

Fedotova A. A.

Discourse between authorities and intelligentsia in I. A. Brodsky's works

Abstract. The article raises a topical problem of analyzing the theme of power, which is important in I. A. Brodsky's creative work. The discourse on the relationship between the intelligentsia and the authorities is traditional for Russian public thinking, although this aspect of the poet's works has not yet attracted the attention of the researchers. To consider this issue, the author turns to the analysis of Brodsky's texts from different periods which haven't been studied enough – a small poem *Speech Over Spilled Milk* (1967), as well as the poems *Developing Plato* (1976), *To a Tyrant* (1972), and *The Residence* (1983). The analysis also involves Brodsky's essay *On Tyranny* (1980), in which the writer expresses his views on the scientific problem concerned in a nonfictional form. The article uses traditional methods of complex philological textual analysis, comparative method, as well as some elements of intertextual and receptive analysis. The conclusion of the research is that Brodsky's poetry continues the trend of criticizing the official authorities, which is characteristic of the Russian literary intelligentsia. In the poet's work, Soviet power is presented as an institution for suppressing the human personality, the reverse side of which is the emergence of an impersonal collective man, the crowd. The poet shows the conflict between such a society and the lyrical hero, where the latter suffers from repression. Rejecting the traditional role of teacher and prophet for the 19th century intelligentsia, Brodsky's lyrical hero remains the only bearer of moral truth which appears to be directly related to spiritual values.

Key words: I. A. Brodsky; the relationship between authorities and intelligentsia; *Speech over Spilled Milk*; *Developing Plato*; *To a Tyrant*; *The Residence*; *On Tyranny*

Bolnova E. V.

Comparative analysis of the draft and the final version of V. A. Sosnora's story The Man and the Horse

Abstract. The article is the first attempt to consider the draft materials of V. A. Sosnora's story *The Man and the Horse*, yet unpublished and stored in the archive of the Russian National Library. The author uses comparative-historical, cultural-historical, descriptive, formal, and biographical methods for the research, as well as the methods of textual analysis for studying the drafts of the work. The article contains the evolution of the story *The Man and the Horse* and analyzes the changes made by the author to the only draft version available at the moment. Special attention is paid to stylistic, lexical and syntactic differences between the draft and the published text as well as to the changes in the system of images. The short story *The Man and the Horse* is an illustrative example, showing the evolution of a biography-based text. This, in turn, makes it possible to penetrate into the creative laboratory of the writer. This study is an important step in analyzing the genre features of the short stories and novellas included by V. A. Sosnora himself in the volume «*Second Prose*» when compiling his last three-volume edition. For the author, the credibility of the events described in the text is not as important as the credibility of the characters, which becomes evident in a comparative analysis of the draft and final versions of the story *The Man and the Horse*. It is primarily about Grigory (Samuel) Shikhel. Even in the draft, V. A. Sosnora's intention to introduce different interpretations of the same events into the text is evident, which indicates the significance of this technique. Thus, variability in interpreting events stands out as the main principle uniting the texts included by V. A. Sosnora in the second volume of his prose.

Key words: V. A. Sosnora's prose; historical prose; archival materials; draft versions; the story *The Man and the Horse*; textual criticism; text variants

Gavrilenko V. D.

The theme of the poet and poetry's mission in the poems by Leonid Zavalnyuk

Abstract. This paper focuses on studying the theme of the poet and poetry in Leonid Zavalnyuk's lyrical poems. This is one of the most important topics for Russian literature, which was addressed by many poets, among whom are A. S. Pushkin, M. Y. Lermontov, S. A. Esenin, V. V. Mayakovsky and others. Zavalnyuk continues this literary tradition. The theme of the poet and poetry is multidimensional and Zavalnyuk raises several problems: the relationship between the poet and the reader, the nature of poetry and the poetic gift, the poet's mission. Pushkin and Lermontov wrote about misunderstanding between poets and their contemporaries, but in Zavalnyuk's poems the problem is viewed from a completely different angle. He recognizes the reader's right to misunderstand the poet, to be far from poetry, to be attached to the material, thing world. At the same time, he has faith in future generations who will understand the poetry and the idea it contains. Zavalnyuk focuses more on the figure of the poet himself, whose duty it is to be committed to his gift, to be honest to himself and the reader.

According to Zavalnyuk, the poet should be sensitive, vulnerable and sympathetic in order to understand the world, feel its pain and be responsive. Zavalnyuk sees the poet's mission in salvation of the human soul, in the

support that poetry can give to those in despair. In Zavalniuk's worldview, the poet is similar to a doctor who saves lives.

For Zavalniuk, the creation of a new poem is like the birth of a child, so he called his two verses of 1959 and 2009 *The Birth of a Poem*. When writing, the poet puts all his life experience into poetry, emptying himself completely, but only in this way, in Zavalnyuk's opinion, can a «living poem» be created.

Key words: Leonid Zavalnyuk; lyrical poetry; russian poetry; theme of the poet; theme of poetry; purpose of poetry; the poet's archive; lyrical hero

Yakusheva D. D.

Linguistic means of forming the idiostyle of Catherine the Great in the context of the epoch

Abstract. The article gives a linguistic and stylistic analysis of the «Notes» by Empress Catherine the Great and describes the linguistic means on the basis of which the author of the memoirs forms her idiostyle. The textual category of the addressee and its verbalization in the work under consideration are chosen as the central theme. The author's mind, aimed at objectifying the system of artistic ideas, is oriented towards the recipient, who could comprehend the world picture and follow the ways of meaning formation. The addressee is an integral part of the communicative act, which is related to the idea that one of the central features of text, and of any speech act in general, is communicativeness.

The aim of this study is to describe the linguistic uniqueness that shows itself at the lexical, syntactic and grammatical levels. The identified linguistic units help to reconstruct the image of the addressee to whom the author's word is directed.

The practical significance of the research lies in the fact that the textological findings (both the text of the original, written in French, and the text of the translation were analyzed) describe in a new way the theme of addressing in the «Notes» by Catherine the Great. The analysis shows that the work under consideration has a potential or implicit reader, who is distanced from the author and non-referential.

