends the sovereignty and interests of the Motherland. Being one of the founders of the culture of «Russian europeanness», based on a humane attitude to man, he condemned the inattention, indifference of the authorities to the individual. Pushkin is both a statesman in his thinking and a freedom-loving person who respects human rights to his private life.

Keywords: A. S. Pushkin, poem «The Bronze Horseman», history of Russia, Peter the Great, St. Petersburg, Alexander I, national and state identity.

N. A. Khrenov

The Leader and the Masses in the Situation of the Romantic and Thermidorian Phase in the History of Revolution

The article continues a series of publications in the field of the cultural and philosophical research of the Russian revolution and a post-revolutionary era in the history of Russia as civilizations. The main thing is the analysis of the psychological aspect of the Revolution of 1917 and its consequences for the subsequent Russian history. According to the author, the Stalin period cannot be considered the independent period in the Soviet history. Though, apparently, revolution and civil war ended, and creation of the socialist state begins that it is possible to consider the period, new and independent in relation to revolution, actually, what was considered

as a creation of socialism, nevertheless is the post-revolutionary period, and, even more precisely, reaction as the final stage of revolution. At this stage the processes caused by that revolutionary flash that happened in 1917 continue to be developed. The Russian revolution, as well as all revolutions in general, comes to the end with the reaction period. The Stalin period is the period of reaction and reality of what we call a totalitarian regime. As in political, and in a bigger degree in the publicistic relation this period is well comprehended, the author in this article concerns exclusively a psychological aspect of this period. He sets before himself the purpose to explain why at this stage of revolutionary history the person who as L. Trotsky states, is considered less famous, than those revolutionary leaders who declared themselves at an early, i.e. romantic stage of revolution, comes to the power. Answering this question, the author as the culturologist sees need to pay attention to the psychological complexes which arose in revolutionary processes, in particular, to mentality of the masses. This mentality is a result of centuries-old historical experience in which it is possible to catch both positive, and negative, and, even more precisely, conservative trends. It should be noted that the Revolution of 1917 is least studied in the psychological relation. Trying to focus attention on this aspect, the author of the article notes that revolutionary mentality peculiar to the masses which historians usually call «razinovshchina», having flashed in the revolution of 1917 and having shown in the subsequent expansion of the civil war, was replaced by a conservative complex – the need for order and for the strong leader or the *vozhd*. Respectively, the order how the masses sees it, just and is connected with the strong and cruel leader demanding general and implicit obedience. Explosion of this conservative complex that paints in special psychological tone the reaction period in the history of revolution, means only that instead of freedom, which is the revolution purpose, there is unfreedom, and together with it regress develops in the history. This regress appears in the form of the new «barbarity» provoked by revolution. What begins to occur in post-revolutionary reality abolishes all romantic ideas about revolution which were important for the whole generations of the Russian people trying to realize a dream of the better life, justice and freedom.

Keywords: revolution, the reaction period, Stalin, the post-revolutionary period, the creative answer, psychoanalysis, crisis of identity, mentality, the masses, the leader, ancient layers of culture, new barbarity, rehabilitation of an imperial complex, will to the power, World War II.

T. I. Erokhina

Maxim Gorky: a Cultural Hero and Memory of Culture

The article considers the features of mythologization of Maxim Gorky's person in the Soviet culture, which, in the author's opinion, was connected not only with mythologization, realizable by the writer, but it was deterministic of the history-cultural context of native culture in the XX century and ideological principles of the Soviet period. The author of the article notices duality and ambivalence of Gorky's person, whose biography and activity can be represented as a life and feats of the cultural hero in the Soviet mythosystem. In the center of attention there is the mechanism of the cultural memory formation. It in relation to Maxim Gorky appears both and at the level of memory saving (by sacralization of the writer's name, the ideological propaganda of his art in the Soviet period) and at the level of oblivion (by the attempt of oblivion). The article considers the main tendencies of rendering of the writer's image in the Russian culture. It is established on the analyses of Gorky's biography and on contemporary's memoirs and on critic's opinions. The author makes sense of Gorky's art and the person's place in the memory of culture by a ratio of concepts «postmemory» and «countermemory», noting the difficulties and the ambiguousness of formation and transformation of memory about Maksim Gorky in the native culture.

Keywords: Maxim Gorky, mythologization, cultural hero, cultural memory, oblivion, postmemory, countermemory, ambivalence.

N. F. Baburina, V. V. Poletaeva

**Fashion as Reflection of the Social Structure of the Russian Empire in the XIX century
(on the example of nobility)**

In the article the possibility to use clothes as a source for studying a social structure of the Russian society of the XIX of century is considered. During the specified time period the costume was a sign showing a social status of the person. It reflected the level of material well-being of the owner, his political and ideological views, cultural wealth and a way of life. The events which took place during that era in our country – the Patriotic war of 1812, the Decembrist revolt, cancellation of the serfdom had a huge impact on appearance of residents of the Russian Empire in the nineteenth century.

