

Boldyreva E. M.

Actualizing archetypal meanings of the bull image in the russian poets' auteur myths

Abstract. The article analyzes symbolic potential of the bull image in the works of Chinese and Russian poets of different epochs. Based on the poetic texts by N. Lvov, A. Tolstoy, K. Balmont, S. Kirsanov, N. Aseev, I. Erenburg, E. Yevtushenko, A. Ladinsky, O. Mandelstam, M. Kuzmin, I. Brodsky, B. Akhmadulina, and N. Zabolotsky, the author demonstrates how the bull loses its status as an empirical image in Russian poetry and becomes a metaphor for the human soul, a symbol embodying various cultural and historical phenomena, mythological and folklore archetypes as well as being a significant component of individual auteur myths, integrated into a complex system of auto-reminiscences and involved in a constant intertextual game. The article considers the image of the bull in correlation with the theme of bullfighting in Russian poetry, where the bull becomes a true tragic hero and in the hopelessly bitter realization of its life, broken by people who forced it out of the natural world, depriving the bull of its blood relations with its native environment, and in the heroic-romantic hypostasis, symbolizing the tragic fate of an individual hero who confronts the terrible world and perishes in this unfair battle. Particular attention is paid to the religious and mythological hypostasis of the bull image in Russian poetry and the integration of the bull image into the complex symbolic context of the author's world. The author studies the solar symbolism of the bull, the models of integrating the image into religious and mythological coordinates and into the complex system of intertextual parallels, as well as various variants of the author's symbolism in the bull image (symbolic embodiment of majestic natural forces, belonging to the universe, a magic prism of memory that resurrects the personal and universal past, etc.). The article concludes that the bull in different mythological and art systems appears as a complex ambivalent image, combining incongruent qualities, symbolizing life and death at the same time, lunar and solar principles, male and female nature, power and submission, aggressiveness and sentimentality, doom and greatness of immortality.

Key words: cultural symbol; mythopoetics; the bull image; archetype; russian poetry; chinese poetry; solar symbolism; lyrical hero; motif of memory; auto-reminiscence; motif of bullfighting

Melnik V. I.

Religious bases for protest attitudes in N. A. Nekrasov's poetry

Abstract. The article focuses on the origins of Nekrasov's protest attitudes. Until now, Nekrasov has been unconditionally named among the «revolutionary» poets. Researchers are little concerned about the fact that Nekrasov's poetry does not contain direct appeals to revolution. His vivid description of the people's poverty and lack of rights, cruel oppression of the people by the landlords – all this allegedly testifies to Nekrasov's stirring up revolutionary moods. Friendly relations with N. G. Chernyshevsky and N. A. Dobrolyubov are also considered to be a definite evidence of the poet's revolutionary nature. In fact, in studying the issue, there have obviously been decades of unjustified assumptions. A quote from Nekrasov's poem describing violent punishment of a peasant by the landlord, and other such cases, often led to an unequivocal conclusion about the obvious call for revolution. Nekrasov's relations with Chernyshevsky and Dobrolyubov also need deeper and more objective studying. It is necessary to clarify the concepts of Nekrasov's «revolutionary spirit» and «protest attitude», and to deeper understand his worldview. Unfortunately, for more than a hundred years only «half» of Nekrasov has been studied ignoring the dominant core of his worldview – his religiosity. That is why the study of Nekrasov is currently in crisis. The publications are dominated by shallowness and repetition of what is already known. This article raises the question of whether Nekrasov, being a deeply religious person, could easily adopt Chernyshevsky's revolutionary lessons. Under no circumstances could Nekrasov, for all his propensity to protest moods, ignore the evangelical and ecclesiastical call to humility and patience as the basis for the salvation of the soul. The article shows how Nekrasov, depicting various types of protest, tries to bring the Gospel attitudes closer to the serfdom realities of the 19th century Russia; how he defends the people's interests by relying on various Gospel precepts, which – in their correlation – call to act in accordance with the circumstances, not with the approved common norm. Actually, the church acts in this way, calling for killing enemies in war. Nekrasov had the courage to express his understanding of one of the most important questions: whether a response is possible to social violence – and to what kind. This article examines Nekrasov's system of «artistic arguments» in detail.

Key words: Nekrasov; Chernyshevsky; the long-suffering of the people; the loss of God's image; protest; revolution; God's Judgment; the gospel

Bokarev A. S.

