

Goethe – Zhukovsky – Pushkin – Lermontov: typology of plot motifs

Abstract. The article analyzes the works by A. S. Pushkin, V. A. Zhukovsky, and M. Y. Lermontov with reference to the poetic motifs «there» vs «thither» as a sign of «romantic otherworldliness». Both poets followed V. A. Zhukovsky's translations of texts by the great German pre-romanticist J. W. Goethe. In his 1796 poem «Mignon» (from Wilhelm Meister), the iconic poetic motifs of «there»–«thither», of romantic and marvelous «far away» appear for the first time. A. S. Pushkin uses these motifs in his early poem «Memories in Tsarskoe Selo» as an image of the lyceum gardens Elysium. I. M. Semenko, following V. M. Zhirmunsky and Y. M. Lotman, writes that «the poet had a vision that lifted the veil over the mysterious world». In Goethe's poem, the dream-song of the Mignon girl (the beginning is «Do you know the land?...») speaks of blossoming lemons and wild orange trees, proudly standing laurels and myrtles – a picture of paradise. Mignon's song was translated by Zhukovsky, Tyutchev, Mei, Pasternak, and Shervinsky. Pushkin's works of 1821 and 1827–1828 (with the epigraph «Kennst du das Land? Wilhelm Meister» and «For cranberries, for cranberries, for berries, for cranberries...») glorify native Russian beauty by interpreting Goethe's poems. The young M. Y. Lermontov's 1829 interpretation of «Complaints of a Turk (Letter. To a foreign friend)» begins with lines close to Goethe: «Did you know the wild land...». However, Lermontov's romantic landscape does not lead to a miraculous transformation (as, for example, in Pushkin's work), but to something extremely negative: «Where artifice and carelessness pay tribute to evil, Where the heart of people is troubled by passions, And where minds both cold and hard as stone appear at times...». The spiritual transformation of the earthly landscape transfers from Goethe and Pushkin to Lermontov, the peace and will of the later Pushkin comes to the later Lermontov, to his lines «I seek freedom and peace». All of the above can be considered a poetic testament of both Goethe and Zhukovsky, Pushkin and Lermontov.

Key words: romantic otherworldliness; motifs «there»–«thither»; spiritual transformation of the earthly landscape; Goethe; Zhukovsky; Pushkin; Lermontov

Kudrina E. V.

Yaroslavl children's letters to M. Gorky

Abstract. The article examines the letters of children who wrote to Maxim Gorky in 1928–1936. The letters are kept in the A. M. Gorky Archive at A. M. Gorky Institute of world literature, Russian academy of sciences, as part of a unique collection of children's epistolary. The geographical principle underlying the selection made it possible to choose only the texts written by children living in Yaroslavl. In the course of the source analysis, the author selected 10 letters, 6 collective and 4 individual ones. The 5 letters included in the «children's» collection were written by adult staff of the A. M. Gorky School in Yaroslavl. They were included in this collection by Gorky himself, who labeled the texts «Children's». Children's letters served Gorky as an important source of first-hand information, so he consciously kept and cherished the letters of his correspondents and quoted them in his journalistic articles. The content analysis of the letters helps to study the specifics of appeals to Gorky. Gorky's image was mythologized, and in the mass children's consciousness of the 1930s the writer appeared as a «kind grandfather», a helper and a protector.

The selection includes letters of different genres: letters of greetings and requests, informative and reporting letters. The author has made an attempt to include M. Gorky's correspondence with Yaroslavl children in the context of the Yaroslavl local text, since the local epistolary heritage is part of the cultural geography. Yaroslavl children's letters to Gorky are published for the first time.

Key words: M. Gorky; A. M. Gorky's archive; epistolary heritage; correspondence; children; children's letters; local text; collection of letters

« Smirnova I. Yu.

Whip» and «yoke» in A. I. Ertel's prose: the problem of corporal punishment in fiction

Abstract. The article focuses on the problem of corporal punishment and how it is reflected in Russian literature of the late XIX century, in particular, in A. I. Ertel's works.

The author of the study notes that the issue of corporal punishment remained relevant in Russia until the 1917 revolution, maintained by the legal mechanism of controlling order in the country's social and cultural environment.

The objectives of the article are to analyze the depiction of corporal punishment in A. I. Ertel's prose, and the writer's attitude to this problem, as well as to clarify the creative methods and artistic means used by the writer to convey the urgent and serious issue, whose solution, in Ertel's opinion, was essential for human rights discussion in Russian society, for humane attitude of people to each other.

The author of the article shows a particular gap between the writer's desire to solve the urgent issues of daily life and his awareness that they can never be resolved unambiguously.

At the same time, the article notes Ertel's obvious merit in the use of creative methods, which show the reader the depicted vicious measures and the need to eradicate them.

The study shows widely spread punishments in all Russian social classes at the end of the XIX century. The author of the article analyzes various examples from Ertel's works and comes to the conclusion that the people got used to being someone's possession lacking the basic human instinct to protect their identities.

It is also noted that in the peasant community itself, abuse became an integral part of exercising controlling power of man over man. Widespread lynchings and cruelties in the peasant environment are depicted in Ertel's prose, especially in his novel *The Gardenins...*

The realist writer was also a protector and an educator of the people: knowing firsthand about the atrocities and abuse among the peasants, Ertel was convinced of the paramount need to free the people from oppression, to enlighten and educate them.

