

Andreeva V. G.

**Correspondence between L. N. Tolstoy and P. I. Bartenev in the course
of their work on «War and Peace» first edition**

Abstract. The article examines the relationship and correspondence between Tolstoy and Bartenev in the 1860s, with a particular focus on the correspondence in 1867–1869, the period when the writer and the editor were working on a first edition of the epic novel. The article aims to provide a consistent analysis of the correspondence, identify its main topics and problems, and outline the main vectors of interaction between Tolstoy and Bartenev. The scientific article presents a novel point of view on the role of letter writing in both correspondents' activities and is the first to analyze certain Bartenev's letters, which have not been published up to now, and are cited in the article for the first time based on the Leo Tolstoy State Museum's archives. The author notes Tolstoy's choice of the publishing house and the editor, describes the stages of working on «War and Peace», and states the pluses and challenges in creative and personal communication between the correspondents, reflected in the letters. It is shown that Tolstoy was extremely critical of the editor's remarks, verified them and rejected them right away if he did not consider them appropriate. On the other hand, he accepted the edits unconditionally and gratefully if he saw any sense in them. Bartenev's work with Tolstoy's text was of a diverse nature: technical, creative, factual, and intermediary; Bartenev interacted with the printing house and acted as a kind of a decipherer for Tolstoy's corrections and signs. While Tolstoy and Bartenev deeply respected each other, the relationship between them was not easy for them to cooperate in terms of psychology. Tolstoy and Bartenev considered themselves to be of approximately the same intellectual development and were in a relationship of certain rivalry, which, among other things, was connected with the writer's and the editor's understanding of history and its lessons. The article draws attention to the significant lexemes used by the correspondents, to the structure of their letters, which is also meaningful. The author of the article analyzes some important details and conceptual aspects related to the text of the epic novel, which are discussed in the correspondence between Tolstoy and Bartenev.

Key words: L. N. Tolstoy; P. I. Bartenev; correspondence; «War and Peace»; editor; proofreading; corrections; historical basis; creative dialogue

Nikolaev N. I., Shakhova V. E.

Topos of the island in «russian robinsonade»: mythopoetic and philosophical aspects

Abstract. The article focuses on the island topos as a specific space with a symbolic meaning in the «russian robinsonade». The analysis is based on a series of the XVIII–XXI centuries texts, covering the story of the russian fishermen's forced wintering on one of the Spitsbergen islands from 1743 to 1749. The study examines the writers' different approaches to depicting an Arctic island in terms of its symbolic, philosophical and cultural meanings. In the XVIII–XIX centuries, Western European writers elaborating the plot of survival in the Arctic emphasized the conflict between man and nature, which was influenced by a stable tradition that could be found even in Daniel Defoe's novel. Addressing this theme, russian writers of the XIX century offer the concept of their characters' natural connection with the surrounding world. The XX century russian literature emphasizes the accents of insular space mythopoetics, its sacral essence and its role in preserving the historical memory of the Russian North. The analysis of the literary texts shows that, in describing the story of the fishermen's survival on Spitsbergen, Russian authors use the topos of the island to convey deep cultural, historical, and religious senses associated with the Arctic. In Western European tradition, the island topos is interpreted as a metaphor «paradise lost», a place of isolation and imprisonment. These semantic differences are persistent, can be found in a multitude of texts across a wide temporal range, and are fundamental.

Key words: russian literature; robinsonade; Arctic; insular topos; artistic space; mythopoetic; symbol; sacred meaning.

Bolnova E. V.

The structure and content of V. Sosnora's collection «Where did you go? Where is the window?»

Abstract. For the first time, the article attempts a holistic analysis of V. Sosnora's poetry collection *Where Did You Go?* and *Where is the Window?* The collection is unique as it broke Sosnora's sixteen-year silence and marked the author's return to poetry. The three cycles that make up the collection are analyzed one by one. The conclusion is made about a possible poet's intention, as well as its realization. Thus, the cycle *Soldiers Go Away* sows the work with antique aesthetics, romantic aesthetics underlies the cycle *Gypsies Go Away*, and the cycle *Women Go Away* is built on the combination of different aesthetic and cultural codes, united by Dionysianism and vitalism. The article analyzes the biographical context related to writing and publishing the collection *Where Did You Go?* and *Where Is the Window?*. Sosnora's return to poetry is connected with the serious illness of his second wife, Nina Alekseeva. The biographical facts shed light on the idea of the collection. It is connected with the reflection on the possibility of overcoming death, of going into oblivion. At the end, the lyrical hero gives up trying to escape death and accepts that it is inevitable, even for himself. Different editions of the collection «Where Did You Go? and Where Is the Window?» are compared in order to identify the permanent elements in the structure of the collection and those that the author rejects when reprinting it.

Key words: V. A. Sosnora's poetry; contemporary literature; the collection «Where Did You Go? and Where Is the Window?»; allusions; reminiscences

Tsybaliuk A. A.