The article uses the method of linguistic description, stylistic and comparative analysis. The obtained results (evaluation of syntactic sentence structures, grammatical and lexical forms) make it possible to describe the status of the speech act addressee and evaluate their role in structuring the work of art. The dual opposition «author/addressee» is used to show a set of linguistic characteristics involved in creating a linguistic picture of the world unique for the author of the «Notes».

Key words: autobiography; Catherine the Great; language of fiction; linguistic stylistics; idiostyle; author; addressee

Karmalova E. Yu., Krivonosov A. D., Chizhik A. V.

Prospects for evaluating the effectiveness of copywriting text using machine learning models

Abstract. The article deals with the issue of evaluating the effectiveness of copywriting text using machine learning models. Modern copywriting identifies the problem of inevitable balancing between practical activity and its scientific reflection, which is an important problem in terms of evaluating the effectiveness of a copywriting text. The scientific view of this is quite difficult to apply. The analysis of copywriting requires objectivity of evaluation, which is rather difficult when using only scientific methods, which the researcher applies directly with no use of software or testing.

At the first stage of the research, the effectiveness of name as a small copywriting text was evaluated based on the respondents' answers. For the study, the content of names was collected from 11 different non-related business areas (banking; airlines; food and grocery delivery; catering, etc.), with 4–6 brands selected from each business area. As part of the research, the authors analyzed 47 names, applying a survey technique using scales. In the data obtained there is the respondents' subjective evaluation, which affects the objectivity of the results: subjectivity can be seen in the fact that the respondents' evaluations are influenced by the degree of loyalty to the brand and the experience of their interaction with the brand. Each respondent may have a different understanding of the criteria for evaluating the text (name) due to their ideas, level of education and other factors.

The second stage of the study involved evaluating the name's effectiveness with the help of machine data. The overall conclusion of the conducted experiment is that training datasets should be collected for one business area; it also makes sense to increase the number of examples (a selection of objects) submitted to the model input. The machine method of effectiveness evaluation will help to select the most appropriate and effective options from a large amount of copywriting material, and the machine algorithm can thoroughly systematize the data for analyses.

Key words: small copyright; name; machine learning; text analysis; natural language processing; text vectorization, text classification; text clusterization; efficiency evaluation

Doronina I.M.

Media victimization as a result of the victimogenic media content influence

Abstract. The article focuses on circulation of victimogenic content in mass media and its psychological impact on the addressee. The author proves that real-life tragic events are often hyperbolized and romanticized by journalists in order to produce shock content (by means of obscene (profane) language, description of murders (suicides) and their methods (verbal and non-verbal factors), insulting remarks expressed by the direct speech, quotations and transcript or retold in their own words, i.e. by means of various forms of speech aggression. This approach has been found to sometimes have socially dangerous consequences that are recognized by behavioral psychology and defined by some psychologists as the «Werther effect».

Another psychological phenomenon, the «copycat effect», is also in the focus of attention. It is quite often provoked by journalists, even when the real object of imitation does not exist. All this contributes to the media victimization of the addressee and can lead to a chain reaction in society and to mass tragedies.

The author highlights two factors and conditions of victimization in the media system: the degree of suggestibility and conformity of the media content consumer (addressee) and peculiarities of the journalist's profession (addresser), which includes access to certain regulatory resources (collecting and spreading information). The article proposes and gives arguments for a working definition of media victimization. The qualitative analysis of a number of precedent texts (including mass literature) illustrates the impact of victimogenic content on the addressee's victimization. The author expresses an opinion on the relevance of further research into the problem with a focus on the addresser's (journalist's) victimization, because, acting as victimizers, in some cases journalists themselves are subject to victimization.

Key words: media victimization; victimhood; mass media; shock-content; victimization of mass media; perception; media; psycholinguistics; legal linguistics

Solomkina T. A.

Oral speech functional potential in modern media communication

Abstract. The paper analyzes oral media speech in authorial TV programs. The research aims to identify and analyze the specifics of this variety of media speech, its functional potential at the present stage. The author assumes that this potential is formed under the influence of the situation in media communication: rapidly and dynamically changing picture of the world; new technological options in the Internet communicative environment; increasing scope of oral audiovisual form of communication in the media sphere. At the same time, it is stated that the impact function of the audio media discourse is now becoming a clearly dominant function. In the course of the study the author has found that the new types of impact media speech are based on the stage experience – theatricalization. The material for the research is socio-political authorial television programs, where the methods of scenic influence are particularly obvious on the screen: N. Mikhalkov's «Besogon TV»; Z. Prilepin's «Russian Lessons». It is no coincidence that such programs are hosted not only by journalists, but also by directors, actors and writers – people of professions related to television. They introduce into TV communicative practice a number of specific tools of verbal impact borrowed from dramatic art. A multidisciplinary approach is used to study the functionality of audio speech. Analyzing the speech material, the author of the article resorts to linguistic and art criticism researches, and also considers the presenters' speech behavior from the point of view of acting practice.

Key words: oral media speech; objection; stage speech; theatrical media discourse; authorial television; polycode audio-visual text

Petrova Z. Yu., Fateeva N. A.

Figurative potential of the lexical-semantic group «Verbal art» in russian poetic language

Abstract. The article presents the results of the research carried out within the framework of a systemic description of comparative tropes, which belong to the semantic field «Language, speech». The authors define comparative tropes as various structural types of metaphors and similes. The materials used for the analysis are the contexts taken from the Poetic subcorpus of the Russian national corpus – from the works by about 300 Russian poets of the XIX–XXI centuries. Structural-semantic and corpus methods have been used in the analysis. The main aim of the work is to describe a fragment of a system of personifying metaphors and similes using specific linguistic material. The objectives of the study involve determining the composition of the lexical-semantic group (LSG) «Literal art», whose units form comparative tropes; identifying the range of tenors characterized by these units; describing the evolution of the semantic class of tropes under consideration. As a result of the analysis, the following semantic subgroups of the LSG figurative designations have been identified: names of various genres of verbal art (song, romance; poem, elegy, ode, sonnet, epigram; story, fairy tale), names of poetic meters and forms (iamb, trochee, dactyl, anapest, amphibrachium, hexameter; free verse, blank verse, etc.), other versification terms (strophe, caesura, rhyme, pyrrhic, stress, syllable, acrostic, etc.). The authors reveal the most productive of these designations

and outline the evolution of the comparison image series. The most frequent groups of tenors are characterized – names of natural realities, artifacts, phenomena of the inner world of man. The significance of the work is determined by its contribution to a detailed description of the system of metaphors and similes of Russian poetry in its development using corpus-based research methods.