Key words: A. I. Ertel; Stepniak's Notes; corporal punishment; peasants; people's lynching; landlords; serfdom; cruelty; judicial legislation; justice

Suprun V. I.

‘Деревня’ and ‘село’ in the history of Russian administrative-territorial terminology

Abstract. The article studies the history of the topographic terms село (a large village) and деревня (village), used in Russian to refer to rural settlements. In the history of Russian administrative-territorial terminology, several terms were used to denote different types of settlements. The most ancient lexemes, with indisputable correspondences in Indo-European languages, are город, весь, село. The topographical term-hyperonym селение, derived from the verb селить, narrowed its meaning to ‘settlement in the countryside’, and the terminological phrase населенный пункт was used in the language as a hyperonym. The words поселок, поселение derive from the prefixal verb поселить. In the old Russian language, the word деревня was formed from the verb драть, meaning originally ‘a plot cleared of bushes and trees, arable land ready for crops as a result of these actions’. By these plots, first temporary and then permanent buildings appeared, and the word деревня was transferred to them, which became a topographical term used regularly from the 18th century as a designation of a small rural settlement, although the former agricultural meaning remained in dialectal speech in the north. In Russian administrative-territorial terminology, there appeared the dichotomy село – деревня, suggesting that деревня was subordinate to село in administrative, spiritual and social terms. In the southern regions of the country, where there was no need for special work to clear the land of shrubs and trees, the term деревня was not used either agriculturally or topographically, so a new dichotomy станица – хутор arose on Cossack territory and село – поселок / хутор in other places.

Key words: administrative-territorial terminology; topographic term; hyperonym; phraseological unit; the words село; деревня

Kytmanova E. A.

Genesis of the genre «reasoning» in the Russian language

Abstract. This article aims at analyzing the origin of the genre «reasoning» and the stages of its evolution from the point of view of the linguo-culturological approach and understanding of the genre as a cultural form. The relevance of this study is caused by the need to expand theoretical understanding of genre as a complex linguo-cultural phenomenon which is constantly evolving and requires an integrative approach based on the historical principle for studying.

The author distinguishes the stages of the «pre-reflective» stage in the genre development, which include: forming a «social order» for a new cultural form; forming a personality capable of fulfilling the «social order» for a new cultural form and a cultural forms «competition». It is proved that «reasoning» reaches the «reflective» stage (i.e. the emergence of genre nomination) in the works of Archpriest Avvakum both as a result of general changes that occurred in the communicative situation and cognitive development of the Russian society in the second half of the XVII century, and due to the author's individual reflection. The discourse analysis of the polemical literature written by representatives of New Believers (Simeon Polotsky) and Old Believers (priest Lazarus, Archpriest Avvakum) leads to the conclusion that the «reasoning» genre was formed within the framework of argumentative discourse as a result of the competition between several literary forms which, according to the rhetorical tradition, can be correlated with the judicial, deliberative and epideictic types of speech.

The article characterizes the genre in its communicative, cognitive and semiotic components. The communicative component features the equality of author–reader relationship and hidden dialogue, the cognitive one is based on comparison, opposition and assessment, and the semiotic component presents the combination of Church Slavonic and the Russian language styles.

Key words: genre; rassouzhdeniye (reasoning); cultural form; argumentative discourse; linguo-cultural approach; communicative; cognitive and semiotic components of the genre

Dementiev V. V.

Classification of speech genres in the journal «Genres of speech»

Abstract. The study analyzes the speech-genre structure of articles on speech genres in the journal «Genres of speech». The author identifies structural types of articles basing on their structural characteristics and verifies the hypothesis that different types of genres correspond to different types of articles, in which these genres are analyzed. The types of articles devoted to different genres can serve as the basis for a typology that can act independently or in combination with other existing typologies of speech genres.

The author classifies the articles into thematic groups, selecting articles in which the typological concepts and characteristics of speech genres are analyzed and sorted out to a certain extent. Types of articles are defined on the basis of the quantity and quality of typological information they contain.

The articles are all analyzed in the same way according to the structural and speech-genre methodology, which includes the following parameters: goals and objectives of articles; the sphere of using the analyzed speech-genre material, the nature and amount of the material (linguistic or speech, monolingual or multilingual, authentic or fiction, speech-genre homogeneous or heterogeneous); presence/absence of explicit classification in the article, as well as in the title.

The study results in clarifying the genre structural characteristics of speech-genre articles and specifying classification characteristics of speech genres. The article shows the significance of the study for presenting the speech-genre picture of the modern world on the basis of the logic of retroactive inference: the attention of genre experts – authors of the articles in «Genres of speech» – is more often turned to genres that are more relevant to native speakers; in turn, the article's analysis helps to draw a conclusion about this relevance.

Key words: speech genres; genre of scientific article; article on speech genres; journal «Genres of speech»; typology of speech genres; integral description of speech genres

Ignatkina A. L., Fenina V. V.