**The sacred and the profane: semiotic aspects of the God's name in the novel «Transhumanism Inc.»
by V. O. Pelevin**

Abstract. The article studies semiotic and functional aspects of the name of the god-demiurge Aton Goldenstern in Victor Pelevin's novel «Transhumanism Inc.». Special attention is paid to the analysis of the onomastic code and the author's term «GS-word», which, on the one hand, replaces the tabooed name of the deity and, on the other hand, acts as a rude phrase. The use of the integrated methodological approach, involving discursive, intertextual, lexicological, historical-cultural and functional methods of analysis, helps to reveal that the «GS-word» serves as a sacral euphemism associated with magical and religious practices, and also serves as a satire device, reflecting modern socio-cultural realities. The article proves that the syncretism of the term combining the sacred and the profane is characteristic of Pelevin's work and reflects his unique style. The author considers parallels with world mythology, where the taboo on gods' names is conditioned by the belief in the magic power of words, and also finds analogies with modern linguistic phenomena, such as euphemisms and invective vocabulary. It is pointed out that the connection of Goldenstern's name with the English word «gold» emphasizes criticism of the consumer society. In conclusion, Pelevin uses language as a means of expressing complex philosophical ideas, combining satire, mythological references, and language play to comment on important social phenomena through a fantastical narrative.

Key words: onomastic code; Victor Pelevin; postmodern novel; taboo vocabulary; anglicism; nominative magic; syncretism; invective vocabulary in fiction; satire

**Intertext as S. G. Stratanovsky's poetic strategy in the samizdat magazine «Obvodny kanal»
(«Bypass canal»)**

Abstract. Unofficial literature played an essential role in the cultural life of the USSR in the second half of the XX century, and in this context the samizdat magazine «Obvodny kanal» (1981–1993) became a significant arena for literary self-expression in Leningrad in the late-soviet period. This article focuses on the poetic publications by S. G. Stratanovsky (b. 1944), a regular author and co-editor of the magazine. Through intertextual analysis, the study examines his thematic repertoire, stylistic characteristics, and strategies of self-reflection on his own creative position, with the aim of identifying the mechanisms that structure his individual poetic system. Stratanovsky's poetry of this period develops at the intersection of two trends: the poetization of everyday soviet life and working on religious motifs. His texts are characterized by genre diversity (odes, elegies, epistles, feuilletons), and are full of grotesque, irony and epatage. The transition from existential grief to spiritual search marks an important stage in Stratanovsky's creative development, paving the way for further religious and philosophical reflections and ethnographic research. The symbolic image of the «Obvodny kanal» in the name of the samizdat project becomes a metaphor for the poetic way and a sign of the underground culture identity. In Stratanovsky's poetics, intertext functions not only as a response to the cultural codes of the era but also as a tool for conceptualizing the poetic self, providing coherence between works of different periods and forming a constant textual continuum. The results of the study confirm that the publications in «Obvodnyi kanal» show a new quality stage in Stratanovsky's work: it is in this magazine that his poetic system is formed, the thematic and stylistic arsenal of which is further developed in later publications. Intertextual strategies thus serve as the foundation for maintaining the semantic integrity of a poetic world constructed at the intersection of personal memory, cultural tradition, and historical rupture.

Key words: unofficial literature; samizdat; S. G. Stratanovsky; «Obvodny kanal»; intertext; author's poetics

Valyulina E. V.

**Possibilities of developing a modern media-educational environment on the basis
of the MediaHub model**

Abstract. The article assesses the need for developing a modern media-educational environment using the MediaHub model. The development of media literacy and the creation of high-quality content have become the most important tasks in modern education. It is especially important for teachers and students of all levels to develop critical thinking when working with information. In order to solve these problems in the Altai region, it is necessary to integrate educational organizations into the overall media space. Such an integration will help establish productive cooperation among all the participants in the regional media sphere and ensure effective use of media resources in both studying and professional activities. In today's realities, the basic criteria for assessing students' knowledge are being radically revised, and the key education goals are being transformed. Despite the fact that educational standards have already been changed three times in a short period of time, the desired effect has not been achieved. The priority now is to create an integrated framework for digital competence training at all levels of education. The information society's dynamic development makes the russian education system change continuously in order to meet the new challenges of the time. A unique platform has appeared in the digital space of the Altai region, where media professionals, students and teachers unite to realize creative ideas. The development of the regional media environment has received a powerful boost thanks to the MediaHub, an innovative ecosystem that goes far beyond

the usual creative space. Here, each participant not only hones their professional competencies, but also becomes part of a large-scale movement that forms a new image of the region in the media space. That is why this study is of scientific novelty and practical relevance for further analysis.

Key words: MediaHub; platform; VKontakte; media education; content; communication; media product; ecosystem

Tsvetkov Yu. L.