Key words: metaphor; simile; language of Russian poetry; personification; lexical-semantic group «Verbal art»; tenor; vehicle; corpus-based method

Vykhrystyuk M. S., Islamova Y. V., Baksheeva M. G.

Real and mystical in the text of the early XVIII century monument

«Record of astronomical phenomena...»

Abstract. The article analyzes the phenomena occurring in the sky over Tobolsk from the point of view of the correlation between the real and the mystical. The source for the research is the early 18th century manuscript «Records of astronomical phenomena in the sky over the city of Tobolsk...» from the archives of the Tobolsk historical and architectural museum. The unknown author described with detailed accuracy the visible celestial bodies – the location of stars, the movement of comets, the fall of meteorites, solar and lunar eclipses; various weather phenomena – hurricanes, winds, downpours, snowfalls, as well as fires and droughts. All the events are described based on the author's personal observations and are recorded in a specific sequence.

It is noted that celestial phenomena often predicted certain events in the city or throughout Siberia, and even the whole country – fires, floods and even wars. Particular attention was drawn to events of a mystical nature, reflecting human fantasies. According to the author, such fantasies, based on celestial events, were spread by word of mouth, with the plot changing and often supplemented with gruesome details that impressed human imagination and inspired fear. The illustrations of weather conditions, atmospheric phenomena and celestial events have different interpretations: they can be interpreted as riddles and mysterious changes of nature, as predictions of some important or unexpected events, and as insidious tricks of aliens who often visited the Siberian land. The article addresses the question of the relationship between the scientific and the mystical in the historical text, the proportion of the real and the unreal.

Key words: diary entries of the past; written records; astronomical phenomena; the real and the mystical

Malinskaya T. V.

Temporal constructions with the lexeme ‘minute’ in I. A. Bunin's novel The Life of Arseniev

Abstract. The article is devoted to analyzing temporal constructions with the lexeme ‘minute’ in I. A. Bunin's novel The Life of Arseniev. The study aims at substantiating the features of the use of temporal syntaxemes and temporal substantive expressions with the lexeme ‘minute’ in I. A. Bunin's novel. In the article, there is a review of works on the problem, including the works by G. V. Zolotova, T. E. Shapovalova, P. A. Lecant, V. G. Gak, S. M. Kolesnikova, I. V. Timoshenko. The author uses the following methods: continuous sampling of linguistic material, which helps to judge the results of the research in the most objective way; structural-semantic analysis of temporal constructions; the methods of observation, generalization and interpretation.

The result of the research is the quantitative correlation of temporal constructions with the lexeme ‘minute’ in the novel The Life of Arseniev. The frequency of using temporal syntaxemes is reflected in I. A. Bunin's idiosyncrasy. The analysis demonstrates that in the novel the concrete temporal correlation is represented in greater quantity, but it is the spreading element of temporal construction that brings the evaluative perception. The syncretism of meanings can be reflected through temporal substantive phrases with relative temporal meaning as the most semantically and syntactically complex structures containing temporal and causal semantics. The theoretical significance of the work is in clarifying the composition of temporal syntaxemes and substantive phrases, in expanding the notion of spreading elements that make up a substantive phrase, in developing the notions of diminutive, idiom-form and the category of particle gradability. Practical significance lies in the possibility of using the research materials in teaching modern Russian, as well as in writing research papers.

Key words: determinant; diminutive; I. A. Bunin; syncretism of meanings; temporal syntaxeme; temporal substantive phrases; form-idiom

Usacheva O. A., Chernyavskaya N. A., Meshchanova N. G.

Functional-cognitive potential of metaphor within the framework of a contemporary blog

Abstract. This article analyzes the role of metaphor in Malka Lorenz's blog devoted to interpersonal relationship issues. The authors note a high metaphorical nature of the blogger's text, which is explained by significant functionality of metaphor in the process of psycho-correction. These are the following functions of the figurative units in use: explanatory, evaluative, transformational, scenario and regulating. The set of metaphor functions

reflects the logic of speech impact aimed at overcoming the crisis perception of the world: explanation of the situation – assessment – transformation – construction of a new scenario – motivation. In order to realize the psychotherapeutic effect, the blogger operates with linguistic units representing a number of metaphorical models: anthropomorphic, gaming, zoomorphic and artifact. Each of these models translates the key idea of the participants' disparity in interpersonal relationships. At the same time, when anthropomorphic and game models are used, the degree of the partners' inequality is lower than in case of using zoomorphic and artifact metaphors. The emphasis of this idea in Malka Lorenz's blog reflects the author's values in the field of interpersonal communication. Equality of partners is welcomed by Malka; the dependent role of a woman and the passivity of a man are rejected. This idea is explained by the changing gender roles in modern society. Malka Lorenz is imaginative in outlining the problems caused by such changes: pragmatism, consumerism, tendency to manipulation, and infantilism of participants in interpersonal relationships. The rich arsenal of metaphors used by the blogger succeeds in conveying the meanings, revealing the causes of crisis situations.

Key words: metaphor, metaphorical model, function, blog, psychological counseling, interpersonal relationships, gender inequality

Tikhanova O. V.