Orthological and linguopragmatic systematization of students' typical errors in graduate qualification works texts

Abstract. The article analyzes typical mistakes made by students of humanitarian majors in their graduation papers. The relevance of the topic is due to the decline in the students' speech culture level, which is caused by the influence of the Internet, mass-media, and inadequate requirements to the literacy of student texts. The authors analyze errors indicating both a lack of general literacy and a lack of proficiency in scientific style. The aim of this study is to draw attention to the problem of language and speech literacy in student papers and to classify the common errors and identify their possible causes. Based on the typology of cultural and speech norm components by E. N. Shiryayev and the typology of communicative competences by A. P. Skovorodnikov, the authors classify the mistakes into three main groups – linguistic, speech-communicative and ethical-aesthetic ones. Each group contains different types of errors. About half of all errors are linguistic, especially punctuation and grammar ones; among speech-communicative errors the most frequent are pragmatic-syntactic and style errors. The most common error is related to the word 'также' (also), its spelling and its place in the sentence. The authors make a number of assumptions about the reasons for the origin of this or that type of errors, in particular, that the errors may be due to the impact of «clip thinking», the transfer of foreign language patterns into scientific speech, or the student's major. The article has practical significance and can become the basis for academic manuals aimed at improving the quality of graduation papers and raising students' scientific speech culture in general.

Key words: speech culture; linguistic errors; speech errors; communicative errors; graduation paper; conjunction «также» (also); academic style

Selezneva L. V., Jinyan Ma, Xiaofeng Li

Soviet posters as a source of precedent phenomena

Abstract. The article considers precedent phenomena in terms of their pragmatic significance in modern posters. Posters, being a polycode text, are widely used in communication as a means of agitation. The aim of the study is to define functional and pragmatic characteristics of precedent phenomena in the structure of polycode text and to determine the role of soviet posters as a source for creating modern posters. The article presents a linguocultural description of precedent phenomena from soviet posters, which are used in modern propaganda posters on coronavirus prevention. The study shows that precedence is manifested at the textual, pictorial, color and graphic levels. The authors note a high potential of soviet posters as a means of attraction. Their meaning is formed on the basis of interaction with the source and target spheres, and modern propaganda posters can use different elements of soviet posters (images, font, color, etc.), which become precedent phenomena due to the fact that they are known

and understood by the majority of the linguocultural community, they are kept in the collective memory and arouse certain emotions (positive and negative, acceptance and rejection). The transfer of soviet precedent phenomena into everyday or medical discourse can be perceived positively or negatively. The analysis of the precedence sources leads to the assumption that there is a correlation between the source of the precedence and the function of the component associated with the poster. The authors clarify certain aspects of precedence and the role of the precedent phenomenon in designing and perceiving the poster.

Key words: precedent phenomena; posters; source sphere; target sphere; precedent statement; precedent gestures; polycode text

Kuranova T. P.

Occasional transformation of phraseological units as a means of making the sports commentary genre more expressive

Abstract. This article focuses on semantic and structural-semantic modifications of phraseological units functioning in hockey-match reportages by Sergey Kuritsyn, a sports commentator by the regional commentator of the Mayak Yaroslavl radio station. Transformation of phraseological units is used in order to increase the informational and influential quality of sports commentary as a dominant genre in sports discourse.

One of the main mechanisms of creating occasional phraseology in S. Kuritsyn's TV airs is the extension of the phraseological unit component structure, which is caused by the desire for making the speech more expressive. As a rule, such phraseological units are of individual-authorial character and are the result of intentional language game. A specific technique of creating phraseological innovations in the regional commentator's speech is the technique of inserting into the fixed structure of a phraseological unit, a proverb or a conventional name. A large number of examples from hockey TV broadcasts show that the replacement of phraseological unit components (substitution) is quite productive in the genre of sports reportage. In his commentaries, Sergey Kuritsyn often uses the technique of rearranging the components of phraseological units. Less widespread is the ellipsis of a phraseological unit - a reduction of one or more of its components. In order to make the speech more expressive, such a stylistic device as extended metaphor is used. The wish for originality and expressivity of the speech commentary results in S. Kuritsyn's using phraseological configurations combining two or more phraseological units (contamination).

The analysis of sports matches TV broadcasts leads to the conclusion that phraseological innovations are an important arsenal of the means to increase the expressivity of commentators' texts. Contextual phraseological units help to reveal the journalist's attitude, to give an emotional assessment of a sporting event, to reinforce the arguments, to express ideas more vividly and accurately, to make the commentary deeper and more unusual.

Key words: sports commentary; means of expressivity; phraseological unit transformation; component replacement; component addition; insertion; ellipsis; contamination; extended metaphor

Akhidzhakova M. P.

The role of toponyms in forming the linguistic worldview

Abstract. Modern ethnic groups inherit important historical and cultural information through the names of geographic locations. These toponyms act as a tool for understanding reality, discovering the relationship between linguistic and cultural elements in the overall picture of world perception. The analysis of the origin, structural features and linguocultural aspects of geographical names demonstrates how the toponymic system preserves cultural meanings significant for the collective memory of peoples. Key attention is paid to culturally marked toponyms and their role in storing historical information.

The increased interest in cultural phenomena and national worldview reflected in people's minds is the reason for the relevance of this paper. Considering toponyms through the prism of linguocultural studies, the author shows how they function not only in language, but also in the conceptual system of a particular cultural and linguistic community. The toponyms' linguistic forms contain encoded information about the ethnic worldview, and their analysis helps to build chronological relationships between cultural phenomena. The cognitive perception of space can be understood through studying the names of geographical objects. Cultural characteristics of a society can be seen in linguistic elements, including place names. Globalization, relocation of people and political change are all catalysts for transforming the semantics of place names.