Cyclization as a form of soviet discourse reception in Yegor Letov's project «Enemy of the people»

Abstract. The article considers the cycle-forming links in Yegor Letov's album «Do with us, do as we do, do better than us!» created within the framework of the solo project «Enemy of the People». The author proves that the integrity of «Do with us...» is determined by the title complex, which includes the name of both the album and the project, the space-time continuum based on the unity of the mental event, the structure that regulates the order of the songs, and isotopy – the repetition of words belonging to the same lexical-semantic field. Being the author's natural form of the Soviet discourse perception, cyclization helps to avoid unambiguous evaluation determining the subjective structure in which the attitude of the «speaker» in each song does not coincide with, but is fundamentally different from the author's viewpoint. The instability of the subject understood in this way converges with the conceptualist «non-stickiness» that presupposes a dual relation of the speaker to his or her self and an unmotivated transition from one discursive system to another. Unlike «non-sticking», it is about the «speaker's» staying within a single, particularly soviet, discourse, the interaction with which is constructed as a set of equally relevant «scenarios» (resolute resistance to the state system, refusal to fight, synonymous with withdrawal from life, inaction in the face of strong rejection of the established order). The author concludes that this type of subjectivity can be realized only in the cycle's structure and arises as a result of the contextual juxtaposition of its constituent songs.

Key words: E. Letov; «Enemy of the people»; «Do with us, do as we do, do better than us!»; song; cyclization; cycle-forming links; soviet discourse; reception

Kolysheva E. Yu.

Background of the chapter The Dream of Nikanor Ivanovich in M. A. Bulgakov's novel The Master and Margarita

Abstract. The chapter The Dream of Nikanor Ivanovich is the most important fragment of the canvas, on which M. A. Bulgakov reliably depicted the modern era in his novel The Master and Margarita, thanks to the use of oneiric space and the image of the theater. It is no coincidence that it was this chapter that suffered the most from the censorship during the first publication of the novel in the magazine Moscow in November 1966 and January 1967, along with a chapter on the misadventures of the Variety Theater director Stepa Likhodeev, specifically its beginning about mysterious disappearances in the «bad flat». In this regard, the history of writing the chapter on the imprisonment of the housing cooperative chairman has attracted particular attention in Bulgakov studies. Thus, L. K. Parshin showed that while writing the chapter, Bulgakov was influenced by the story of N. N. Lyamin, Bulgakov's close friend, about his being held in custody. While studying the whole corpus of drafts for the novel The Master and Margarita and the materials on case investigations, the author saw that the idea of the chapter had been formed long before N. N. Lyamin's arrest. But the series of dream episodes, constructed as a succession of concert numbers in a theatrical space, was created by the writer precisely on the basis of the knowledge he had gained through N. N. Lyamin's story. Comparing the drafts of the novel The Master and Margarita and Molière's biography, which Bulgakov worked on in parallel in 1932-1933, the author made a conclusion about the influence of the novel about Molière on the creation of the theatrical space in the chapter Nikanor Ivanovich's Dream in order to depict the age of arrests. Thus, addressing the history of the text helps to establish how the writer's intention was formed.

Key words: M. A. Bulgakov; The Master and Margarita; history of the text; textual analysis; the Dream of Nikanor Ivanovich; N. N. Lyamin; Biography of Molière; implication; oneiric space

Dubakov L. V.

Buddhist optics in Natalia Ilishkina's novel Ulan Dalai

Abstract. The article is written as part of a study on the «Buddhist text» in modern russian literature, and analyzes N. Yu. Ilishkina's novel Ulan Dalai, which contains a large number of Buddhist images, motifs and meanings. The Buddhist optics of the book's characters determines their appearance and names, their specific perception of the object world and the natural world, and their understanding the nature of human relations. Buddhism, seen through the prism of the main characters' minds in Ulan Dalai, also determines the specific features of the spatial and temporal organization of the work, based on the contrast between ordinary and transcendent reality. Buddhism in the novel gives the characters the opportunity to change their point of view not only in the sense of transforming their perception of Soviet reality, but also as a place where the observers end up: their Buddhist faith allows them to strive for a mystical land, focusing their thoughts on it and leaving earthly reality behind Natalia Ilishkina's Buddhism offers an answer to the question about the causes and consequences of what happened to the Kalmyks and other peoples of the Soviet Union at the turn of the century and in the first half of the

20th century. It also helps to overcome the tragic history of a particular family and a large country. According to the author, the novel Ulan Dalai, being a steppe saga (or family chronicle), can also be called a religious novel, as it represents the system of Buddhist ethical, philosophical and metaphysical views (in their Kalmyk version), which are in existential opposition to the system of communist views (in its Soviet implementation).

Key words: N. Yu. Ilishkina; Ulan Dalai; Buddhism; Buddhist text; Buddhist optics; Kalmyks; saga; communism

Kornadut K. D.