Iconic sentences of the type «Ивана опрокинуло» (Ivan was overturned) and the problem of detecting them in the Russian National Corpus

Abstract. The article considers the sentence «Ивана опрокинуло» (Ivan was overturned) as an iconic sentence with isomorphism of the content plan and the expression plan. Isomorphism, along with motivation, is an integral component of iconicity. Iconicity as a semiotic concept indicates that syntax is generally iconic, and the syntactic phenomenon discussed in the article can be analyzed at three levels. At the lexical-grammatical level, a null lexeme is introduced, denoting some inanimate agent and included in a more complex sign (\emptyset + verb with -ло), which makes it possible to consider it through the parameters of translatability, transforming the sentence through intralingual (renaming) and interlingual translations, as well as through the parameters of isomorphism and motivation. At the sentence/proposition level, the null sign is postulated in the role of the null subject, which correlates with the semantic role of the inanimate Agent. The discursive-pragmatic level is considered through the concept of interpersonality as a linguistic category, namely subjectivity / egocentricity of a linguistic phenomenon. To this end, the term «Observer» is introduced, which manifests a null Speaker whose attention is directed to the object of perception, which is the denotation of the (null) subject Interpersonal communication (impersonality) also lies in the fact that the closer the cognitive (deep) structure of a sentence is to the surface one, the more natural the utterance becomes and the easier it is to establish communication between the speaker and the listener. The article raises the problem of searching for such sentences in the Russian National Corpus, since there is no «zero sign» parameter in the search criteria, which makes it much more difficult to separate a sentence with a canonical and non-canonical (zero) subject.

Key words: natural language; anthropocentrism; egocentrism; iconicity; zero sign; signifier; signified; semiotics; semantics; zero subject

Yakovleva E. V.

Comparative analysis of situational cognitive models constituents (on the material of textbooks «English Unlimited»)

Abstract. To date, there have been no studies examining cognitive models of English teaching discourse. In this regard, it is relevant to analyze the components of linguistic cognitive models of small-format texts (SFTs) in modern authentic English textbooks. Their analysis makes it possible to reveal how learners master these models while learning a foreign language, as well as to trace certain features of teaching discourse in English using SFTs. The aim of the study is to conduct a comparative analysis of SFT linguistic-cognitive models at elementary, intermediate and advanced levels of teaching English and to identify the linguistic means for their realization. The research is based on authentic English textbooks by Cambridge University Press «English Unlimited» of Elementary, Intermediate and Advanced levels. As a method for investigating cognitive models, the author used Dell Hymes' model, denoted by the acronym S-P-E-A-K-I-N-G. According to this model, communication includes such components as Setting and Scene (Time/ Place), Participants, Acts Sequence, Tone (Communication Style), Key (Emotional and Evaluative Background). At each level of learning, the main and dominant constituents of the linguistic-cognitive models are identified in order to outline pragmatic and communicative goals of the textbook authors. The study has found that Participants and Acts Sequence are the common components in all the situational models. The dominant components at the Elementary level are Place/Time and at the Intermediate and Advanced levels the component Emotional and Evaluative Background. The situations dominant components determine the authors' communicative and pragmatic goals to focus the learners' attention on certain aspects of the situation model with the help of linguistic means.

Key words: discourse analysis; dominant constituent; interdiscursiveness; cognitive model; cognitive modeling; linguistic-cognitive model constituent; small-format text; Hymes model; nominative density; object-referential situation; general constituent; situational model; educational discourse

Kovlakas E. F.

«Near / Far» toposes in ethnic cultural space

Abstract. The article raises the question of conceptualizing space from the position of «own» / «alien». While communicating with representatives of another culture a person acquires life experience and realizes that «another culture» has a different system of values and norms of behavior that may differ from those adopted in the person's native («own») culture. The phenomena of another culture often do not coincide with those adopted in «their own» culture. Thus, the concept of «culture» includes the «boundary» of perception, of the method of fixing (encoding / decoding) and distinguishing between «own» and «alien». «Alien» culture makes one experience emotions previously unknown. At first glance, one may think that the values underlying «his or her culture» are understandable to others, but later it can turn out that habitual patterns of behavior differentiate representatives of different cultures, and put a «boundary» between them. This boundary, invisible at first, but gradually becoming more and more tangible and clear, makes it possible to distinguish between «one's own» and «alien». On the basis of the conducted research, the author comes to the conclusion that the boundary becomes in itself a special mechanism by means of which it is possible to decode information from the semiosphere language of one culture into the language of another. Interpreting the foreign culture's system of meanings, fixing the experience of its bearers allows one to «cross the boundary» and cognize the alien, previously unknown world. The real world, already cognized, can provide new information and impressions, change worldviews, and broaden life experience.

Key words: conceptualization of reality; near and far toposes; picture of the world; verbalization of space; communicative extrapolation

Kondratenko M. M.

Nomination principles in designating time (using the material of slavic languages)

Abstract. Time designations form an important part of the language vocabulary. The meaning of this lexical layer is determined not only by its quantitative composition, but also by qualitative parameters, primarily by its function as a representative of traditional spiritual culture. One of the essential characteristics of time designations is the semantic motivation of the names, or the principles of nomination. Those signs, which are put by the speaker as a basis for designating a concept, from the extralinguistic point of view, reveal the peculiarities of native speakers' worldview; for linguistics, their analysis is of great importance for semantic typology. As the research shows, nomination principles are related to specific linguistic segmentation of the time space. Common to different languages is the designation of time as a generic concept and its connection with physical space; past, present and future; periods and stages of human labor activity, phenological seasons as reference points on the time axis; as well as different periods of the astronomical year and parts of the day. The generic concept of «time» can be represented as eternity, a century, or a human lifetime. A characteristic feature of designating the past is its motivation by its primacy, its specific position ahead of the point of time reference, coinciding with the moment of speech or other actualization. Failure to meet the deadlines set for performing some kind of human activity is regarded in the folklore lexicon as being outside time, as its loss. Another universal principle of time nomination is the use of spatial characteristics originally related to physical objects. In terms of semantic motivation, the nominations of such a time of day as morning are especially diverse.

