

SUMMARY

AZNACHEEVA E. N. Some Aspects of Lingua-cognitive Research of Professional Consciousness

The article is focused on the analysis of peculiarities of gnosiological and cognitive-discourse approaches towards the professional linguistic personality research. Some aspects of the professional linguistic personality typology are studied.

Keywords: professional linguistic personality, cognitive modelling, discourse, typology, metaphorical models, mental styles, self-reflection, professional evaluation.

BOKHAN Ya. A. Representation of Economic Crisis in Chinese Media Texts

The article is devoted to the concept of “economic crisis”, its comprehension and representation in Chinese media texts. The author’s attention is focused on the conceptual area of economic crisis. We use frame as an instrument of our research. The analysis is based on the materials of authoritative Chinese news publications.

Keywords: economic crisis, concept, frame, text, mass media.

BOLDYREV N. N. Theoretical Grounds and Methodological Principles of a Cognitive Study of Language

The article focuses on the theoretical grounds and methodological principles of a cognitive approach in the study of language. The notion of the interpreting function of language in the framework of an integrative theory of linguistic representation of world knowledge is being argued. A special attention is drawn to the interplay of the three aspects of linguistic processing of knowledge (representative proper, semiotic, and interpretative) as a result of the implementation of the three functions of language: cognitive, communicative, and interpretative.

Keywords: theory, methodology, representation, interpretation, function, knowledge, semiosis, concept, category.

BOYARSKAYA O. V. Terminology of the Tachygraphic Documents-Descriptions of the end XVIII – first half XIX c.

The article deals with the functioning of the South Ural documents-descriptions terminology at the end of XVIII – first half of XIX c. Thematic groups of nominations, word building and grammatical peculiarities are outlined.

Keywords: terminology, document-description, Russian of the end XVIII – first half XIX century.

BUDYKINA V. G. Planning and Compiling the Dictionary of Russian Higher Education Terminology Regarding the Integration into European Higher Education Area

The article describes the methods and principles of planning and compilation of English-Russian Dictionary of Higher Education Terminology and its tailoring to the needs of Russian students, teachers, educators and researchers who experience the influence of integration processes facing Russia.

Keywords: terminology of higher education, dictionary of higher education terms, lexicography.

BURDINA O. B. A Variation of the Pharmaceutical Terminology in the Medicines Abstracts

The article is devoted to the problem of terminology variation in the texts of abstracts of medicines in the most popular Internet-reference books in Russia.

Keywords: term, variation, text, pharmaceutical discourse, abstract of medicines.

BURMAKINA N. A. Language Personality Structure of the First Yenisei Governor A. P. Stepanov: Features of Lingvo-cognitive Level

The article is devoted to the means of verbalization of key axiological concepts “Beauty” and “Utility” in the linguistic picture of the world of A.P. Stepanov’s language personality. The author of the article defines common and special features in the conceptosphere of the first Yenisei governor.

Keywords: linguistic personality, concept, individual linguistic picture of the world.

CHASOVSKIY P. V. Lingua-socio-cultural Analysis of Google Web Search

The article is devoted to the lingua-socio-cultural analysis of Google Web Search and its camouflaged influence upon Internet users. We attempt to determine the value of this lingua-socio-cultural phenomenon. Google autocorrect, Google bombing and the hidden methods of influence are considered from the point of view of sociolinguistics and cultural linguistics.

Keywords: Google bombing, translation, autocorrect.

GENERALOV V. A. On Modifying Positions Categorization in the Multicomponent Terms Structure (on the Basis of English Language Sources)

The present article considers such categories of multicomponent terms as the ranking of modifiers and the gradation of complication steps of the onomasiological source basis of a term.

Keywords: categorization, multicomponent terms, steps of modification, significant modifying positions, recognizability, hypothetical general model of modification, simulacrum, genesis.