Chronicle of current events in the context of russian journalism in the 1960s–1980s

Abstract. Academician A. D. Sakharov, one of the leaders of the human rights movement in the Soviet Union, called the Chronicle of current events the main achievement of soviet human rights activists. Their activities are known to have focused on a wide range of public issues, from protecting national minorities to helping political prisoners. But it was the Chronicle that brought together everything human rights activists were doing and became an important source of information both for contemporaries who took part in the movement and for researchers. Chronicle of current events, the first unofficial publication devoted entirely to human rights violations, is examined in this article from the aspect of its uniqueness. The bulletin, published for fifteen years, from 1968-1983, is compared with its predecessor, R.A. Medvedev's underground journal Political diary, which, unlike the classic literary samizdat, covered political and economic news and published party documents unavailable to readers of the official press. The similarity of these unofficial collections lies in their social-political content, but their history and the aims of their authors are completely different – studying the Chronicle in contrast to the Political diary will complement the analysis of the human rights bulletin. This paper also considers the background and history of the Chronicle, which is inseparable from the development of the human rights movement. The author studies the style of publications and their difference from articles about human rights defenders in the official press. The article also contains some information about the method of distributing the issues, the influence of the bulletin on the development of the human rights movement in the USSR, and the reaction of the authorities to the bulletin.

Key words: Chronicle of current events; Political diary; human rights movement in the Soviet Union; samizdat; N. E. Gorbanevskaya; M. A. Medvedev; underground publications; soviet censorship

Chen Zhe

Official media functions in crisis communications (the case of the school accident in Chengdu, PRC)

Abstract. The author of the article analyzes communication strategies of the chinese government in connection with the tragic accident that took place in secondary school No. 49 in Chengdu (PRC). The girl's death was initially attributed to her own psychological problems, and she committed suicide by jumping from the roof. However, local authorities failed to build effective crisis communication from the beginning, which resulted in a slow reaction to the tragedy and created social panic. The case was quickly picked up by social media, spreading the information that the cause of the tragedy was not only psychological problems, but also school bullying and other aggressive behavior on the part of the girl's peers. This caused widespread public reaction and distrust in the actions of the local authorities, which in turn led to the growth of social discontent. Rebuilding relations between the authorities and the public became possible only after the central media started to cover the incident using adequate communication strategies, which helped to restore the public trust. The study is based on the crisis situation theory, which emphasizes the importance of prompt and open response of the authorities in crisis situations, following the 24-hour principle. The empirical database consisted of 1,696 posts on weibo (China's largest social network) regarding public reactions to the event between May 11 and May 13, 2021. The content analysis identifies communication strategies at different stages of the crisis and provides recommendations for improving crisis management in the future.

Key words: crisis; crisis communication; authorities; public opinion; crisis situation theory; communication strategies; social networks

Shapovalova T. E.

Axiological semantics of statements with temporal substantive constructions

Abstract. The aim of the article is to analyze the axiological component in the semantics of statements with temporal substantive expressions structured by the temporal syntaxeme with the preposition после (after), selected by the method of continuous targeted sampling from A. I. Kuprin's stories. Using structural-semantic and component analysis, as well as general scientific observation, qualification and systematization methods, the author shows

special axiological significance of temporal substantive constructions as linguistic means of expressing the subject's evaluative reactions to the temporal correlation of events. A. I. Kuprin's stories are analysed using the method of distributive analysis. To describe the axiological semantics of a statement with temporal substantive constructions, the author uses the analysis proposed by T. V. Markelova, which takes into account its cognitive, communicative and emotional content. The paper analyzes the statements with temporal substantive expressions constructed in line with the communicative task according to the semantic model «subject and its attribute». The use of such statements is proved to increase the value and evaluation component of A. I. Kuprin's literary text. Theoretical and practical significance of the work is based on the analysis and generalization of theoretical positions and practical data obtained in the course of linguistic analysis of statements with temporal substantive constructions. The article defines the characteristics of time units extensions, which bring the evaluation closer to the good or bad pole or preserve neutral evaluation. Theoretically substantiated and practically tested is the way of analyzing the research problem: from establishing the degree of importance of temporal substantive constructions to identifying and describing the specific communicative and pragmatic functions of these linguistic elements in A. I. Kuprin's stories.

Key words: category of syntactic tense; time difference; relations of succession; evaluation; syntaxeme with relative temporal meaning; temporal substantive construction; value

Malinskaya T. V.

Realization of the phrase «В МОМЕНТЕ» in the National corpus of the russian language

Abstract. The article analyzes the phrase *в моменте* (in the moment), the part of speech it belongs to and its functioning in the sentence based on the material of the Russian National Corpus. The aim of the study is to identify and prove the multifunctionality of the phrase in the moment. For a more objective analysis, the author uses definitions of the lexeme *момент* (moment) from three explanatory dictionaries of the Russian language.

The method used is continuous targeted sampling of linguistic material, as well as observation, generalization and interpretation methods. Structural and semantic analysis of units with the word combination *в моменте* is done.