Key words: slavic dialectology; dialect lexicography; designations of time; nomination principles; semantic

Milovanova M. S., Su Heqing

Correlation of the concepts «love» and «care»: linguistic-axiological interpretation

Abstract. «Love» and «care» are important for both russian and chinese pictures of the world. This research examines «love» and «care» in russian national-linguistic mind and «爱» and «关心» in chinese national-linguistic mind, studying these two concepts in russian and chinese worldviews – traditional and contemporary. To study and summarize the data on such correlation, the authors use the methods of contextual analysis and questionnaires, as well as the analysis of associative dictionaries and the experimental data. The texts have been selected from the Russian national corpus, the CCL and BCC corpuses, and open Internet sources; the common and unique content of the concepts «love» and «care» in contemporary discourse have been investigated. The research is based on modern methodology and evidence base in the form of corpus analysis and questionnaire data analysis (experiment). Its novelty lies in the fact that the study reveals the following tendency: as values change in the russian mind, the

connection between the concepts strengthens. Studying the dynamic aspect makes it possible to conclude that different associations in different historical periods were in constant motion: old stereotypes disappeared as the value perceptions of the native speakers changed, and new values and associations took a more active position. At the same time, the combination of the concepts «love» and «care» takes on a new meaning: self-care and self-love.

Key words: anthropocentrism; concept; love; care; paremiology; value; linguistic worldview

Sergeyev M. L.

«Mithridates» by Konrad Gessner: the story of creation and structure of the languages museum

Abstract. The article discusses the history and genre of Conrad Gessner's «Mithridates» (1555) – the first reference book on world languages. General information is given on the structure of the book, its sources and principles of citation; the role of academic correspondence and interaction within the Republic of Letters as an important information resource for XVI century science is emphasized. Attention is also drawn to the connection of «Mithridates» with Gessner's other philological and natural science projects (the publication of a Greek-Latin lexicon using G. Favorino's «Dictionarium linguae Graecae», the collection of zoonyms in different languages for «Historia animalium», etc.), the general sources and principles of presenting information typical of his reference and encyclopedic works. As an «inventory» of languages, Mithridates combines compositional and content features specific to the dictionary of proper names, the paper museum, and historical discourse. Like most reference books of the 16th century, it was compiled using the principles of collecting «commonplaces», that is, accumulating ready-made excerpts (reader's notes), grouped by certain keywords. Of particular interest is the «museum» component of the reference book, i.e. the «specimens of languages» (specimina linguarum) found in most articles of Mithridates. Unlike his predecessors, Gessner focuses, firstly, on textual examples rather than alphabets and, secondly, suggests a certain text as a standard «specimen» for all languages (in which it is available). The latter becomes obvious from the table of Our Lord's Prayer translations published in the appendix to the book, which demonstrates the author's ideas about linguistic classification and the use of a «linguistic specimen» as an empirical basis for linguistic comparisons.

Key words: history of linguistic comparisons; classification of languages; reference books; 16 century; humanism; natural sciences; Republic of Letters

Trubkina A. I.

Emotiveness of value semantics in literary text: decoding pragmatics

Abstract. The article focuses on considering the emotiveness of literary text and its role in forming value-semantic space. The aim of the article is to identify the emotive constituents of value meanings that determine the integrity of a literary text. Verbalization of emotions in a literary text is facilitated by such situations described in it that are emotional by nature: these are precedent emotive situations, situations realizing the category «abnormality», as well as situations that actualize emotional states. In the course of the research, the author finds that virtually all such situations are the basis for emerging value-significant meanings decoded by the reader while realizing the perlocutionary function of emotiveness. It is determined that emotiveness contributes to the activation of ontological ideas objectified in meta-meanings of a literary text and transformed into «eternal» themes of world literature. Analyzing the emotiveness functioning in A. P. Chekhov's story «The Black Monk» the author has established that the vector of action development is directed from portrait and landscape descriptions to events and characters' actions. Emotiveness markers in Chekhov's text are direct nominations of feelings, as well as lexemes and word combinations that are contextually emotive. The correlation between value-based emotives and the interpretation of situations by the hero himself is also frequent. Clarification of value semantics in the text perception by the reader is ambivalent: the character and the reader's feelings are directly opposite because the character does not feel the danger of his illness. The perlocutionary effect is evident in A. P. Chekhov's text even when linguistic and textual means are not emotive by nature: this happens so because the value-semantic space of literary text is continual in its discreteness of emotive markers representation.

Key words: emotiveness; literary text; markers of emotiveness; perlocutionary effect; value-semantic space; «The Black Monk»; A. P. Chekhov

Ogurechnikova N. L., Blinova S.A.

Semantics of complex mental influence in english statements with homogeneous predicates

Abstract. The article focuses on the functioning of verbs of interpersonal interaction with the semantics of mental impact in speech and their potential for reflecting the psychological impact tactics in speech and in the language. The study is based on a corpus of statements describing situations of exerting psychological influence.

The total number of the statements is 140. The material has been analyzed using the method of structural and semantic analysis, the method of contextual analysis and the method of analyzing dictionary definitions.

As a result of the study, the authors identify a lexical-semantic group of verbs representing complex psychological impact; they find out correspondence between the verbs and the nature of the impact they realize in language and in speech. It is established that the semantics of the verbs under analysis is heterogeneous. Some of the verbs have not been previously categorized as «influence» verbs. With regard to such verbs, it is concluded that they are able to realize the semantics of mental impact only in certain situations and contexts. Being included in a sequence of predicates reflecting the tactics of influence, such verbs are rethought and reinterpreted as representing a complex mental impact. The authors conclude that English speech shows a significant prevalence of mixed impact tactics over «pure» ones.

Key words: psychological impact; verbs of aggression; methods of influence; tactics of influence; semantics of influence; manipulation; verbs of motivation; verbs of deception; verbs of persuasion

Angelova M. M.

Linguocultural analysis of the change in cultural codes of Great Britain in the context of Brexit

Abstract. There is an interesting cultural and linguistic view of the process of transforming British cultural codes, reported in terms of the large-scale historical event known as Brexit. Within this study, the primary emphasis is placed on examining the effect of the UK's decision to separate from the European Union on the linguistic and cultural foundations of society. The introduction covers a set of questions related to the topic, its relevance; it also sets out the tasks and principles underlying the analysis. In the theory section, definitions are given to such key concepts as cultural codes and linguocultural studies, as well as an overview of previously conducted research and the interplay between language and cultural codes. The next stage of the study involves exploring the historical background of Brexit, examining its causes and consequences. The author conducts a thorough analysis of Brexit's impact on public opinion and the political climate, as well as its representation in media and literature. This is followed by a detailed study of the UK's cultural codes transformation, based on public discourse and using materials from media, literature, art, and other areas of public life. This analysis emphasizes changes in linguistic and cultural codes brought about by Brexit, initiating a discussion on potential reasons for these shifts. The study draws attention to the socio-cultural impact of these transformations on British society with a particular focus on the social and cultural consequences that have affected relationships between different groups within society, discussing aspects such as polarization, shifts in national identity, adjustments to new conditions, and other significant factors. The concluding part of the article summarizes the main results of the study and provides a general overview of the analysis regarding the UK's cultural code transformations in the light of Brexit.