The algorithm for studying genre models: Ernest Hemingway's reportage and short stories

Abstract. Studying the reception of Ernest Hemingway's work in the USSR and in new Russia has led to the conclusion that his short prose has not been the object of research in terms of genre specificity either in our country or abroad. The 21st century Russian literary criticism has only subjected Hemingway's novels to serious analysis. The article presents a new step-by-step methodology of the reportage and short story genre definition in the texts of the publicist and writer Hemingway. These genre definitions have nuclear (dominant) and peripheral features. The defining reportage features are the author's «effect of presence» together with his own experiences. As for the short story, the most significant dominant categories are the plot, which subordinates all other elements of the text, and the emotional tension hidden in the subtext. Hemingway's report «On a piece of information» (1938) and the short story *The Night Before the Fight* (1939) clearly demonstrate the identified nuclear features. Hemingway's short prose, however, is characterized not by «purity of genre», but by a natural transition from one genre to another: the writer used his reports as a basis for short stories or novels, and sometimes included this or that report in collections of short stories by simply changing the title. An example of a natural «fusion» of a reportage base with a detailed plot is the analysis of the «Soldiers and the General» report (1944), which is a synthesis of the two genres.

Key words: American literature; anti-fascist theme; small prose; nuclear and peripheral features of the genre; reportage; effect of presence; author's empathy; short story; plot; subtext; genre synthesis; E. Hemingway

Devyatova N. M.

Natural objects and their reflection in language: about grass and leaves – syntactic and cognitive potential

Abstract. This article examines a cognitive and comparative potential of such natural objects as grass and foliage, and their various links with human beings. Both natural objects manifest themselves in syntax as subjects of state, and thus express the idea of existence. The sense of «existence» is expressed both by the verbs to grow, to break through, to stretch out, and by the adjectives conveying different states of the natural object's «health»: green, yellow, withered grass, etc.

The article investigates certain models in which various noun forms are used as the subject and the predicate of the model. The author analyzes the models with the case forms 'in the grass', 'on the grass', 'across the grass', and shows the specifics of their spatial meaning and their culturally significant features.

Different case forms are organic parts of comparative constructions and more often form their meaning on the basis of the main concept features. The noun 'grass' has a richer comparative potential. Grass introduces into the comparison the idea of freshness, pleasant space, natural evolution and decline.

Grass and foliage are part of the larger natural world, in a state of motion or rest: grass and leaves rustle, make noise, bend. This world includes a human being who immerses in the space of grass and perceives it with all their senses.

The concept 'grass' overlaps with the concept 'land', forming the spiritual essence of Russian people, their connection with their homeland.

Key words: natural object; state of the natural subject; concept; central and peripheral concept features; comparative construction; standard of comparison; culturally significant features

Razumov R. V.

Commemoratives in honor of military conflict participants and events in the systems of the Russian Federation urbanonyms

Abstract. The article aims to highlight the specific development of some commemoratives that honor the memory of the military conflict participants and events. The material for the study is the names of inner-city objects created in the Russian Federation towns/cities, the data on their frequency in the Central federal district, as well as the data on when the names appeared, extracted from toponymic directories and guides to various cities/towns of the country, from media publications and Internet resources. The author notes that the Russian Federation has four groups of war commemoratives: personal, collective, in honor of the Soviet armed forces, certain branches of the armed forces and military units, and memorials in honor of events. The most common are personal commemoratives, which are created in many places across the country. The author notes that the most common among them are urbanonyms commemorating local heroes, thus contributing to the formation of regional identity among the citizens. The article contains lists of the most frequent names found in the cities of the Central federal district. The author traces the history of this urbanonym type in the Russian Federation and describes the main stages of its development from the pre-revolutionary time to the present. The article shows that modern Russian urbanonymy reflects the participants and events of pre-revolutionary military conflicts, the Civil War, the Great Patriotic War, the Afghan and Chechen wars, as well as the Special Military Operation. The results of the study can help to understand the specifics of how dedication naming develops.

Key words: urbanonymic space; toponymy; urbanonym; hodonym; agoronym; commemorative; military conflict

Chernyavskaya N. A.

Pragmatic potential of irony as an impact tool in modern communication

Abstract. The article focuses on the formation and functioning of mechanisms for realizing ironic intension in terms of speech impact on the communication partner. Irony is seen as a tool to covertly introduce new knowledge and effectively influence mass or individual consciousness. The pragmatic potential of irony is determined by the variety of functions it realizes. In media discourse, irony primarily performs evaluative-interpretative and denunciatory functions: it is used to discredit political opponents, to desacralize power, and to expose social vices. At the same time, the impact potential of irony is enhanced by deliberate distancing from the object of speech and closeness to the audience. The pragmatic ambivalence of irony is manifested in the fact that it can realize opposite functions – softening, euphemizing the characteristics of the depicted object and, on the contrary, increasing their expressiveness, conflictogenity, bringing them to the point of absurdity. In interpersonal communication, irony can aim to both optimize and destabilize the relationships between communication partners. Irony acts as a tool for correcting the partner's point of view or behavior, a successful way of resisting speech aggression, as well as an effective means of uniting real and virtual communities. The study has found that most often ironic intensions are realized by the devices of antiphrasis, stylistic

contrast, hyperbolization, quasi-citation, as well as speech and logical anomalies. At the same time, the success of generating and recognizing ironic subtext is determined by the background knowledge common to the author and the addressee and by a high level of their communicative competence. Irony as a method of presenting a hidden meaning is a more effective tool to influence the audience than direct judgment, because it implies active interpretive activity of the addressee and, as a consequence, perception of the transmitted information as personal, independently acquired knowledge. Consequently, irony can be considered as a kind of suggestive influence, which can adjust the addressee's system of attitudes and behavior patterns.