In the article special attention is given to the characteristic of a noble costume. Its distinctive feature was borrowings from the western dress codes which were made of expensive cloth and were complemented with refined accessories. The appearance of the Russian noblemen throughout the 19th century in many respects depended on whims of the European fashion. Their clothes constantly were replenished at this time with new elements of clothes. Significant changes occurred in a women's noble costume. However not all representatives of the exclusive estate were positive to wide circulation of the western dress codes among the Russian noblemen: some of them showed extreme discontent with their excessive interest in European fashion.

Valuable source for studying a costume of residents of the Russian Empire of the XIX century are literary works written during the specified time period. Fragments are presented in the article from A. S. Griboedov's play «Woe from Wit», A. S. Pushkin's novel «Eugene Onegin», I. S. Turgenev's novel «Fathers and children», L. N. Tolstoy's novel «War and peace» which contain the description of appearance of their heroes – representatives of society of the Russian Empire of the XIX century .

Keywords: fashion, costume, Russian Empire, the XIX century, social structure, nobility, fiction.

V. I. Peftiev

**A. P. Chekhov and His Contemporaries in the Context of Public Discussions at the turn
of the 19-20th century**

The turn of the 19-20th centuries in Russia is a special period in A. P. Chekhov's life and creativity. He appears as the mature literary artist who is «pointwise» involved in public discussions of 1894-1904, jointing the attitude with feelings and reflections of contemporaries and in unison and in contrast.

Conceptual support of the article includes A. A. Potebnya's concept of «condensation of a thought», M. M. Bakhtin's theses and arguments (dialogicity and chronotope), researches on the structure of discourse (dialogue of consciousness, the internal and spoken speech).

A. P. Chekhov's actions in helping the starving, sick, territorial schools are celebrated, also he supported the petition about cancellation of preliminary censorship, put from himself a rank of the honorary academician, publicly spoke out in defense of A. Dreyfus. Bloody Khodynka left a burdensome mark in A. P. Chekhov's attitude; also there are kept memories of his gloomy presentiments in connection with the beginning of the war with Japan.

The review of contemporaries' memories on A. P. Chekhov is submitted, supplemented with the latest biographies (A. P. Kuzicheva, D. Reifield, N. A. Dmitrieva, N. A. Kozhevnikova, etc.). However still there are notes in A. P. Chekhov's letters and in memoirs of his contemporaries, not included in collected works. Many documents and materials of the era of Chekhov are not taken from archives of Russia and Europe and not involved into the scientific turn.

In the article are designated maxims of the message of Chekhov (writer – «long-liver») to us, the generation of the beginning of the 21st century. Invincibility of spirit and good causes judge people on their behavior after your death. The writer has a special mission – to catch moods of the era, change in readers' health, and the ability to have presentiment accidents is inherent only to geniuses.

Keywords: the turn of the 19-20th centuries in Russia, dialogue, structure of discourse, A. A. Potebnya, M. M. Bakhtin, A. P. Chekhov.

O. V. Rozina

Historical and Culturological Reconstruction of Places of Nicholas II's Deportation

The problem of the ruin of the Russian Empire and the abdication of Emperor Nicholas II remains interesting to Russian and foreign researchers. The actualization of this problem is due to the search for civilizational identity in the modern world confrontation. In historiography, discussions continue about the personality of the last Russian Emperor, the history of his abdication, exile with his family, their execution in the basement of the Ekaterinburg Ipatievsky house and subsequent canonization, especially intensified in connection with the anniversary events of a century ago. This article is devoted to one of the aspects of the history of the house of Romanov – the reconstruction of the route and episodes of the exile of Emperor Nicholas II and his family in Tsarskoye Selo, Tyumen, Tobolsk and Ekaterinburg. Based on the analysis of published sources of personal origin: diaries of Emperor Nicholas II, letters of the Empress and children, memories of contemporaries, the author recreates the details of exile of Royal martyrs, reconstructing the historical and cultural state of the places of residence, paying attention to their state in the historical perspective and in our days. The results of this study allow us to look at the route of the arrested not only in its historical and geographical dimension, but also to see the spiritual component of the life of the Tsar family during exile, the life of arrested Nicholas II, Alexandra Feodorovna, their children Olga, Tatiyana, Mariya, Anastasiya and Alexsei as the way of the cross to holiness and subsequent Church glorification.

Keywords: Nicholas II, Emperor, Empress Alexandra Feodorovna, Tsar family, exile, martyrs, canonization.