GLAZYRINA A. I. Computer Sublanguage: Terms, Jargon Words and Professionalisms

The article differentiates such notions as terms – jargon words – professionalisms within the scope of computer sublanguage.

Keywords: computer sublanguage, terms, computer jargon, professionalisms.

GOLOVANOVA E. I. Cognitive Terminology: Issues, Tools, Trends and Prospects

In the article the author's perspective on the basic directions of cognitive terminology development in Russia is revealed. The system of basic ideas and methodological principles of cognitive term study, the priority research areas research are formulated, and approaches to the solution of specific problems are introduced.

Keywords: cognitive terminology, term, special vocabulary, conceptual structure, knowledge, professional linguistic personality.

GRIGORIEVA N. Yu. A study of Cognitive Activity of a Polycode Text Recipient

Cognitive comic book interpretation as a polycode text is viewed in the article.

Keywords: polycode text, comic, perception, mental representation.

IVANCHENKO N. V. On Peculiarities of Chinese Set Expressions Stability

The article touches upon relations between language and culture, and envisages different types of set expressions represented only in Chinese linguistic and cultural society.

Keywords: linguistic and cultural specifics, Chinese language, national component, set expression, phraseological units, quotation, byword, case phenomenon, aphorism, chengyu, yanyu, sehouyu, guanyu.

IVANOVA E. V. Archetypal Concept and the Ecological Archetype

The article deals with the terms of the concept and archetypal concept and argues the presence of the ecological archetype *home* as a special kind of concept in the unconscious structure.

Keywords: archetype, concept, archetypal concept, symbol, ecological archetype.

KOMAROVA Z. I. The Basics of System Methodology of Modern Polyparadigmatic Linguistics

The article substantiates the need to create system methodology of modern polyparadigmatic linguistics and discloses the principles, postulates and concepts of system methodology. The work gives a four-part structure of the following epistemic chain: methodology – method – methods – techniques. The article suggests a hierarchical structure of system methodology of a modern linguistics.

Keywords: system methodology, method, technique, technology, epistemic chain.

KONOVALOVA M. V. Virtual Space and Virtual Gestalt

In the article gestalt is considered as a virtual cognition configuration in the virtuality, the mechanism and features of its realization, the author's definitions of virtuality and virtual gestalt are given, its basic properties and characteristics are identified.

Keywords: virtuality, virtual space, gestalt, the virtual cognition configuration.

KOSHKAROVA N. N. Political Interview as a Sphere of Rhetorical Discourse Conflict Means

The article studies rhetorical conflict discourse used in the texts of Russian politicians interviews with representatives of foreign media. Productive metaphorical models are identified, their characteristics are given.

Keywords: conflict discourse, political interviews, rhetorical means, metaphorical model.

KRAEVA S. S. Cognitive and Pragmatic Aspects of Studying Statements with Gratitude Semantics

The article considers cognitive and pragmatic approaches to the study of gratitude. Pragmatic features of gratitude-objectivization in the Russian literary discourse are studied, classification of communicative acts of gratitude is suggested, special attention is paid to speaker's intention, causators and intensifiers of gratitude, and their pragmatic functions.

Keywords: communicative situation, script, model, discourse, pragmatic of gratitude.

KUSHNERUK S. L. Advertising Discourse Projective Properties from the World-modelling Perspective

This article focuses on practical application of the cognitive world-modelling theory to Russian and English advertising. Advertising discourse is analyzed from the point of view of its projective properties which enable the construction of discourse worlds and text worlds.

Keywords: discourse, world-modelling theory, discourse world, macrostructure, text-world, time, Russian advertising, English advertising.

MAMONOVA N. V. Tree Fractal Model as a Means of the Organization of British Fairy-tale Discourse

In this article the definition of a fractal is given and the structure of the tree fractal model as a means of discourse system organization in the English folk fairy tale "The rose tree" is analyzed.

Keywords: British fairy-tale discourse, tree model, fractal, self-organization, discourse system, creative attractor, linguistic synergetics.