Key words: irony; ironic intention; impact; pragmatic potential; function; media discourse; interpersonal communication

Kulakovsky M. N.

Lexical repetition as a means of linking parentheses with the main content of an utterance

Abstract. This article examines the specifics of using lexical repetition as a means of linking parentheses with the main content of an utterance. The research is based on the works by V. Nabokov, G. Gazdanov, M. Tsvetaeva, M. Ageyev, A. Bely, E. Zamyatin, M. Bulgakov, I. Ilf and E. Petrov, B. Pilnyak, B. Sadovsky. The paper defines the basic trends in studying parentheses (describing the functions of parentheses in fiction, with actualization of text communicative registers; analyzing parentheses in terms of text expressiveness, potential informative unfolding of literary text, manifestation of epistemic function, identification of general tendencies in using parentheses in poetry and prose of a particular author, grammatical coherence with the main text, identifying the specifics of individual author's style, the communicative role of parentheses in presenting the views of the subjects of speech, stylization of the fiction text, description of their cognitive-pragmatic features, as well as the specific use of parentheses in particular case forms). The author defines the main types of lexical repetition linking parentheses to the main utterance (word repetition; repetition of several words that do not form collocations; repetition of collocations; repetition of the grammatical base of a sentence (with possible modifications); derivational repetition). It is noted that a special type of interaction between the parenthesis and the main sentence is formed by continuous repetition and the technique of coverage (restoring the lexical and grammatical connections of the basic context). The analysis of particular examples helps to reveal what is the role of lexical repetition within the framework of parenthesis in terms of forming the overall structure of the literary text.

Key words: parentheses; lexical repetition; literary text; temporal modification; continuous repetition; coverage technique; derivational repetition; subject-speech plan; syntactic parallelism; language game

Shumkina I. V.

Linguopragmatic features of using V. Vysotsky's song phrases in newspaper journalism (the case of the song «Morning exercises»)

Abstract. This article examines the intertextual potential of V. Vysotsky's songwriting. The study is based on newspaper and magazine publications about social-political topics with some phrases from the song «Morning exercises». The paper gives a sociocultural and linguistic characterization of the quotes, examines their semantic, stylistic and structural transformations in journalistic texts. The wide use of the song fragments is due to special historical and cultural significance of the source text, which is proved by the publications where song phrases are used as a document of the soviet period. The rhetorical appeal of song phrases is due to their linguopragmatic features, among which are the following: characterization, aphorism, imperativeness and colloquial character. The author demonstrates that song expressions in journalistic speech develop different social-evaluative meanings, showing the ambivalent character of evaluation. The song quotations and catchphrases help to convey a variety of

stylistic shades in journalistic speech – from high to low, from enthusiastic to ironic «sound» of the newspaper and magazine text. At the same time, the song fragments themselves undergo semantic and stylistic deformations, resulting in changing the initial emotional-expressive tone or in its neutralization. The author states that the semantic and rhetorical potential of the poet's phrases is expanded due to structural-semantic transformations, and outlines the following types of transformations: literalization, reinterpretation, double actualization, lexical substitution, expansion and clipping of the structure, and grammar modifications. The variability of song lines in the press results in their phraseologization. The research helps to clarify the data of relevant lexicographic works and contributes to deeper understanding of V. Vysotsky's songs as a source of logoepistemes and precedent phenomena in modern speech.

Key words: quotation; catchphrase; intertext; precedent text; transformation of phraseological units; bard song; Vysotsky

Firsova M. A.

Adjective vocabulary as a means of expressing verbal aggression

Abstract. The article describes the cognitive-pragmatic potential of adjective vocabulary as a means of expressing aggression in the Russian language. The novelty of this study lies in systematizing and describing the «aggressive» stratum of adjective vocabulary, whose boundaries are unstable. The theoretical relevance of studying «aggressive» adjectives is in the need to supplement the typology of aggression verbalization methods given the variety of forms and means of its manifestation in speech practice. The study is based on the total of 250 adjectives divided into five lexical-semantic groups: «Human appearance», 'General negative human characteristics', 'Mental and psychological features of a person', 'A person's moral qualities', 'A person's character'. The author uses the method of component analysis, methods of cognitive-discursive and lexical-semantic analysis, and the quantitative counting technique. Emotional-evaluative adjectives express a high degree of the speaker's aggressiveness, indicating their goal to humiliate the object of evaluation. When using «aggressive» adjectives, the addresser expresses a negative intention towards the addressee (or a third party). From linguopragmatic positions, these lexemes express negative evaluation of the object's features or qualities and lead to manipulating the addressee's mind. The use of «aggressive» adjectives in speech leads to a negative impact on the addressee, to the distortion of the moral and ethical bases of their existence. The cognitive-pragmatic potential of aggressive adjectives lies in their ability to influence the addressee and cause them moral and ethical harm, which can be assessed from the point of view of the negative impact on the moral categories that shape the addressee's personality. The practical value of the research results lies in the possibility of using them in linguistic expertise. The prospects of the research lie in studying cognitive-pragmatic potential of words from other lexical-grammatical classes.