As a result of the research, it has been proved that the phrase «*в моменте*» can be not only a preposition-and-case noun word-form, but also an adverb, which is usually used in the professional sphere. The analysis demonstrated that the preposition-and-case noun word-form is represented in the sentence as a temporal-local syntaxeme, a part of a substantive construction, or is a nominal part of a compound nominal predicate of a bisubstantive sentence. The surveyed NCRL material has shown that the most frequent use of *в моменте* is as a substantive construction with several extensions, which is supported by the data presented in the form of a graph. The syncretism of meanings relies on the semantics of the lexeme *момент*, on the polysemic non-derivative preposition *в*, and on the semantics of attributive extensions. These components together actualize the space-time continuum.

The relevance of the study is due to the fact that the use of the preposition-and-case word-form *в моменте* reflects modern language trends: anthropocentric approach, evaluation of statements, analytism of predicate forms.

The theoretical significance of the paper lies in the objective reasoning of the evidence for the part of speech the phrase *в моменте* belongs to.

The practical relevance lies in the fact that the model proposed in the study can be used to analyze the structure, semantics and functioning of various preposition-and-case word forms as a representative of the current development of the russian language.

Key words: bisubstantive sentence; gradality; polyfunctional words; space-time continuum; syncretism of meanings; temporal-local syntaxeme; temporal substantive construction

Saminskaya Yu. Yu.

The system of participles in the russian language: the main evolution trends

Abstract. The aim of the article is to analyze the system of participles in dynamics from the Old Russian period to the present day, and to define the reasons for instability and variability of this specific form of the verb. The relevance of the research stems from the need to understand the main trends in the participle development through the theory of grammaticalization, which makes it possible to reveal the laws of forming grammatical systems in different languages. The study uses the methods of observation, description, classification, as well as structural and quantitative methods. The results of the research show that significant transformations in the system of participles throughout their historical development are caused by their dual nature. The author describes the processes of grammaticalization and lexicalization that have taken place in the system of participles from Old Russian to the present day: 1) nominative active participles form adverbial participles, functioning as a semi predicative and used in a single subject constructions with the main predicate; 2) single past form, i.e. former participle with the suffix -лѣ, replaces a complex preterit tense system; 3) perfect and plusquamperfect forms and expression of perfect semantics are lost due to the lexical meaning of personal and participle forms and context; 4) short passive perfective participles with -н/-т suffixes acquire passive form in voice opposition to active, expressed by perfective

personal forms. The following phenomena indicate that in the modern Russian language participles remain an unstable class of words: the process of their mass adjectivization, functioning of future tense participles, the ability to express unreal modality, overcoming paradigmatic restrictions in certain contextual conditions.

Key words: participles; grammaticalization; lexicalization; perfect; adjectivization; future tense participles; the voice category; unreal modality

Lukin O. V.

Lexicographic and grammatical works by Franz Hölterhof in the context of the XVIII century linguistics

Abstract. The article deals with lexicographical and grammatical works of Pastor Franz Hölterhof, who taught German at the Imperial Moscow University from 1763 to 1780. An ethnic German, he spent most of his long life in the Russian Empire and served it, both as a pastor and as a teacher and scholar. Despite the fact that teaching activity occupied a relatively short – about twenty years – period of his life, it was during this time that the works so important for the history of the national linguistics were created.

The author of the article is primarily interested in Hölterhof's dictionaries and German grammar, which were published when their author was a lecturer and later a Professor extraordinarius at Moscow University. These works, which appeared due to the urgent needs of teaching German in secondary and higher schools, opened a new page in the development of German lexicography and grammar in Russia. The article shows that these works were actually the first original auteur works in the field of German lexicography and grammar in our country, written, of course, not without the influence of the predecessors, but they were not compilations or translations into Russian of earlier German dictionaries and grammars.

The novelty of this article lies in defining the role of F. Hölterhof in the development of Russian linguistics of the XVIII century against the background of lexicographic and grammatical works of his predecessors. The relevance of the work is due to the interest of contemporary linguists in further studies of the history of this science and the need to fill the existing lacunas, both factual and interpretative.

Key words: narrative linguistic historiography; Franz Hölterhof (4.03.1711 – 11.12.1805); grammar of the German language; lexicography; Russia; XVIII century

Doronina I. M.

Television credits as a text-verbalizer of the politeness category

Abstract. The paper examines television credits as an element of verbalizing politeness in media space. It is noted that in the context of Russian practice there are no unified requirements for the design of credits, which often leads to misunderstandings and criticism on the part of television professionals. In 2021, the author conducted a series of in-depth interviews, during which the question arose regarding the justification of the common practice to speed up the end credits, which may be regarded as a lack of respect for the authors and viewers who wish to learn more about the program. Experts' opinions range from support for the tendency to slow down the credits, which was presented in the Russian draft law «on credits» that has been rejected so far, to doubts about its expediency. The article presents recommendations from the BBC on how to design credits, where strict instructions emphasize their importance as a sign of appreciation to video content creators. A comparison with foreign practice shows that Western media systems treat credits more respectfully, considering them as part of a verbal expression of gratitude. The concept of credits as an element of communicative ethics becomes central to the analysis, emphasizing the need to take into account the interests of both the video product creators and the audience. At the end of the article, the author focuses on the need to develop certain norms and rules in the field of creating credits in the Russian Federation in order to improve the understanding of their significance by the addresser and the addressee. The author suggests considering credits as a way of expressing respect and emphasizing the value of human labor in creating video content.