The formation of territorial mental maps is deeply intertwined with linguistic and cultural aspects. Studying the evolution of place names provides researchers with information about social and historical metamorphoses. By analyzing how the meanings of place names change, experts gain valuable data for developing cognitive structures and understanding the relationship between language, mindset, and cultural identity.

This research is based on the analysis of cognitive processes through the prism of geographical names. Considering toponyms as a tool of cognitive linguistics, the author tries to identify their significance in structuring spatial perception and constructing mental models. The study focuses on how place names influence cultural identity and participate in human cognitive mechanisms. The realization of this project involves several areas: theoretical

understanding of the interaction between toponymy and cognitive linguistics, practical study of the place names impact on spatial thinking, as well as the study of their function in constructing public memory and cultural identity.

Key words: toponyms; national linguistic worldview; ethnos; cultural information; language and culture; national and universal; onomastic space

Urazaev M. D.

Conceptual metaphor «insobriety is a bottle» (based on english and russian language corpuses)

Abstract. This article explores the conceptual metaphor «insobriety is a bottle» using data from english and russian languages. Conceptual metaphors function as cognitive tools that simplify abstract and complex ideas by linking them to more tangible and familiar domains. These metaphors reflect not only individual perceptions but also culturally shaped ways of understanding the world. The research employs corpus analysis as its methodology, allowing for the study of metaphors in real-world linguistic contexts. The data are sourced from the Corpus of Contemporary American English (COCA) and Russian National Corpus (RNC). The study identifies key metaphorical models grouped under the overarching metaphor «insobriety is a bottle» and examines their cultural and cognitive characteristics. Examples featuring the lemmas «bottle» and «бутылка», dated between 1990 and 2019, were selected for analysis. The corpus serves as a basis for identifying metaphorical patterns and their variations, further interpreted with regard to cultural and cognitive differences between english and russian. At the level of general metaphorical patterns, the two languages show similarities, such as the symbolic association of insobriety with addiction, comfort, or destruction. However, the differences occur at the level of specific variants, which are influenced by cultural and historical contexts, and emotional nuances. The findings highlight both the universal cognitive mechanisms underlying metaphorization and the variability of these mechanisms across linguistic and cultural systems. This study offers prospects for further research of metaphorical patterns in other languages and cultures, thereby contributing to a deeper understanding of the universal and unique aspects of metaphorical thinking.

Key words: conceptual metaphor, corpus-based approach, lemma, insobriety, bottle, cultural stereotypes, perception

Isaeva M. G.

Stylistic functions of code-switching to italian in the works of André Aciman

Abstract. Literary code-switching is a juxtaposition of two or more languages in literary text. Literary multilingualism as one of the fields of contact linguistics studies all the stylistic and pragmatic functions of literary code-switches. Code-switches into Italian are a component of literary multilingualism and an individual style of the contemporary american writer André Aciman. The stylistic functions of literary code-switching are analyzed on the basis of a classification including the following functions: 1. a means of creating a stylistic device; 2. the principle of foregrounding in text; 3. speech characterization of the author or the protagonists; 4. adding colloquial style elements to a literary text; 5. creating the «presence effect»; 6. introducing details of local (national) coloring into the text; 7. logical emphasis on some parts of the text (theme or rheme); 8. idiomatic units; 9. euphemization. The stylistic analysis of A. Aciman's autobiographical works «Out of Egypt. A memoir» and «Alibis. Essays on Elsewhere» shows that code-switches into Italian can perform stylistic functions on three levels of the text: 1. At the semantic level, code-switches help to highlight the main themes of the work by using key words. Key words are a strong position of the text, i.e. a principle of foregrounding. In the material under study the code-switches into Italian introduce the themes of the past, history and national identity to the text. 2. At the plot level, foreign language units act as a means of characterizing the characters and describing the place of action (in the analyzed works it is Italy, namely Rome, Venice, and the Tuscany region). 3. At the linguistic level, code-switching is directly involved in forming tropes and figures of speech. In A. Asiman's essay and the novel, foreign-language units participate in the formation of antithesis, anadiplosis, allusion, puns, and irony.

Key words: code-switch; literary multilingualism; the Matrix Language; the Embedded Language; stylistic function; André Aciman; italian language

Kovlakas E. F.

Semantics of «own / foreign» in the toponymic image of the world

Abstract. The article raises the question of forming a toponymic picture of the world based on semantic oppositions. Cultural values and traditions of a certain nation, significant for this nation are embodied in linguistic units – toponyms. The culture of an ethnos, peoples' mentality, rites and customs, as mental components of the toponymic worldview, form the toponymic system as a whole. A native speaker of a particular language uses words

in speech with fixed meanings, not consciously accepting and sharing them. When comparing toponyms, only the features essential for a given toponymic system can be taken into account. The choice of the opposition method is conditioned by the fact that the opposition includes semantically relevant difference in one feature when the main features are similar. The study of semantic oppositions helps to understand the essence of toponymic material and to present some specific features of sociocultural development of society. Semantic oppositions help to identify semantic fields of toponyms, a number of hidden meanings and the basis of worldview.