Key words: verbal aggression; adjective; negative evaluation; lexical-semantic group; negative intention; cognitive-pragmatic; emotional-evaluative

Markasova E. V.

Describing transitive softening of consonants in the preface to A. V. Tappe's grammar

Abstract. The topic of the article is relevant because of the need to fill the lacunas in the history of linguistic doctrines, and more specifically, in the history of the comparative historical method. In the early XIX century, European linguistic tradition influenced St. Petersburg's school of Russian studies due to both contacts between scholars and the work of foreign teachers and tutors, primarily German and French. St. Petersburg united them not only through official, but also friendly relations. The stories about intra-trade relationships provide an insight into the history of ideas that exist in linguistics either as anonymous or as authorial. Acknowledgments

that can be found in the prefaces to grammars written at this time in Russia for educational purposes help to establish the kinds of linguistic ideas that were viewed as innovative by contemporaries. In this context, the article examines the acknowledgement to G. L. Labbé-Delond (1773–1830) in the preface to A. W. Tappe's Russian Grammar for the Germans. Although G. L. Labbé-Delond (a translator, a teacher of french and latin, a supporter of the «comparative method» in language teaching) was not the author of textbooks, he systematized the information about the transition of the post-dorsal *г, к, х* into *ж, ч, ш, з, ц, с*, sibilant *с, з* and dental *д, т* into hushing consonants in russian and proposed a thesis about using this information to compare different languages. Tappe does not describe the conditions for sound changes, but interprets studying the transition laws as a way to analyze correspondences between old slavonic and russian.

Key words: palatalization; alternation of consonants; transitive softening of consonants; G. L. Labbe-Delond; N. I. Gretsch; comparative historical method; linguistic historiography

Kravchenko M. A.

Metatext as a modus category: arguments pro et contra

Abstract. This paper studies the problem of correlation between the concepts of metatext and modus, which is topical for modern linguistics. It presents the current views on this problem. The dominant viewpoint is that metatext is viewed as one of the modus categories. Its supporters rely on ontological, functional-semantic and formal-grammatical characteristics of modus and metatext, which bring these phenomena closer to each other. However, the author finds it necessary to justify an alternative position. The conducted analysis leads to the conclusion that metatext does not fit into the scope of the modus category. A number of factors indicate this. First, the article presents some cases of instrumentality of metatext in relation to modus, i.e. in a number of contexts metatext does not manifest itself as a particular modus category, but as a special means of expressing modus. Second, modus and metatext oppose each other on the basis of referentiality of constructions: the former is characterized by external reference, the latter by internal reference. Third, metatext constructions act not only in the position of modus, but are also capable of filling the dictum space. Turning to the question of the metatext nature, the author proposes to see in it the realization of a natural meta-language interpretive potential, describing the code within the framework of semiotic dimensions of semantics, syntactics and pragmatics. The semantics of a meta-language implies interpretation and description of linguistic signs (their sequences). The syntactics of a meta-language is intended to interpret relations between signs (sequences of signs) in a syntagmatic chain. Finally, the pragmatic dimension of meta-language registers the results of reflection on the relations between communicants and signs.

Key words: modus; modus category; metatext; meta-language; internal reference; external reference; semiotics

Dzyubenko A. I.

Pragmatics of cultural connotations in detective fiction discourse

Abstract. The article focuses on the pragmatic potential of cultural connotations in detective discourse. The author of the article interprets artistic fiction as a discursive phenomenon that arises not only as a result of purposeful speech-thought activity of the literary discourse producer, but also as a dialogical interaction of the writer and the reader, as a result of the receptive-interpretive activity of the discourse addressee. The material of A. Christie's detective novel «The Mirror Crack'd from Side to Side» gives the proof that cultural connotations are fundamentally important in producing aesthetic signs of different levels, as well as in the correct interpretation of images that are the result of such cultural connotations functioning. The pragmatics of aesthetic signs cultural connotations is realized in their emotional impact on the

reader, which generally reflects the contradictory nature of detective discourse, since the line of the crime investigation, central in the detective text, is aimed at activating the rational principle in understanding and decoding the components of the textual-discursive space. Cultural connotations are also included in secondary nominating – first of all, in metaphorization and symbolization, which become possible due to actualizing the referential meaning of linguistic units, including the emotional-figurative and emotional-evaluative components. On the basis of appealing to the addressee's background knowledge, detective discourse realizes precedent phenomena (texts, situations, onyms) and linguocultural stereotypes, contributing to creating fiction. It has been established that cultural connotations of the aesthetic sign in literary discourse are capable of creating stable images in the addressee's mind, which ultimately contributes to structuring the national worldview.

Key words: cultural connotation; artistic fiction; pragmatics; cultural code; aesthetic sign; detective discourse; precedent phenomenon; A. Christie

Lukyanova V. S.

Ontolinguistic view on translating legal terminology in children's feature animated film

Abstract. The article discusses theoretical and methodological issues of legal translation in the system of contemporary translation studies in terms of ontolinguistics. The translation of legal terminology is considered in the context of speech addressed to a child (or impressive speech) by means of a polycode audiovisual text based on the material of english-language animated feature films for children from the youngest age group. The aim of the study is to identify the approaches necessary to improve the adequacy of translating legal vocabulary addressed to a child viewer.