Key words: TV credits; video content; subtitles; end credits; category of politeness; gratitude; the law on credits

Nurutdinova A. R.

Universal and specific linguocultural characteristics in paroemiological units in heterostructural languages

Abstract. Paroemiological units are especially common in comparative studies, as they allow to structure knowledge and subsequent formation of different peoples' linguistic worldviews on their basis. At the same time, the structural models of the proverbial units themselves have significant differences, which is explained by the specific features of the language and culture. The article emphasizes that studying paroemiological units is important for the

mental picture of a person. The article presents cross-national as well as culturally significant and ethnically conditioned concept layering in Russian, English and Arabic ethnic cultures. According to the author, it is difficult to understand a number of cultural phenomena without taking semantics into account, diverse living conditions and national specificity lead to the fact that conventionally similar concepts in different cultures symbolize mismatched phenomena. The basis of symbolic meaning may be an archetype, and in this case linguoculturally – nationally – specifically will be a relation to a similar content encoded by mentality. The aim of the paper is to identify universal and specific features of proverbs based on linguocultural analysis of three heterostructural languages; and to show how language, reflecting human life experience, is used to describe the mental concept of everyday realities. Throughout its history, Arabic has been a diglossic language and a distinction is made between: classical (the same in all countries), and dialectal (differing from country to country), which is also reflected in paroemiology, where there are two types of proverbs, one in classical Arabic and the other in dialectal Arabic with all its diversity. This study is based on a sample group consisting of a significant number of dialectal proverbs from different Arabic dialects, which makes it possible to outline the main characteristics of this category of proverbs. To achieve the aim of this research the author used traditional methods: descriptive, lexicographic, and comparative linguocultural method.

Key words: cognitive linguoculturology; paroemiology; russian; english; arabic; linguistic worldview; linguistic analysis; concept sphere

Stupina E. S.

The meaning of the term «code» in humanitarian studies

Abstract. The polysemy of the term «code» has formed a variety of approaches to interpreting related concepts and expanded the boundaries of the concept 'code' used in science in general. The aim of this paper is to demonstrate how the term 'code' can be relevant for the analysis of discursive tactics. The main objective of the article is to consider code definitions and code parameters in various scientific works. In the humanities, the term «code» has several interpretations, because this term is used in semiotics, cultural studies, philosophy, psychology, and linguistics. Semiotics studies code structures by analyzing sign systems. In philosophy, the code is necessary to preserve the conventional knowledge in the system of artificially created symbols. In addition, when analyzing the texts, the author takes into account the naive perception of code, as well as the use of the word code in modern speech. In modern society, the word code is often used in the meaning of some attribute (sign), signaling that there is a certain generalizing or specializing meaning. From the point of view of semiotics, a complex of conventional signs containing information forms a code. In terms of linguistics, language equals an independent code of the world model. The code characteristic is inherent for a language on the grounds that the used language signs represent an agreement among a number of certain people who are subsequently the carriers of knowledge about those signs.

Key words: code; sign; semiotics; language; philosophy; culture; system

Kovalev B. V.

Lingvostylistic classification of Mario Vargas Llosa's novels by Burrows' Delta method

Abstract. The article analyzes a corpus of novels by the Nobel laureate Mario Vargas Llosa. In 2023, he published a novel he officially declared as his last one, which makes it necessary to conduct a comprehensive stylometric analysis of the complete corpus of his novels. Burrows' Delta was chosen for the classification as one of the most reliable and authoritative stylometric tools today. It can be defined as the mean of the absolute differences between the z-scores for a set of word-variables in a given text-group and the z-scores for the same set of word-variables in a target text. The method was tested on a large number of languages and it was successfully used to solve similar problems. The study reveals that the corpus of Vargas Llosa's novels is divided into four stable groups: early total novels of the 1960s; pessimistic novels of the 1970s and 1980s; history-based novels and erotic novels. The controversial cases related to the novels *I Dedicate My Silence to You* and *The Adventures of a Bad Girl* are resolved using the Support Vector Machine and Naive Bayes classifiers. The experimental results are consistent with historical and literary data. The author emphasizes stylistic distinctiveness of the three early total novels *The Time of Hero*, *The Green House*, and *Conversation in the Cathedral*, revealed using Burrows' Delta, which coincides with literary classifications, in particular, based on the analysis of the texts' genre nature and Vargas Llosa's views on the philosophical and ideological levels.