The mental life of the toponymic world picture is a component of the ethnos' worldview, a totality of individual and national knowledge about the world. Toponyms reflect the mentality of the people, capturing their spiritual values and material culture in linguistic designations. The study shows that people's minds form a special toponymic reality that encodes the objective world through spatial names. The society's cultural memory stores certain stereotypes, which are materialized in toponyms – signs rich in information. By fixing cognitive and historical-cultural experience in landscape symbols, people create a unique picture of the world through the system of geographical names.

Key words: semantic opposition method; toponymic picture of the world; spatial relations; concept; toponym; metaphorization; ethnic orientation

Chvyagina T. V., Babayan V. N.

Linguopragmatic features of scientific and journalistic discourses

Abstract. This article aims to define the concept of «discourse» in modern linguistics based on different approaches of scientists engaged in studying this phenomenon in many scientific fields, such as linguistics, anthropology, philosophy, literary studies, ethnography, sociology, sociolinguistics, psycholinguistics, cognitive psychology, etc. Numerous discursive theories contribute to the development of new aspects in understanding discourse, which makes this concept much more complex and important for research. In the course of the study the authors have come to the conclusion that «discourse» is a combination of both linguistic and extralinguistic factors required for text understanding. It is worth noting that the present work is based on communicative and sociolinguistic approaches in defining the concept of «discourse», taking into account not only discourse producers, but the communicative situation as a whole. In addition, the aim of the study is to consider two types of institutional discourse – scientific and journalistic ones as principal kinds of discourse. The article presents their specific and style-forming features as well as the purposes of their use in a particular communicative situation. The authors show that scientific discourse is characterized by rationality, objectivity and logical consistency in contrast to journalistic discourse which is dynamic, dialogical and changeable. The study also considers the problem of discourse segmentation and determine its elemental discursive unit. Various structure-forming discourse parameters, including macrostructure and microstructure, and their division into large and minimal components are considered respectively. In its turn, the main discursive unit is recognized to be an utterance, and different viewpoints concerning the definition of this «atom» of speech practice are demonstrated. In addition, the paper analyses the semantic structure of two lexical units from english and russian ecological vocabulary with the aim of comparing their use in scientific and journalistic texts. Thus, the study is an integrative approach to defining a «discourse» concept and its principal types.

Key words: discourse; linguistic and extralinguistic factors; communicative approach; sociolinguistic approach; institutional discourse; scientific discourse; journalistic discourse; style-forming features; intertextuality; addresser – addressee; discourse segmentation; an utterance

Vashchenko D. Yu.

Slovak temporal adverb neraz compared with its german equivalents

Abstract. The article examines the slovak adverb *neraz*, which belongs to the semantic group of frequentative temporal adverbs with the general meaning of a repeated action and has a certain specificity of meaning, which requires further verification in the contrastive aspect. The work is based on the material of a parallel slovak-german corpus, part of the Slovak national corpus. The analysis involves translations from german to slovak; german incentives for the slovak adverb *neraz* are considered. The author shows that the slovak adverb has a significant variation of equivalents in the German originals, while the contexts of *neraz* in translations are quite stable. They are: comparing the past and the present in terms of past changes; contrasting the speaker with a certain group of people; contrasting a larger and smaller set with the specification of the latter; indicating the significant absence of someone; using a temporal adverb in the context of a directly lived or directly observed situation with mental, emotive and perceptual predicates. At the same time, the main incentives for *neraz* in german are, in descending order of entries in the Parallel Corpus, the adverbs oft ‘often’, as well as the forms of the comparative from oft, öfter and öfters ‘more often’; manchmal ‘sometimes’; nicht selten ‘not infrequently’, schon ‘already’, immer ‘always’. There is an extensive group of cases with non-equivalent use of *neraz*, lacking any adverb in the german original; these are statements with *es ist* ‘it is’, *es gibt* ‘there is’, *es kommt* ‘it’s coming’, and contexts suggesting the

opposition of the past and the present, or the speaker and the others. All this leads to the conclusion about a certain linguistic specificity of the slovak frequentative adverb *neraz*, the specificity of which consists in labeling the situation, correlated in terms of its compliance with the speaker's expectations and belonging to the speaker's personal sphere.

Key words: semantics; frequency; temporal adverbs; the slovak language; parallel corpus; german language; linguistic specificity

Grigorieva E. M.

Dictionary portals in english and their practical potential (based on the dictionary search engine OneLook)

Abstract. At present, there is a productive development of e-lexicography, which is determined by universal digitalization. There are certain changes in the traditionally established lexicographic picture: Internet reference books, mobile dictionary applications as well as publications in e-book format are gaining popularity along with printed dictionaries. The emergence of dictionary portals has become an innovative feature of modern lexicography.

The aim of this work is to study english dictionary portals and the opportunities they provide for the user. Among the tasks to be solved in the course of the study are the following: to study the concept of portal, to consider the categories of portals (lexicological, encyclopedic and dictionary), to analyze the classification of dictionary portals that includes dictionary collections, search engines, networks and simulations. The author also focuses on the characteristic features of each type of dictionary portal. Another task to be fulfilled in the course of the research is to conduct a detailed analysis of the english dictionary search engine OneLook in terms of the repertoire of platform dictionaries, the user interface and the sections of the system, the possibilities of using it to solve users' problems. In addition, the author studies such aspects as the category of the addressee who can use the search engine, the possibilities of the potential audience to take part in the evaluation of OneLook materials in order to further improve the search engine content base by its developers.