The author has conducted contextual, stylistic and translation analyses which show the relevance of the ontolinguistic approach in translating the lexeme under investigation, addressed to a child.

This approach helps to expand the view of the translation paradigm in studying the process of mastering the social aspect of linguistic norms through the usual study of mastering linguistic and speech norms. Integrating elements of legal discourse into the context of a children's cartoon at the lexical, syntactic and stylistic levels creates an implicit idea of social order and some legal procedures. Intercultural translation of these lexemes can be difficult both due to the difference in the structure of the legal systems in the two sociocultural spaces and different ideas of how ready young viewers from different linguocultures are to understand the terminology addressed to them.

The research shows the following problems of legal terms translation: integrating the lexemes into a multicomponent multilevel stream of audiovisual information, taking into account ontolinguistic features of the translation recipient, translating culturally marked units, conveying language game, and equirhythmic song translation. The proposed analysis of some lexemes determines the degree of semantic and pragmatic significance of the lexeme used in the analyzed scene; suggests some possible translations which keep the original terminological lexeme in the text.

Key words: audiovisual translation; equivalence; adequacy; legal terminology; ontolinguistics; children's cartoon; impressive or addressed to a child speech

Zakirova E. V.

Linguopragmatic characteristics of female speech behaviour in football commentary

Abstract. The article analyses a female commentator's speech behaviour in the football commentary genre. The author considers the linguistic means at phonetic, lexical, lexical-grammatical levels of the spanish language used by spanish and latin american female football

commentators. The relevance of the problems in the article lies in the lack of gender studies in the genres of football discourse, namely, the genre of football commentary. The novelty of the study lies in the fact that it is the first to examine the specific speech behaviour of a spanish-speaking female commentator.

The study reveals a number of features inherent in the oral narrative of football commentary by spanish-speaking female commentators. The author notes the use of pausing at the phonetic level, which is associated with the slow pace of the narrative. Commentators resort to using this technique in anticipation of the most important events on the football field. The lexical level is characterised by the use of emotive words (19 % of all lexical means found in the course of the analysis), epithets (8 %), metaphors (16 %), evaluative adjectives (19 %), jargon terms (13 %), and football terminology (25 %). At the lexical-grammatical level, the speech of women commentators often contains intensifying and diminutive-hypocoristic suffixes. At the grammar level, the use of simple sentences that reflect brevity, logic and precision, together with lack of inversion, is common for women's commentary style. A pragmatic factor of a football journalist's speech behaviour is related to commenting on football matches from the position of an expert, an analyst or a critic. The linguistic personality of a female commentator can be ironic and even sarcastic, which is proved by the use of metaphors.

Key words: linguistic personality; gender speech behavior; football commentary, phonetic level of language, lexical level of language, grammatical level of language, pragmatic level of language

Dubinin S. I.

Propagandistic discourse of the Third reich and the creolized texts in the nazi press

Abstract. This article focuses on critical consideration of using creolization techniques in the nazi press texts of the 1930s, at the time when the totalitarian regime in the Third reich was being established. Along with typographic fonts (combinations of gothic, neo-gothic, antiqua, italics) and paralinguistic means, these techniques included a variety of visual propaganda practices tested during the «period of struggle», in particular the «battle sheet» style of posters, drawings, cartoons, as well as layout and coloring techniques. The source material is a tandem of the two oldest central publications of the Nazi Party in newspaper and magazine formats famous for their attitudes: the daily newspaper «Völkischer Beobachter (VB)» and the illustrated weekly magazine «Illustrierter Beobachter (IB)». By combining a comparative content analysis of these two representative sources with examination of the discursive practices associated with their versioning in the 1930s, the current linguistic situation and the attitudes of particular print media actors (authors, illustrators, editors, curators), key propaganda media strategies in the press of the Third reich are reconstructed. The use of lexical-semantic approach in studying the key nazi ideologemes in periodicals related to the nazi basic aggressive media policy in the 1930s, the use of precedent slogans and nominations (names of press publications) complements the analysis of these sources, which are defined as multimodal. The author concludes that the initial success of the Nazi press in indoctrination of german society in 1933–1939 at the stage of establishing and strengthening the regime was ensured by the synthesis of creolization and polycode texts in the propagandistic mass press.

Key words: The Third reich; propagandistic discourse; typographic fonts; the press; gothic; antiqua; visuality; ideologemes; creolization; polycode text

Mironova D. M.

Ethno-linguistic characteristics of chavacano phraseology in history and today

Abstract. The article is written in the light of contact linguistics, a relatively young and developing branch of linguistic science. Being a nonlinear, natural, and genetically multifactorial

phenomenon, a hybrid language is now understood as an attractive and relevant object of linguistics.