S. G. Osmachko

Culturological Problems in Interaction of the Myth and Stereotype in Modern Public Consciousness

Problems of the essence of the myth, its role in consciousness of the person and in regulation of the public relations are considered. The myth is considered as something designating, the main components of contents of the myth are considered (belief, knowledge and so forth), the nature of relationship between them is presented. Communication of myths and archetypes is considered (K. G. Jung). Special attention is paid to political mythology, its negative and positive components. An assessment is given to the system of Stalin political mythology, the reasons of its wide circulation in consciousness of the person of the totalitarian type, a role of manipulations, replacement of knowledge by belief and so forth are shown. Myths are presented as the system of replacements of the truth. It is shown how the myth gets into consciousness of the person and social group, becomes a basis of attitude, psychological and other ideas. It is explained why the prejudice acts as a form of firmness of the myth. The difference of mythological realization of society of democratic and autocratic types is shown. Mechanisms of mythological possession by the masses are described: through the system of the state (national) ideology; through the system of beliefs of the mythological type; through the system of the media forming public opinion for the benefit of a certain customer; through the system of the

political bodies and movements created for the benefit of a certain type of political participation; through the system of socially oriented address influences to specific groups of the population; through the organized system of Soviet «prestige».

An assessment of the role of stereotypes, including in political reality is given. Assessment of stereotypes as means of designing (not reflection) of social reality is presented. Stereotypes are presented, first of all, as means of legitimation of ruling regime, the existing political and legal system. The reasons and features of stereotypification of the political relations in totalitarian and in democratic societies are allocated.

Keywords: culture, ideology, myth, stereotype, Stalinism, totalitarianism.

S. G. Osmachko, O. A. Artamonova

Culture and Ideology: Some Problems of Interference

Here are considered problems of the essence of culture, difficulty in determining this term in terms of various approaches including as transformation of social standards, leaving from become obsolete and old-fashioned. The cultural pluralism, a subject of plurality of cultures, including in the aspect of the cultural revolution in understanding of Bolsheviks is estimated. The contradiction between culture and society is estimated, conditions under which they do not coincide (or coincide) with each other are presented. Transition from pre-revolutionary culture to new, Soviet is estimated as cultural shock, its consequences and manifestations are shown (in social and psychological aspects). Functions of culture are defined, it is shown what in particular in the Soviet practice of the 1930-s years and nowadays complicates their realization. Political culture as a part of society culture is considered, approaches to define this term are estimated.

The value of ideology in life of society is considered; the ideology is presented as the peculiar reducing mechanism bringing objective reality and culture together. Differences in any approaches of theorists are shown to define the concept ideology. The author's point of view is stated that not the ideas, but ideals act as the structural center of ideologies. The sharpest need of the critical approach to any ideological system is defined. The ideology is considered as a part of culture, a cultural system. The value of ideological negativism is presented, its counterproductive role is shown through formation of so-called the enemy's image. The general assessment is given to the Stalin ideological system.

Keywords: culture, spiritual culture, political culture, ideals, cultural revolution, cultural shock, ideology, Stalinism, totalitarianism, negativism, political imagination.

Yu. S. Nikiforov

Role of «Oral History» in Study of Late Socialism Regional Elite

In the article possibilities of oral history in study of the Soviet regional elite of late socialism (1950-1980) are estimated. A hypothesis is the assumption that the interview as a method of oral history is an effective way to research the specified problem.

In the article are analyzed possibilities of researching the period which in the USSR was defined as an era of «developed socialism», and in modern Russian historiography the term «stagnation» is often used. Some researchers use the concept «centralized industrial society». The term «late Soviet period» or «late socialism» seems to be the most adequate. – «the period about thirty years of the Soviet history since the end of the Stalin period prior to perestroika (reorganization) (the beginning of the 1950-s – the middle of the 1980-s) when the Soviet system was perceived by most of the Soviet citizens and most of foreign observers as a powerful and unshakable system».

In the article the conclusion is drawn about an opportunity to reconstruct a picture of regional development of the USSR in 1960-1980-s by means of interviewing local elite representatives.

Key aspects of interaction of regions with the allied center at the level of local party, Soviet and economic elite are distinguished, it is possible through the prism of oral history. The list of questions for interviewing various representatives of elite is submitted. When interviewing regional elite the list of questions was used, which varied depending on the personality and the status of the interviewee. Questions conditionally are divided into 2 blocks. Firstly, the questions concerning features of professional and social and political activity, career. Secondly, the questions giving a review of historical memory of regional elite concerning features of interaction with the center at the level of party and Soviet authorities, economic structures.

Keywords: regional elite, USSR, communicative practices, archival documents, historical memory, Soviet province, late socialism, lobbyism.