Key words: Brexit; Great Britain; cultural codes; linguistic-cultural studies; change; public discourse; polarization; national identity

Piotrovsky D. D.

Studying the faroese language and literature at the end of the XVIII – first half of the XIX centuries

Abstract. Faroese writing did not appear until the XIX century, that is, much later than in other Scandinavian languages. At the same time, popular songs, ballads, had existed there in oral tradition. At the turn of the XIX century a steady interest in collecting Faroese folklore was formed both on the Faroe Islands and in Denmark, the first collector being Jens Christian Svabo. His recordings were not published during his lifetime, and it was not until the XX century that the work of Christian Matras led to the publication of three Svabo's notebooks of ballads and a Faroese-Danish-Latin dictionary. In 1814, The Wonderful Harp became the first published song. In 1822, Hans Christian Lyngbye published a Sigurd cycle of songs, which became the first large collection of Faroese ballads. The greatest contribution to the study of the Faroese language and literature at an early stage was made by Venceslaus Ulricus Hammershaimb. It was he who created the Faroese writing system which has been in use until today. The system is based on the etymological principle. Hammershaimb is the editor of two collections of Faroese texts and the author of the first systematic Faroese grammar and a Faroese-Danish dictionary. As a result, four collections of Faroese oral poetry, several editions of Faroese ballads, one complete and several fragmentary Faroese grammars and two Faroese dictionaries appeared in the XVIII–XIX centuries, thanks to the work of pioneer faroese philologists and a number of enthusiasts.

Key words: faroese ballads; oral poetry; popular poetry; faroese language; writing; principles of writing; lexicography

Polunina T. S., Vishnyakova O. D.

On some ways of enriching the modern english financial and economic lexicon

Abstract. The first thing worth mentioning is that each field of study has its own language and its own way of thinking. This paper focuses on the language of economics, more precisely on borrowings in this sphere. The authors consider some semantic ways of enriching the vocabulary of the english language, as well as the process of borrowing in the sphere of finance and economics using the articles from the financial english magazine «Financial times» (2022–2023). In particular, such semantic ways of replenishing the vocabulary as homonymy and conversion, the formation of new meanings on the basis of already existing words are studied. The paper describes borrowings from french, italian, german and other foreign languages. The article pays special attention to the specifics of translation and adaptation of new lexical units in modern english. It is worth noting that the current state of economic discourse is determined by several important characteristics. The most important feature is globalization, especially in the economic sphere. However, this process is not a new phenomenon, since trade contacts were popular even in communities that existed many centuries ago. These commercial relationships influenced the linguistic behavior of these community members. It is worth remembering that it is the language itself that influences not only other languages, but also the way this population speaks, and that the most notable sources of these influences are borrowed words.

Key words: borrowings; term system; specialist vocabulary; language form; transformation; language community

Boichuk E. I., Kosogorova K. G.

Phonetic, lexical and grammatical features of nouchi words of french origin under the influence of linguistic diversity in Côte d'Ivoire

Abstract. The article presents the current linguistic situation in Côte d'Ivoire, which is characterized by a large number of actively used languages. The geographical characteristics of how languages spread throughout the territory of the Republic make it possible to identify the most active local languages, as well as the extent of their expansion and the influence of other European languages (in particular German, Spanish and English) on the languages of Côte d'Ivoire. Nouchi is currently not registered as a language, it is argot, which is in form a mixture of various European languages, based on French, as well as local languages and dialects. The purpose of the article is, firstly, to present the diversity of the languages in the republic; secondly, to review the major works devoted to the specifics of the nouchi argot; and thirdly, to analyze the phonetic, lexical and grammatical features of certain words and constructions that include words of French origin. The material for the study is words and constructions from the website nouchi.com. The authors of this research have come to the conclusion that the nouchi argot is becoming more and more common on the territory of the republic and beyond, and that the nouchi argot is increasingly influenced by local languages, which radically modifies the French language, making the people's language feel more and more confident not only in the Republic, but also beyond its borders; it acquires its identity.

Key words: argot; nouchi; Ivory Coast; dioula; transethnic language; hybridity; identity

Zubkova M. N.

Variation of the general question structures in the modern french language (based on feature films)

Abstract. The article focuses on the analysis of yes/no questions in French, on the basis of oral colloquial speech collected from French feature films, mainly of the last decade. The purpose is to determine the syntactic, semantic and pragmatic characteristics of two types of interrogative constructions (est-ce que and SV), to identify similarities and differences between them. Scientists have always been interested in the functioning of various question forms in different types of discourse in French, as well as in the prosodic peculiarities of these structures both in synchrony and diachrony. However, the problem of criteria for choosing a particular variant of the general question has not been solved clearly so far, which determines the relevance of the study. In order to determine these factors, the scientists use the following approaches: diglossia theory, variation theory, pragmatic-syntactic approach. The latter is recognized by the author as the most logical and consistent. It is shown that the leading criterion for choosing the question form is the speaker's communicative intention. The quantitative analysis shows that SV is the leading structure of yes/no questions. This is due to its ability to convey a wide range of meanings, both interrogative and non-interrogative, the most typical of which is a request for confirmation.

Despite the possibility of functioning in similar contexts, «est-ce que» is opposed to SV. The main difference is that est-ce que denotes the interrogation dubitative, which implies a certain degree of distrust in the interlocutor's words, i.e., the reliability of the information contained in the question is doubted. This is why «est-ce que» cannot function as a request for confirmation, due to its declarative word order. Moreover, unlike SV, est-ce que has an emphatic meaning and can also introduce a rhetorical question.