The object of our study is the phraseological units of the chavacano creole language, which developed in the Philippines in the XVI–XIX centuries against the background and under the influence of the country's transition to spanish governance. In the modern linguistic situation, among other spanish-based contact languages, chavacano is characterized by the greatest vitality, but at the same time it has a minority status and is represented insignificantly, in linguistic descriptions, especially national ones. In particular, the phraseology of this language has not been adequately covered from anthropocentric viewpoints and taking into account contact linguistics achievements.

The aim of this work is to analyze the phraseological units of the chavacano language in terms of their ethno-linguistic characteristics. The article pays special attention to the structure and cultural components in the semantics of these units. Using the comparative and structural methods, the author divides phraseological units according to their composition and structure, which to a certain extent express the features of linguistic convergence.

The sociocultural side of the object is considered basing on the theory of the cultural component identification and localization in speech-language facts. The types of cultural components are revealed at the level of phraseological meanings and the inner form. Within the framework of the cultural components, the author outlines a range of concepts that relate to the realities of the country's past and present, which are important for the community of chavacano speakers at the level of material or spiritual culture.

In conclusion the paper suggests some possible prospects for further development of the issue with the help of linguistic cognitology and sociolinguistics.

Key words: romance-based hybrid language; contact linguistics; creole language; cultural linguistics; phraseology; the chavacano language; language contact

Solntseva A. V.

Semantic and structural characteristics of eponyms in french gastronomic discourse

Abstract. The article focuses on semantics and structural characteristics of french eponymic terms in gastronomic discourse. Proper names are an inexhaustible source for terms and nomenclature words, as they are used to concretize and clarify more general concepts and statements. The increased interest in terminology and secondary nomination led to the emergence of a new scientific discipline – terminological onomastics – in the late 80s of the XX century. Eponyms in the sphere of culinary are not studied enough in comparison with similar units in the medical, legal, technical terminology and they have not been the subject of special research so far.

The aim of the study is to describe the principles of classifying eponyms related to culinary traditions and modern french cuisine. The tasks are to analyze the structure of eponymic vocabulary, to determine the characteristics of eponyms in terms of their origin, composition, morphological and syntactic form. The author proposes two classification types of eponyms in culinary: in terms of semantics and in terms of structure.

In terms of semantics, eponyms can be classified according to the following criteria: 1) by the subject category of secondary denotation (names of ingredients, dishes, drinks, cooking methods, utensils and other elements of gastronomic discourse); 2) by onomastic category of proper names within the eponyms (anthroponyms, toponyms, oikonoms, choronyms, hodonyms, oronyms, insulonoms). From the point of view of structural-grammatical features, gastronomic eponyms can be classified according to the following parameters: 1) the nature of the sign function; 2) the morphological structure of the eponym.

The characteristics of eponyms within the proposed classification may influence their functioning in texts and the ways of their translation.

Key words: eponym; eponymic term; proper name; anthroponym; toponym; culinary discourse; terminological onomastics; morphological structure

Barushkova S. B., Solovieva S. I.

Structural and semantic features of french phraseological units referring to intellectual activity

Abstract. Phraseology is the most vivid culturally significant language component capable of expressing the peculiarities, mindset and mentality of native speakers. It is this branch of linguistics that expresses the national specificity of the language most explicitly. This research is aimed at the analysis of french phraseological units characterizing human intellect, life, mental and physical features, gender identity.

To achieve this goal the following tasks had to be solved: 1) identifying the relevance of the study; 2) analyzing the studies on french phraseological units referring to human intelligence; 3) identifying phraseological groups that characterize human intellect through such components as mental and physical features and gender identity. The article provides a brief overview of gender specificity of phraseological units denoting female intellect, since this semantic group illustrates gender stereotypes quite clearly. The authors analyze the units containing female persons' nominations and the units with a component characterizing a woman's appearance.

Using the example of particular phraseological units, the authors prove that the phraseology of the modern French language contains a large number of phraseological units representing human intellect. All the selected examples can be attributed to one of the above-mentioned components. At the same time, each group of examples contains phraseological units characterizing human intellect both positively and negatively.

Key words: intellect; the french language; phraseology; mind; stupidity; age; woman; common sense; specific features; person

Baranov A.R.

The influence of game content on forming online identity: sociolinguistic aspect

Abstract. This article elaborates on the influence of game content on shaping online identity from a sociolinguistic perspective. In particular, special attention is paid to analyzing streamers' and bloggers' linguistic practices as well as the role of language in creating and maintaining their online identity. Moreover, the paper presents such aspects of studying the language of streamers and bloggers as strategies for demonstrating expertise, humor, and amiability. It should be noted that particular attention is paid to gender differences in language and interaction with different cultural contexts. In addition, the author examines the role of content makers in building community and the overall impact of game content on adolescents' identity. The study is based on the analysis of video blogs and streams in french, as well as of chats and their comments. The analysis reveals the specific use of game jargon, various linguistic markers and communication strategies that influence the creation of a unique online persona. The results of the research can be applied to such fields as education, marketing, and game designing. Furthermore, understanding the processes of online identity formation can be useful for psychologists and digital security specialists who are concerned with issues of digital self-esteem and safe online behavior. Thus, the results of the study can be used to develop digital literacy programs aimed at raising adolescents' awareness of the possible risks and benefits of forming their on-line identity. In conclusion, the study can promote a better understanding of digital interactions, which in turn can help work out more effective communication strategies in virtual space.