Key words: e-lexicography; online dictionary; dictionary portal; dictionary search engines; access structures; general purpose dictionary; special purpose dictionary

Kartseva S. E.

Linguistic analysis of the city image components (based on english-language social media reviews of Cambridge and Harbin)

Abstract. The relevance of studying the image of the city in social media texts is due to the demand for social media as a platform for users' social interaction on various issues, including discussing the city as a place of residence or as the destination of a tourist trip. Social media, being today one of the most popular communication tools for shaping the image of a city with all its positive and negative features, include different types, among which are consumer communities – platforms with reviews and ratings of various facilities, platforms for social shopping and social commerce, and social markets for exchanging information. The article compares the structure and linguistic means of assessing the image components of two cities – British Cambridge and Chinese Harbin, described in English-language texts on the consumer community websites: Tripadvisor.com, Quora.com, Reddit.com. The model by Echtner, C.M. and Ritchie, J.R.B. is used for the analysis, in which the components of the city image description are located in the continuum of functional and psychological characteristics, as well as attributes and holistic aspects. The collected practical material is primarily intended to demonstrate operational nature of the analytical model, and in addition, it helps to identify some general and culturally specific patterns in creating the city image. The collected data are analyzed using semantic and pragmatic-linguistic methods with elements of comparison. As a result of the study, the author makes a conclusion about the structural composition of the image aspects of the two cities considered in the functional-psychological continuum; and determines positive and negative characteristics of the image.

Key words: image of the city; Cambridge; Harbin; social media; reviews website; linguistic assessment tools

Burak M. S.

Cognitive and biological-cognitive approaches as a new vision of traditional forms in linguistic sign research (based on romance languages data)

Abstract. This paper concerns the linguistic sign nature and its functioning in human language. The subject is relevant because the linguistic sign is one of the key points of linguistics as a science. It lies at the intersection of linguistics, philosophy and psychology and provides an opportunity for interdisciplinary research. The research methodology consists of comparing the doctrines related to the research subject, involving both the most traditional

concepts, and a cognitive as well as a cognitive-biological approach. The author analyses primarily the doctrines by F. de Saussure, É. Benveniste and Ch. Peirce. The obvious Saussure's merit is his role as a pioneer in structural linguistics and the first theoretical works concerning the linguistic sign nature. Debating with Saussure, Benveniste argues that the linguistic sign is not a link between the name of the object and the object itself, but a link between the concept and an acoustic image, e.g., sound pattern. Benveniste takes the surrounding reality, the world of material things, beyond the limits of human thought. According to U. Eco's opinion, Peirce's semantic triangle describing the triadic character of the linguistic sign proves to be more objective and succinct as a model, compared with Saussure's double-natured one. Unlike the traditional doctrines the cognitive approach states inextricable connection between language and experience. The scientists supporting this trend emphasize conceptualization as a foundation stone of human mind, which affects linguistic structures formation and the linguistic sign functioning. N. L. Sukhachev defines the verbal sign as a «signal of signals» of both individual and social nature. The pervading introduction of artificial intelligence opens up broad prospects for further research in this area.

Key words: linguistic sign; significant; signified; denotatum; cognitive; signal; reflection

Drozdova Yu. A.

Lexical-grammatical analysis of article titles in french sports press

Abstract. The aim of this research is to study the main lexical and morphological-syntactic means of the french language used by authors to realize their communicative tasks in headlines of sports articles.

The analysis shows that the choice of certain morphological-syntactic structures and lexical units with an adequate semantic load is conditioned by a number of factors, both linguistic and extralinguistic. The authors of the articles under study prefer abbreviated constructions at the level of a sentence and at the level of word-combinations. This is evident as the authors do not use complex forms, especially verb forms, which makes the headlines extremely laconic and effective. Expressive vocabulary, metaphors, and puns are used to attract the reader's attention and elicit an emotional response. This approach helps to make the headline more vivid and memorable. The important element is the desire for accuracy and reliability of information. The authors often quote participants of events, pay special attention to the correctness of figures and facts, and widely use numerals and other parts of speech with quantitative semantics, which gives the headlines credibility and reliability. Various interactive techniques are used to attract and hold the reader's interest. Some of them are: the use of interrogative constructions that create intrigue and encourage further reading, as well as the imperative mood, addresses the readers directly and stimulating them to act. The study helps to reveal the mechanisms of interaction between the elements that determine the headline structure and demonstrate how to achieve the goals using certain linguistic resources.

The analysis is based on the corpus of sports-related headlines published in leading French periodicals. The duration of sampling is two calendar years, which made it possible to consider current trends and changes in the language of sports headlines.

Key words: newspaper headline; interrogative constructions; quotation; French press; sports topics; quantitative semantics; active voice

Yakovleva A. M., Polyakova N. V.

Modern trends in french orthography in terms of the norm and evolution

Abstract. This article is a complex study that reviews theoretical works on the main stages of the modern french orthography evolution. Attempts are made to analyze the 'new orthography' based on the 1991 language reform in France. In addition, the article analyzes 'electronic orthography' using the 88milSMS open text corpus of electronic messages and considers specific features of french 'inclusive writing'.