Key words: Mario Vargas Llosa; Latin American literature; Peruvian literature; Latin American boom; stylometry; Burrows' Delta; stylistics; SVM

Skuratov I. V., Epifantseva N. G.

Feminization influence on the national language policy in France

Abstract. The aim of the article is to identify the specifics of noun feminization with suffixes – al, – ant, – eur and their gender feminine parallels from the grammatical point of view and linguistic usage. The relevance of the study is due to the scientific interest in the feminization phenomenon – a complex and widely discussed phenomenon in the field of French and Russian word formation, reflecting linguistic traditions and innovations in the derivational process. French language policy is characterized by the state support, traditional respect for the achievements of the French language, and detailed consideration and discussion of linguistic innovations. The article analyzes different points of view on feminization of its supporters and opponents. The latter support using traditional, stable forms of feminine nouns with sociolinguistic arguments, emphasizing the special role and mission of the French language. The controversy around feminization actually raises the question of who owns the language. According to the supporters of statehood, the center of the Francophone community – Francophonie – in Europe and in the world is considered to be France and its capital, Paris. Thus, following this logic, the French language belongs only to French citizens, while Belgians, Luxembourgers, Quebecers, Swiss, etc. are in a way its tenants. This fact indicates a sense of linguistic insecurity among the citizens of these countries. There is a view that the prerogative of language policy is not only nationally French, but it belongs to the French Academy. In this regard, it is logical to wonder about the real place and role of the French Academy in today's French-speaking society: who determines what should be the standards of the French language today? For example, what are normative grammars and vocabularies? On the other hand, are academics better informed than the experts from the Superior Council of the French Language, the authors of the Belgian manual on feminization? Another argument by critics of feminization is directly related to the notion «language usage» – often with a capital letter, as in «good usage» (Bon usage): «we should let language usage do this». The results of the survey show novelty, determining the ratio of traditional forms and neologisms in the language vocabulary.

Key words: language policy; feminization; neologisms; usage; derivation; francophonie

Pogoretskaya O. A.

The semantic function of linguoculturemes in translation (based on italian political discourse)

Abstract. In the course of work, the translator is guided primarily by the search for structural and semantic correspondences between languages, seeking to neutralize divergences. However, any discourse, and political discourse in particular, relies on the cultural factor. In political communication, the politician, the journalist and the analyst often turn to socially recognized archetypes, because the archetype is stable in its sensuous socially significant connotations. Owing to the broad and uninterrupted cultural and historical comprehension, archetypes receive a key symbolic status in the life of the national community and become the basis (one of them) of the national cultural self-consciousness. In this regard, the number of differences between languages increases in quality and quantity. Cultural-specific nominations contain an ethnic and cultural component of the word's lexical meaning, which reflects the specific national understanding certain realities, and convey the speaker's personal attitude to reality through imagery, shades of meaning, and allusions. The translator faces a difficult task: on the one hand, a linguocultureme carries additional meaning that needs to be conveyed, on the other hand, the target language does not always have the means to convey specific linguistic information. Non-core universities often lack a course in linguocultural studies, country studies, and therefore the insufficient cultural knowledge (in a broad sense) of the target language country is a serious problem at social-political translation classes. The study attempts to categorize the linguoculturemes which are most relevant for contemporary italian political discourse in order to form a linguocultural conceptual apparatus for students, future translators.

Key words: linguocultureme; archetype; professionally oriented translation; stylistic convergence; translation synonymy; political discourse; Italian language

Anisimov V. E.

Linguocultural localization of film posters (based on the french language)

Abstract. The article examines film posters localization in a different linguocultural space based on the french film posters adaptation in the russian box office. The localization of small-format texts in film discourse, including film posters that perform an advertising function, is an important task for translators and other localizers involved in promoting a film in another country. The aim of this study is to identify the specifics of the film posters localization as a functional and pragmatic unit of the film text, which implements its functions when a potential viewer gets an idea of the film. The study is based on 500 movie posters of french films released in the period from 1990 to 2024 and localized in the russian-speaking linguocultural space. The methods used in this study are: contextual, linguopragmatic and linguocultural analysis, lexical-semantic vocabulary analysis, descriptive-analytical method, discourse analysis, and continuous sampling method. The author defines the criteria for adequate localization of

small-format texts in film discourse, according to which the localized text retains its attraction, informational and pragmatic potential fully or partially. When localizing a movie poster, an additional criterion for adequate adaptation is conveying its pragmatic-semantic component correctly. The analysis of french film posters localization in russian film distribution shows four types of localization: retaining (3 %), omitting (20 %), adding a pragmatic-semantic component (50 %), and a mixed type (omitting and adding a pragmatic-semantic component at the same time – 27 %). Changes in localizing the film poster mainly affect its graphic aspect. The author defines secondary film poster localization as the adaptation for Internet services the rental poster that has already been localized for cinemas. The research makes it possible to claim that localizing a film poster is a complex process of adapting a polycoded text in a different linguocultural space basing on its attractive, informational and pragmatic potential.