Key words: online identity; gaming content; streaming; sociolinguistics; gender differences; cross-cultural communication; linguistic strategies

Khrenov N. A.

Reception problematics in film criticism of the thaw period: N. M. Zorkaya

Abstract. The article focuses on understanding the experience of Russian film criticism in the context of the «thaw». The theoretical and methodological basis for the article is the synthesis of historical, cultural, philosophical and aesthetic approaches, and the principles of the film criticism history. The author actualizes the issue of a significant shift in Soviet culture, in which impersonal ideological dogmas gave way to the personal position of artists, and the consciousness of mass audiences was dominated by conservative viewpoints, which prevented the approval of auteur films. It is pointed out that the situation was resolved by the emergence of an intermediary – progressive film criticism, which brought together a number of critics from the Sixties. Special attention is paid to the work of N. M. Zorkaya, a film critic, an educator and an activist. N. M. Zorkaya was distinguished by her paradoxical position and unique methodology, which showed the potential for in-depth analysis of mass art as a sphere of archetypal formulas of positive mass taste. The article proves that N. M. Zorkaya's discoveries required transcending the limits of existing film studies and art history, turning to the methods of related humanities, mainly sociology and semiotics turning to sociological and semiotic discourses determined the specifics of N. M. Zorkaya's work in film criticism, and the methods and discoveries she used. The author points out that N. M. Zorkaya also used the methods of the «formal» school of literary studies in her research. It is emphasized that the works of N. M. Zorkaya and her colleagues, the film critics of the sixties, are of considerable interest for the history of Russian humanitarian science, and therefore require comprehensive analyses.

Key words: film criticism; thaw; receptive aesthetics; film sociology; «auteur» cinema, «formal» school in literary studies; mass culture; archaeology of mass taste; archetypes; genre structural analysis; N. Zorkaya

Batyrrshin R. I.

Natural landscape cultural code of Central Asian peoples: unity and variation of folklore and traditions

Abstract. The article examines the natural landscape cultural code of the peoples in Central Asia and the CIS countries on the basis of ethnic traditions, customs and folklore. The main research objectives are to study the specificity of the natural landscape culture code as a culturological phenomenon, as well as to study the common cultural code features of the Central Asian ethnoses, which justifies the Turkic cultures unity. The research presents a typology of ways to actualize the sacred cultural meanings encoded in the natural landscape cultural code of the Turkic peoples in Central Asia. The analysis of mythology, folk epos, rituals, cults and ceremonies shows the common cultural semantics of the cultural symbols under study. The study also outlines the specificity of ethnic mentality, which is part of the natural landscape cultural code and the national ethnic picture of the world as a whole. The author points to the centuries-long tendency of the Turkic mentality to vertically oriented thinking, which is based on ancient ideas about the vertical hierarchy of the steppe dwellers' areal. «Upper» and «lower» people's existence in relation to the steppe landscape are explained by Turkic ethnoses' folk beliefs related to the notions of nature spirits living below people's dwellings, in gorges and reservoirs, and above – in mountains or on hilly terrain. The author proves the symbiotic character of the natural landscape cultural code, which means the fusion of cultural meanings and artifacts, rituals and folk epos related to nature, which exist in symbiotic unity in the ethnic mental space.

Key words: mythology; totemic animal; animalistic symbolism; belief; tradition; custom; ethnic mentality; cultural semantics; epic work

Leng Jiazhui

**Linguocultural image of Moscow in the perception of chinese linguistic personality
(the case of restaurant websites)**

Abstract. The article examines the linguistic mechanisms and strategies used by chinese restaurants in Moscow to create a unique image of the russian capital. The author analyzes the corpus of texts, including descriptions of restaurants, menus and promotional materials, in order to identify the linguistic means involved in shaping a hybrid, transcultural image of the metropolis. The study is based on the theory of linguistic culturology, linguistic marketing, as well as the theory of linguistic personality, and examines the specifics of understanding and interpreting urban space by the speakers of the chinese language. In the course of the analysis, various categories of linguistic means are identified and systematized: lexical units with the function of cultural labeling (ethnonyms, xenonyms, precedent names), emotional-evaluative vocabulary, metaphors and figurative comparisons, syntactic constructions with a persuasive-appellative function, as well as linguistic means of spatial modeling. Special attention is paid to the ways of integrating chinese linguocultural elements into the Moscow urban text, which can help trace the mechanisms of cultural adaptation and interpenetration of traditions. The author shows that the advertising communication of chinese restaurants appeals to the dual identity of the modern city dweller, combining the desire for authentic gastronomic experience with openness to global trends. The analysis shows a clear integrative intension of the discourse – the focus on cultural dialog and mutual enrichment of Eastern and Western culinary traditions. The results of the study contribute to the development of the intercultural communication theory and can be applied in the field of linguistic marketing, territory branding and gastronomic tourism promotion.

Key words: linguistic means; image of Moscow; chinese restaurants; linguistic culturology; gastronomic discourse; cross-cultural communication; linguistic marketing