The aim of the article is to identify modern trends in the development of french orthography based on such factors as: the widespread use of digital means of communication, the state language policy and modern communication etiquette in France, requiring recognition of gender equality.

The relevance of the study is determined by the need to classify orthographic and graphic features of modern French written speech.

The material for this research consists of three main groups of data: lists of the so-called 'new' and 'old' orthography, corpus 88milSMS, and examples of inclusive writing taken from Internet articles. In the course of the research, the authors used a complex methodology of analysis, including methods of descriptive, discourse and corpus analysis, as well as a historical approach, which help to outline the evolution of the french orthography system, as well as to trace the dynamics of its development.

The results of the study show that french orthography is not a fixed system; it is developing, responding to the processes taking place in society. A specific feature of french orthography at the present stage of its development is variability, which is officially recognized. The adjustment of spelling rules is a natural process that meets the demands of language development.

Key words: french orthography; language reform; electronic communication; digital writing; inclusive writing; written language; french Academy

Bocharov E. V.

Self-presentation strategy as a method of parameterization of speeches by latin american politicians

Abstract. The parameterization of discourse focuses on its communicative domain, defined by specific communicative parameters that describe utterances based on their axiological characteristics and speech context. Public addresses can be parameterized by describing a politician's self-presentation strategy. With growing interest in studying effective speech influence in public settings, identifying core features of political communication has become crucial in discourse research. Linguistic analysis methods have provided insights into latin american political communication. The primary element of self-presentation strategy is the «I / we-technique». Self-presentation strategies also include appeals to precedent phenomena to strengthen one's position or convince others of the validity of the political course. Political messages often include references to statistical data that elicit emotional responses from the audience. These appeals can have negative or positive connotations depending on the speaker's intent. In the context of ideological polarization in latin american countries, regional leaders often use the «rich-poor» dichotomy, populism, and demonization of opponents through negative language and evaluative semantics. Contemporary political speech in Latin America is divided into two ideologically opposing blocs: «pro-american» and «pro-north american», each with distinct communicative parameters. The identified components of self-presentation strategies hold significant pragmatic and expressive value.

Key words: political discourse, latin american discourse, self-presentation strategy, parameterization, institutional discourse, communicative tactics, external addressing, pragmalinguistics

Novikov M. V., Pan Xuan

The 1935 tour of the Mei Lanfang theater in the USSR and its coverage in the soviet and chinese press

Abstract. The article examines the events related to organizing and conducting the 1935 USSR tour by the theater of the great chinese actor Mei Lanfang as well as how the tour was covered both in the central Soviet press and in the press of the bourgeois-democratic Republic of China. The authors emphasize that the tour organization was related to the political line of the soviet and chinese leaders aimed at the development of political and diplomatic relations as well as cultural cooperation in the context of the military threat to both countries from the militaristic fascist Japan. The article stresses the role of the Second Eastern Department of the USSR People's Commissariat of Foreign Affairs and the Soviet Embassy in China both in developing cultural cooperation with the Republic of China and in organizing the tour. Special attention is paid to the involvement of practically all Soviet cultural organizations and their executives in receiving Mei Lanfang's theater and accompanying it while in the USSR. The authors focus on reporting all the events related to Mei Lanfang's meetings with the audience and his theater performances in Moscow and Leningrad by the Soviet press (Pravda, Izvestia, Komsomolskaya Pravda). All publications are characterized by a positive tone; the authors of the newspaper articles were prominent political, public and cultural figures such as K. B. Radek, S. M. Eisenstein, S. M. Tretyakov and others. The Chinese press began publishing materials about the upcoming tour of Mei Lanfang's troupe long before their trip to Moscow, either supporting or criticizing it from modernist points of view.

Since the Chinese Foreign Ministry attached great importance to Mei Lanfang's tour for political reasons, newspapers were instructed to refrain from publishing criticism. The authors note that the chinese press reported on the success of the tour and started presenting Mei Lanfang as a national hero.

Key words: Soviet Union; Republic of China; PCIA; cultural cooperation; tours; Mei Lanfang's theater; soviet central newspapers; chinese newspapers

Nikiforenko E. M., Shchur S. Yu.

Factory church in Sestroretsk historical and cultural environment

Abstract. The Sestroretsk arms factory was founded by Peter the Great's order and under his personal control in the first quarter of the 18th century. The design and structure of the building took shape by the 30s of the XVIII century and remained practically unchanged until the end of the century. A major construction stage took place in the 1770s and 1780s, and the factory was once again reconstructed in 1790–1800s. The shops and service buildings rebuilt in stone retained their architectural structure until the mid XIX century. The production workshops built at the end of the XIX century disrupted the planning structure and exterior the factory had in the XVIII – early XIX century, yet they themselves are monuments of industrial architecture of the late XIX century.

The history of factory churches is inextricably linked with Russia's industrial history and goes back more than three hundred years. Churches were built both on the territories of large factories and in workers' settlements.

Several churches and a chapel were built on the territory of the Sestroretsk Arms factory at different times; the chapel was located in the main alley on the same axis as the factory administration building. Prayers were often held in the chapel in memory of Peter the Great. In the early XX century, the chapel was dismantled, but modern computer technologies and software make it possible to obtain not only an improved picture based on the three-dimensional model, but also to visualize what the chapel looked like before, using the archive materials.