Key words: variability; communicative intention; semantics; pragmatics; morphosyntax; interrogative structures; yes/no questions

Dolgikh Z. B.

Problems with translating the names of grape varieties from portuguese into russian

Abstract. The article discusses a number of problems that arise when working with wine-related (oenological) texts in different languages (french, italian). The author outlines enological nominations both universal and specific for russian and portuguese. The main idea of the article is to provide recommendations for translating the names of portuguese grape varieties, due to the lack of officially accepted equivalents in russian. There is no shortage of theoretical studies on this issue in Spanish, Italian, French and some other languages. The set of techniques in the field of translating names, terms and proper names from language to language, as deduced by various researchers, is traditionally reduced to the following: transliteration, transcription and loan translation. In practical terms, however, the problem is much more complex and deeper both for languages already well-studied in this respect and, no doubt, for the portuguese language, which has a very peculiar phonetic structure.

The problem of translating proper names and designations into russian becomes especially acute in the study of professional discourses, such as, for example, oenological or winemaking discourses. There is no uniform policy on transmitting the sound of the portuguese names for grape varieties. One can find several variations of russian equivalents for each portuguese variety on the Internet. The unifying element of all forms and types of oenological discourse are oenological terms, and the linguistic basis is formed by oenological texts of different communicative and functional nature.

Key words: winemaking; oenology; oenological; discourse; terms; nominations; variability; variety; transliteration; transcription

Astafieva O. N., Tkhagapsoev K. G.

Origins of formation and reasons for developing the information-semiotic theory of culture

Abstract. The article is the first part of the research devoted to the specifics of forming and developing the information-semiotic culture theory in Russian cultural studies. Analyzing scientific works in different fields of knowledge – natural sciences and humanities – the authors of the article describe the «germination» of the ideas of understanding information in the works by Yu. M. Lotman, M. S. Kagan, V. S. Stepin, A. Mohl and others, which have led to the formation of a special methodological direction in cultural studies and the science of culture. The point is that information is realized and recognized as one of the key essences of human existence and social existence in social and humanitarian sciences, and that the methodology of the information approach in humanitarian cognition is being formed in the XX–XXI centuries. Special attention is paid to the analysis of Yu. M. Lotman's interpretation of culture as a «secondary modeling system». In contrast to the primary system – language, acting as a field and mechanism of communication, culture is understood as a special kind of cultural action, which includes the task of fighting entropy, storing information and memory of culture. According to Lotman, art is the most important part of culture, giving objects their meaning and creating information. The authors point out that the idea of culture as social information in a multitude of cultural texts created on the basis of various signs and sign systems leads to the information theory of culture. It is emphasized that, as a result, the information-semiotic theory that is being formed synthesizes the existing conceptual views on culture within the framework of cultural science. In the second part of the article, which will also be published in this journal, the authors suggest joining the methodological discussion and they plan to continue elaborating on the essence of the theory in question and on the prospects of developing cultural studies in the context of modern ideas and views of the human sciences and methodological principles of the post-nonclassical paradigm in scientific cognition.

Key words: culture; information; modes of human existence; cultural form; dynamics of culture; frame; emergence; typology of culture

Khrenov N.A.

Reception of artwork as a cultural problem: dialogue of cultures and its influence on the arts interpretation

Abstract. The article aims to theoretically justify and illustrate with concrete examples how another significant level concerning the interaction of cultures is manifested in the arts sphere. Ignoring this level, the recipient is unable to read all the meanings of a particular artwork. However, it should not be ignored by the arts critics either. Obviously, the ideal form of interaction between cultures can only be dialogue. But the reality shows too many deviations from the dialogue. A different or «alien» culture can be perceived on the principle of friend or foe. It is

clear that if one culture sees another culture as a «friend», this other culture seems attractive and contributes a lot to the development and growth of its own cultural identity. But in the case of treating another culture as «enemy», there is also a certain impact on the identity. Often enough, the enemy image is formed on the basis of what one culture would like to get rid of, what it does not like about itself, and wants to pass what it rejects on to another culture. By assigning such a negative image to another culture, one's own culture further asserts its ideal image. The enemy is often a projection of what is rejected in one's own culture, which is characteristic of the interaction of cultures and contributes to attracting or rejecting specific artistic phenomena. The specific feature of soviet culture was that it encouraged a strict selection of both its own cultural heritage, which is evident from the censorship practice, and the artistic experience of other cultures. By «other» cultures this article means western cultures. According to the author, the example of E. Hemingway's work, shows how the works of another culture make up for the whole layers of new art, removed from artistic communication in Soviet Russia. Therefore, the author claims that the reception of the arts should be taken into consideration when creating the history of artistic culture.

Key words: interaction of cultures; dialogue of cultures; soviet culture; western culture; world artistic process; First Congress of Soviet Writers; N. Bukharin; D. Bedny; B. Pasternak; tadeepization; reception; N. Berdyaev; O. Spengler; E. Piscator; E. Hemingway; R. Orlova

Erokhina T. I.

Sociocultural space as a factor in forming spiritual and moral values

Abstract. The article focuses on the specifics of sociocultural space as a complex multicomponent phenomenon that includes subspaces related to social and cultural development of society. The author notes that the interpretation of sociocultural space as a cultural phenomenon is controversial and turns to the cultural-philosophical and sociocultural discourse of this concept's content. Defining the basic elements of sociocultural space and its functions, the author highlights the stages and results of enculturation and socialization, the specifics of its constructing, representing and conveying spiritual and moral values through the formation, development and functioning of sociocultural space. The article considers scientific-educational, cultural-educational, informational-communicative, and cultural-leisure functions of socio-cultural space as a factor in the formation of spiritual and moral values. The core of the sociocultural space is outlined in terms of constant values, and the differentiation of nuclear and peripheral values is identified. Special attention is paid to the socio-cultural space of the region, which transmits national values and possesses unique characteristics related to historical-cultural realities and regional socio-cultural institutions. With reference to the socio-cultural space of the Yaroslavl region, the author analyzes cultural-educational projects of Yaroslavl and the Yaroslavl region that contribute to shaping spiritual and moral values, as well as regional identity. Particular attention is paid to various cultural projects related to museums, theaters, and educational activities in the Yaroslavl region which contribute to implementing the main functions of the socio-cultural space, as well as to the formation of values and to the personality's spiritual and moral development. The article introduces an axiological approach to the analysis of sociocultural environment, which emphasizes the role of educational, cultural and art institutions in the formation of a person's spiritual and moral values.