Key words: film discourse; french film discourse; film; film poster; localization; translation; small-format texts in film discourse

Pogrebnyak N. V.

Contrast as a means of constructing the image of a politician in british mass media

Abstract. The reality perception and the current political situation directly depend on the nature of the information presented by the media. A modern person accepts the images replicated by the mass media every day. A particular significance of this study lies in systematizing various techniques involved in the intentional creation of politicians' images by mass media. Contrast as a way of understanding the surrounding world and information is in the focus of attention not only of linguistics, but also of philosophy, political science, and fine arts. This leads to a variety of definitions and ways of understanding this phenomenon. The aim of this work is to study the ways of expressing contrast in this process, as well as the definition and classification of this phenomenon. The study has developed a classification of contrast types, the practical value of which lies in the possibility to apply it for analyzing foreign-language mass-media discourse. The material for the analysis consists of the articles from the British quality newspapers The Guardian and The Independent, as representatives of independent and objective media. In addition to the main method of discourse analysis, the methods of communicative-pragmatic, contextual analysis and linguistic and stylistic interpretation of the text are applied. Studying different aspects of contrast, namely compositional, stylistic, structural and semantic ones the author identifies the essential role of each of them in constructing the images of politicians. Using the images of Donald Trump and Kamala Harris as an example, the author demonstrates the manipulative potential of contrast as a meaning- and form-building tool that realizes contradictory characteristics in ambivalent images.

Key words: contrast; politician's image; mass media; discourse; manipulative potential; explicit and implicit contrast; compositional contrast; structural contrast; stylistic contrast; semantic contrast

Metelkova K. V.

Zoonym neologisms in modern german: lexicographic, word-formation and discursive aspects

Abstract. In modern german-speaking society, the relationship between humans and animals is being rethought, which is reflected in the new words (mainly composites), in semantic changes of existing animalisms, as well as in the expansion of their combinability and in the increase of discursive usage spheres. The purpose of the study is to identify and systematize german zoonym neologisms. Neologisms with a zoological component are considered from three points of view: their fixation in lexicographic sources and the electronic corpus of the german language, from the point of view of word formation and discursive use. The article specifies the criteria on the basis of which lexical units can be identified as neologisms. In the course of studying the material, the lexicographic criterion serves as a key parameter for identifying neologisms. Based on the results of the study, the following conclusions can be made: zoonym neologisms are widespread in modern german, which is due to the new realities in the life of german society, concerning animals and human attitudes to them; the creation of these words involves both foreign-language components, indicating the exogenous nature of the phenomena, and autochthonous elements relating to the situations of everyday life in German-speaking society and possessing imagery and emotionality; the emergence of new words, whose semantics is related to the world of animals, occurs mainly in such types of discourse as legal, culinary, medical, household and fashion. Further study of the functioning of zoonym neologisms in these contexts will help to clarify the semantics and pragmatic functions of these words, as well as to understand the changes taking place in modern german-speaking society.

Key words: neologism; zoonym; discourse; word formation; lexicography; corpus; endogenous process; exogenous process

Novikov M. V.

Party and state leadership in the development of soviet-chinese cultural cooperation in 1934–1945

Abstract. Based on the documents from the People's Commissariat for Foreign Affairs of the USSR, this article examines the formation and development of soviet-chinese cultural cooperation during the dramatic period in China's history, related to the political and military confrontation between the Kuomintang and the Communist Party of China, the sino-japanese war and the position of the USSR during these conflicts. The article points out that after the restoration of soviet-chinese diplomatic relations in 1932, at the initiative of the Soviet Embassy in the Chinese Republic and pro-soviet chinese intellectuals, an active phase in the development of cultural ties between the two countries began, initiated by an exhibition of chinese fine art, including works by Xu Beihong, head of the art school in Nanjing, held in Moscow. The author emphasizes that the general management of the Soviet-Chinese cultural cooperation development was carried out from the very beginning by the USSR top leadership, while specific recommendations and direct management were carried out by the People's Commissariat for Foreign Affairs and the USSR Embassy in the Republic of China. It is noteworthy that it was the People's Commissar of Education A. S. Bubnov who was responsible for organizing the exhibition of chinese fine art in Moscow. The Soviet Embassy in China initiated the establishment of the chinese-soviet cultural society, with the intention that the society should be organized by the chinese themselves, but that the Embassy would exercise control over its membership, activities and work planning, which should fully meet Soviet interests. It is noted that the beginning of the large-scale war between Japan and China in July 1937 had a negative effect on the soviet-chinese cultural cooperation, reducing it to minimum activities, such as publishing translated Soviet books in China and translated chinese books in the USSR, as well as organizing photo exhibitions.