Key words: monuments of industrial architecture; factory church; Orthodox culture; architectural design; religious art; construction; reconstruction

Letina N. N.

Axiological aspects of african imagery in russian culture

Abstract. The article analyzes the axiological component of african imagery in russian culture. This research has been carried out as part of the State assignment to Yaroslavl state pedagogical university named after K. D. Ushinsky for 2025 from the RF Ministry of Education on the topic «Axiological bases for students' value orientations formation within the framework of international academic mobility in higher education systems of Russia and West Africa (Ghana, Cote d'Ivoire)» (720000Ф.99.1.БН62АБ84000). The main objective of the article is to identify the key vectors of axiological modality in presenting african imagery in russian culture. The empirical material includes russian classical and contemporary works of the arts (literature, painting, cinema) and the media environment. The scientific significance is determined by the need to identify and study the axiological and socio-cultural foundations for the russian-african cultural dialog in the context of modern global challenges and the need to support the multi-polar world stability, with regard to the principles of the Russian Federation's cultural and educational policy. The scientific significance of the article is reinforced by an integrative research algorithm that combines, on the basis of axiological approach, culturological, historical and cultural analysis, sociocultural approach, semiotics, mythocriticism, hermeneutics, as well as literary, art and film studies, and media content analysis. The article defines historical and cultural origins of actualizing african imagery in russian artistic culture. The author interprets the influence of aesthetic determinants on the axiology of african imagery in russian literature and identifies african axiological dominants in contemporary russian literature. The article conceptualizes the ambivalent axiology of Africa's image in soviet children's literature and cartoons, balancing between positive and negative poles. The virtual exhibition «Africa in russian art» in the Russian museum, among other materials, show axiological priorities of african imagery for russian visual and screen arts. The key aspects of actualizing african imagery in russian literature and the arts are defined as simplicity, fragmentation, synergy, and situationality, which diagnose the contextually conditioned and tendentious axiology of Africa's image.

Key words: axiological bases; values; dialog of cultures; russian-african dialog of cultures; Russia and Africa; african imagery; african text of russian culture; russian culture; russian art; soviet children's literature; soviet cinema and animation

Yatskevich A. A.

Linguoculturological interpretation of lexical units from the thematic group «gastronomy» in the french language

Abstract. Gastronomic discourse in France is socially significant; it contains value-oriented categories that are of interest to researchers in various fields of humanities. The article analyzes linguoculturological features of lexical units from the french thematic group «gastronomy». The study has shown that the semantic meanings of lexical units can change and evolve in the course of social, historical, cultural and everyday changes, which determines the need to study the interrelation of language and culture, as well as the need to translate lexical units with regard to these context changes. The analysis suggests that the linguo-culturological level of lexeme research provides an opportunity to go beyond the linguistic meanings of words as units and to decipher the nationally-determined extra-linguistic meanings hidden in them. In cultural contexts, words can acquire new meanings, express extra-linguistic semantics, and penetrate deep into cultural values while simultaneously shaping them. Referring to culture as an important factor that determines the semantic meanings of lexemes, helps minimize the risks of discrepancies in semantic correlations between languages while translating. Linguoculturological conceptual competence, often not defined in dictionaries, but reflecting the national specificity of native speakers' worldview, requires deep understanding and particular attention both in the translator's work and in foreign language teaching. The methodological basis for the study is a range of scientific methods, including diachronic research, contextual interpretation analysis, theoretical generalization and working with authentic linguistic material in french.

Key words: linguoculturology; linguocultureme; gastronomy; France; linguistic worldview; language; the french language

Smolenskaya A. I.

**Visual image of the cherry orchard and the house in the russian theater of the late XX century
(A. P. Chekhov's The Cherry Orchard)**

Abstract. The study aims to identify and analyze the main stage ways of embodying the visual image of the cherry orchard and the house in russian productions of A. P. Chekhov's play The Cherry Orchard in the last quarter of XX century. To achieve this goal, the following tasks are to be solved: 1) to consider the specificity of the visual image in art; 2) to reveal the ontological status of the estate image in A. P. Chekhov's play The Cherry Orchard; 3) to analyze the visual image of the cherry orchard and the house in the national productions of The Cherry Orchard in the last quarter of the XX century.

The author examines specific functioning of the visual image in art, particularly in the theater as a semiotic system capable of polysemantic interpretation. Special attention is paid to the ontological status of the estate's visual image in A. P. Chekhov's play The Cherry Orchard, which directly influences the artists' choice of how to embody the visual image on stage. Analyzing the visual image of the cherry orchard and the house in the last quarter of the XX century the author identifies two ways of interpreting these key elements depending on the artists' choice of the estate's ontological status in the play. The scenic designs range from realistic reproductions of the cherry orchard and the house images to abstract designs symbolizing the lost past. The author comes to the conclusion that the visual image of the cherry orchard and the house in the national productions of A. P. Chekhov's play The Cherry Orchard in the last quarter of the XX century is a dynamic field for various interpretations, reflecting historical trends in the theater evolution, conditioned by the formation of the «visual turn».

Key words: visual image; national theater; cherry orchard; house; A. P. Chekhov; scenography; performance; space