L. V. Pluzhenskaya, E. A. Panova

Modeling of a Local Brand of the Historic Town

In the article the problem of modeling a town discourse as a symbolical resource of the territory is updated. In conditions of globalization causing competition of territories for limited and freely moving resources, exact positioning of a brand on the basis of the process realization «a cumulative environmental subject – town identity – town discourse – town text – attributes of the brand becomes an indispensable condition of successful development of the historic town. A theoretical basis judgment of the phenomenon of the historic town brand and its pragmatics make structural-semiotics and project-communicative concepts of «town texts». Disclosure of the town identity and image – the brand – of the town is done by means of architectural monuments, information (town) texts, objects of the fine and visual arts, photo, children's drawings which promote the organization of the cultural and space-time environment.

This visual component of the town image plays a special role in the symbolical capital of the certain territory, acting as a bearer of additional information on citizens' cultural values. Understanding of the town as cultural landscape of a certain territory reveals the whole range of resources providing development of society. The cultural context of the urban environment expands its functionality, allocating it besides utilitarian and consumer characteristics giving the quality of the carrier of cultural codes.

Considering panorama of the historic town as an independent sign and symbolical reality and social conditions of producing interpretations of images reflecting this reality it becomes possible to catch their interrelation and to present it as «the urbanistic hypertext». The modern real «urbanistic hypertext» consists of separate fragments similar to diaries of town being. From the composite point of view this text should be considered as a semistructured system which elements are poorly formalized, and the system in general has no quality of integrity and unity that complicates its reading and understanding of the town as a brand.

Keywords: town brand, urban environment, media, semiotics, town discourse, town text, means of expressiveness.

Zh. K. Gaponova

Self-Identification of the Provincial in Mass Consciousness of Modern Russia

In the article an attempt is made to carry out a cross-disciplinary linguoculturological approach to the lexeme-concept the provincial as the interest in the subject of the Russian province promoted that, acquiring various connotations, the word became conceptually significant for mass consciousness. The answer to the question of who the Russian provincial is, is given on the basis of results of the specially conducted survey in which 150 people participated (age from 19 to 40 years, a half of them – original residents of Moscow and St. Petersburg, the other part – residents of the Yaroslavl region). Stereotypic ideas of the Russian

provincial are expressed in the binary oppositions which are implicitly present at the diverse associative communications received as a result of the experiment: 1) the resident of the capital – the resident of other cities (a variation: the representative of the capital – the representative of regions); 2) the center – the periphery; 3) the city – the village (including attributes of rural life); 4) education – lack of education or its low level; 5) sense of style in clothes (image characteristic) – lack of the sense of style; 6) the way of life focused on achievement of success – passive existence; 7) internal harmony – disharmony; 8) dynamism – static character; 9) laziness – vigorous activity. The portrait of the Russian provincial made on material of the conducted survey and also as a result of comparison of the obtained data with materials of Internet sources, modern journalism and literature, showed that the Russian provincial is the person who is paradoxically combining different poles characteristics: pride of the origin with simultaneous feeling of own inferiority, inexhaustible diligence with powerful underestimation. The Russian provincial, certainly, is a capacious and conceptually significant concept for understanding of the Russian mentality and the Russian culture.

Keywords: Russian provincial, Russian province, mass consciousness, survey, associations, binary oppositions.

O. L. Tsvetkova

Genesis of Consumer Society in Post-Soviet Russia and US Cultural Influence

The article discusses the features of US cultural influence on Russia after the collapse of the Soviet Union. The concept of «soft power» (ideology – foreign policy – culture) is analyzed as the philosophical basis of the influence exercised. At the same time, it was culture, first of all mass culture, that was given the triad of «soft power» the main role of the repeater and the global channel in the process of axiological incorporation. The attention is focused on the fact that the main conductor of «soft power» was not the state, but public institutions, including education, various private foundations, etc. This process was aggravated by the identity crisis of the Russians, associated with the turbulence of post-Soviet realities. The media played a special role in this process as symbolic media power. Advertising becomes both an economic, political and cultural factor, its influence on the depoliticization of Russian society was decisive. The promise of a «brave new world» was an exceptional temptation in a country tormented by perpetual scarcity. The advertising industry as the fairway of the mass culture of the end of the twentieth century is the most powerful designer in manufacturing and imposing needs. Television advertising played a special role in creating media reality. In Russia, by the end of the twentieth century, a consumer society had been fully formed, in which, under the ephemeral freedom of «exceptional wealth of choice», total control was exercised in pursuit of a global goal – the creation of a homogeneous society, where each member was fragmented, standardized, and unified in accordance with latent the request of the world system of transnational corporations and «global democracy». Ideas and the value system of not only the American way of life were successfully introduced, but also the fundamental attitudes of the consumer society in the turn of the millennium were formed.

Keywords: cultural influence, soft power, needs, status, simulacrum, brand, advertising, stereotype, mass culture, anomie, semiocracy, possession, value, globalization.