Key words: USSR; China; People's Commissariat for Foreign Affairs; USSR Embassy in China; diplomatic relations; cultural cooperation; tours; exhibitions; publication of translated books

Li Yuhan

Paratext in intercultural dialogue

(based on the translated novel «Dream of the red chamber» by Cao Xue-qin)

Abstract. This article uses the theory of paratext to explore the types and functions of paratext information in the 1995 Russian translation of the novel Dream of the Red Chamber. The purpose of this study is to analyze whether the paratext is an important factor for the successful translation and distribution of books. The theoretical significance of the paper lies in taking paratext as an important perspective for studying literary translation, and expanding the scope of translation research in the field of «hongxue». The practical significance is that the paratext not only helps readers get a more comprehensive and in-depth understanding of Dream of the Red Chamber, but also provides reference material for future translations and the way to promote classical chinese literature and traditional chinese culture.

The conducted analysis has led to the following conclusions: the rich paratextual elements in the russian translation of Dream of the Red Chamber contribute to accepting and spreading this translation. The two prefaces, although brief, are quite comprehensive in outlining the basic plot, the main idea, literary features and the important impact of the novel. They also fully recognize the great contribution made by the novel's translator V. A. Panasiuk who was able to provide the readers with an aesthetic «horizon of expectations» through his own interpretation. Compared to the prefaces, the two afterwords do not elaborate on the objective facts related to the novel, but share their own feelings and understanding of the novel's content, ideological connotations and literary values of its poems, which echo and complement the prefaces. The translator's notes can, to a certain extent, add valuable meaning and deep understanding to the main text, and make it less difficult to read. The illustrations also interpret visually the main text through their rich aesthetic value, while playing an indispensable role in promoting and highlighting the translation.

Key words: Dream of the Red Chamber; paratext; translation and promoting; components of paratext; functions of paratext; preface; afterword; annotation; illustration

Yurgeneva A. L.

Photography in the Internet space as a new form of caricature

Abstract. The article focuses on the development of photographic genres in the Internet space. One of the trends in using photo images is caricature-based social criticism, whose function is often assigned to photographic portraits. The transformation of images created for a different purpose into a caricature determines the relevance of the current study. The aim of this work is to record the changes in the development of the caricature genre online. The object of the study is a selection of humorous Internet photos.

The research methodology is based on the culturological approach, with the contextual, formal-stylistic and comparative analysis being used. The selected photographs have been examined in terms of their structure, subject

matter, scope of their online existence and the content of the images. As a result of this research, it is shown that the traditional caricature forms (grotesque, incongruity) and themes (drunkenness, fashion, mores of different social groups) are used in compiling the selections. At the same time, a significant novelty in the origin of such caricatures was also identified, namely, creating them by placing private photographic images in a humorous or satirical context. The documentary element contained in the photographs causes their perception to be multidimensional and ambiguous, as can be seen in the comments left by Internet users. In addition to laughing, the users here express their empathy towards the characters in the pictures and share their nostalgic experiences.

Key words: photography; caricature; social networks; «gopnik»; celebrity; everyday life; satire; humour

Karavaeva E. M.

Deconstruction of asian women's stereotypes in american culture

Abstract. The article considers the rethinking of stereotypes about asian and asian-american women in american literature and culture in terms of the contemporary sociocultural paradigm.

The rise of feminism and the focus on gender-ethnic identity contribute to shaping a new perspective on classical literary heritage. The traditional literature about asian-americans, written mostly by white european or american authors, reflects a biased and subjective view of asian-americans. The research focus is to investigate the extent to which the reader's perception of characters depends on the author's background and the perspective they choose. The author of the article makes an attempt to find out the modern trends in transforming the image of an Oriental woman and to determine specific auteur interpretations of traditional gender stereotypes in american literature. The analysis of the works of asian-american authors suggests that their knowledge of the subject matter and their insight offer a different perspective and contribute to breaking stereotypes that distort images of asian women. New social and aesthetic realities encourage asian-american authors to more realistically reflect the experience of their ethnic minority and challenge persistent female stereotypes. Authenticity arising from the author's personal experience gives the characters a multifaceted character. The change in discourse and authorial perspective undoubtedly contributes to deconstructing stereotypes. Thus, one of the best ways to combat stereotypes in literature is to consider the nature of the author's influence on the reader and the ways to elicit an emotional and cognitive response from the reader.

Key words: gender stereotypes; asian female images; bias; deconstruction of stereotypes; new perspective; authenticity; femininity