Key words: sociocultural space; spiritual and moral values; Yaroslavl region; identity; acculturation; socialization

Sgibneva O. I., Belikova E. O.

Cult monuments in urban space: transpositions in the dialogue of times

Abstract. The authors regard the monuments of religious culture as an integral part of historical and cultural heritage. Unique senses and spatial forms of cult monuments are important factors in shaping urban cultural environment. Their loss breaks the unity of cultural space, destroys cultural continuity, and distorts historical memory. The example of Tsaritsyn-Stalingrad-Volgograd shows the dynamics of cult monuments in the space of urban culture, their dependence on the state policy towards religion and religious organizations. The cultural space of Tsaritsyn clearly demonstrated its multi-ethnic and multi-confessional character. The cult monuments reflected the specifics of the historical and cultural development of the city, the diversity of artistic styles in provincial architecture. The loss of religious heritage was not only a consequence of the military battles in the XX century, but first of all it is connected with the changes in the policy of the authorities towards religious organizations. In modern Russia, following the changes in state policy and the transition to the principles of freedom of conscience and freedom of religion, urban cultural landscape is changing significantly, and religious sites are becoming an integral part of cities' cultural environment. The authors see as controversial the modern attempts to artificially integrate recreated «models» of Tsaritsyn's historical churches into the modern architectural environment, which is quite different in style. A number of new churches in Volgograd have integrated into the city's cultural environment and, as sociological studies show, such examples are positively viewed by the citizens. At the same time, some controversial decisions are made, which cause debates in the city community. Analyzing the current restoration process of religious cultural objects in the modern city the authors show the need for public discussion of projects,

the need to take into account the opinion of both religious figures and the scientific community, as well as the opinion of the people and the qualified expertise.

Key words: culture; cultural heritage; cultural environment; cultural monuments; continuity; transposition; cultural dynamics; religious culture

Letina N. N.

Culture-congruous algorithm for studying the foundations of the russian-african dialogue

Abstract. The article presents a culturally congruent algorithm for studying the cultural foundations of the Russian-African dialogue, designed and tested in the process of cooperation between YSPU n.a. K.D. Ushinsky and universities of the Republics of Ghana and Cote d'Ivoire. This algorithm was created in the course of work on the state assignment from the Russian Federation Ministry of Education – «Scientific and methodological support of educational and awareness-raising activities in the Republic of Côte d'Ivoire in order to promote the goals and values of Russian education and culture» (№ GTNU-2023-0011). The main task of the article is to register the key theoretical and methodological positions of the algorithm and its specific component – a sociocultural survey of African students' intents correlating to the Russian code. The scientific significance of the article is in methodological integration of cultural analysis, modeling, systematization and empirical tools formation (sociocultural survey, questionnaire). It is also scientifically significant to focus on studying the foundations of the Russian-African dialogue in general and the cooperation between YSPU n.a. K. D. Ushinsky and universities of the Republics of Ghana and Cote d'Ivoire in particular. This article defines the components of the initial model of promoting and supporting the goals and values of Russian education and culture in the Republics of Ghana and Cote d'Ivoire (ternary cluster «Science – Culture – Education»). The main factors of choosing theoretical-methodological principles for the research algorithm are: conditioning by the goals of the project and the objectives of the stage / type of work, determinism by characteristics of the target audience and differentiation of its sampling. Key principles are established of equal opportunities, community, concepts of dialogues of cultures, cultural code and Russian cultural code. The author characterizes a specific component of the research algorithm – verification and systematization of aspirations and intentions of African students from Ghana and Côte d'Ivoire universities involved in the project, which are significant for Russian-African cooperation. This component is realized through designing, conducting, analyzing and generalizing the results of the sociocultural survey (adult sampling of Russian-speaking female activists in the Republic of Côte d'Ivoire, online questionnaire; student sampling of universities in the Republics of Ghana and Côte d'Ivoire). The research summarizes the conducted procedures, provides the texts of the two questionnaires and characterizes certain aspects of designing their content and format.

Key words: culture; education; intercultural cooperation; Russia and Africa; the basis of cultural dialogue; cultural code; Russian cultural code; socio-cultural survey; YSPU n.a. K.D. Ushinsky; universities of the Republics of Cote d'Ivoire and Ghana

Suslova A. A.

Documentary basis for the urban text of Bezhetsk in the XIX–XX century literature

Abstract. The article compares the documentary and artistic bases that form the text of the provincial town of Bezhetsk. The author correlates symbols and markers, historical and socio-cultural facts with the poets' and writers' perceptions of the provincial town of Bezhetsk, where they were born and found their inspiration. The research materials are the issues of Bezhetsk almanac, notes about the city, literary works, diaries and letters of creative personalities who were connected to the region: A. A. Akhmatova, N. S. Gumilev, V. Abakumov, V. Y. Shishkov. The study is relevant due to the fact that the Bezhetsk text is insufficiently studied in the scientific literature, as well as the ongoing research on the image of the territory in a number of regions. Bezhetsk, being a typical representative of a small provincial town, accumulates the features characteristic of the province: thickness of life as its metaphysical quality, anachronism, backwardness, feeling of isolation, of being abandoned, dominance of the stereotypical over the unique. Having analyzed two types of sources, and compared the information, the author found different dominant points in the perception and vision of one and the same city by different people. These differences are conditioned by the factors that influence the writer's perception of the territory: biography, temperament, connection with the particular area the writer lives in – all this, in one way or another, is reflected in the artists' work, creating a unique urban text, which has both common features typical of any such text, and certain specific features determined by the fact that the text is related to a particular city.

Key words: urban text; Bezhetsk; image of the city; province; Verkhnevolzhye; creative personality; N. S. Gumilev; A. A. Akhmatova