MATVEEVA T. M. Perceptual Category of Smell in Language of Professional Tasters (on the Basis of German Language)

The article deals with peculiarities of the professional taster language. A new paradigm of modern linguistics in the sphere of nomination and communication is presented. Peculiarities of professional linguistic identity are discussed.

Keywords: language of professional tasters, professional linguistic identity, verbalization, non-clear science, perceptual category, scent vocabulary, olfactory means of communication.

NEFEDOVA L. A. Cognitive Features of the Implicit in the Literary Text

The article considers the problems of implicitness in the context of the depth of a literary text understanding, by overlaying primary implicitness on secondary, as well as discovery of implicit augments taking into account cognitive structures called frames. Frames help maintain text coherence, semantic development of speech, compensate missing semantic lacunas, thus making possible to acquire latent information.

Keywords: cognitive load, frame, interframe relations, literary text, frame terminal.

OLIZKO N. S. Cognitive Synergetics Approach to Architextuality

The realization of architextual relations, that result in style blending and stylistic paradoxes, pastiche and parody, is carried out with the help of fractal discourse self-organization models. It is used as an effective means of paradigmatic external relations' realization.

Keywords: architextuality, frame model, attractor, self-similarity, fractal, postmodern belles-lettres discourse.

PAVLOVA A. V. Syntactical Means of Expressing the Category of State in the English Language

This article is devoted to revealing of syntactical means of expressing of category of state in the English language.

Keywords: categorization, the category of state, syntax, semantics.

PESTOVA N. V. Concept «New Vision» in Literature of Modernism

The concept analysis turned out to be effective not only for cognitive linguistics but also for the literature study. The more complex structure of the art concept differs from the language one since it is the product of the esthetic cognition and reflection of reality. In the article the art concept «New Vision» was illustrated on the literature of Austrian, German and Russian expressionism.

Keywords: cognitive linguistics, art concept, avant-garde, visionary, new vision, Austrian expressionism, German expressionism, Russian expressionism, comparative literature study, absolute metaphor.

PITINA S. A. Cognitive Linguistics and Related Sciences on Language and Thought Interaction

The article is aimed at analyzing language and conscience interaction in cognitive linguistics and related linguistic sciences.

Keywords: paradigm, cognitive, polyparadigmatic.

RIMSKAYA M. A. Conceptual Analysis of the Passive Voice Category (Based on German Materials)

In the article we describe an attempt to conduct a conceptual analysis of the passive voice constructions. Category of passivity is considered as a cognitive category presented in the “world view”. Being involved in formalization of some typical conditions it is also a culturally marked category.

Keywords: passivity, objectivity, processuality, conceptual analysis, linguo-cultural marked category, “world view”.

SALAKHOVA A. G.-B. Confessional Linguistic Person: Cognitive Aspect

The article offers a 3D model of the language identity and discusses the cognitive aspect of the confessional language identity. Cognitive approach distinguishes three levels of self-identification of the confessional language person: an individual, socio-cultural and confessional.

Keywords: linguistic personology, religious linguistic personality, cognitive dimension, the religious view of the world, concept.

SAMKOVA M. A. Peculiarities of Pedagogical Discourse Structure

The article analyses pedagogical discourse as an independent integral unit, outlines its structure, aim, distinctive features and constituent elements.

Keywords: pedagogical discourse, study text, intertextuality/interdiscourse, the method of activating personal and group potential.

SHELESTYUK E. V. Linguocultural Transfer as the Basis of Text Adaptation in Translation

The article discusses the concept of linguocultural transfer, considering it in four oppositions: a) local vs total; b) conscious vs unconscious; c) connected with deep vs with surface structures of the original and translation; d) connected with the social statuses of the original and translation languages.

Keywords: linguocultural transfer, adaptation, lacuna, foreignization and domestication, linguistic and cultural interference, surface and deep structures.

SOLOPOVA O. A. Metaphors Representing “Russia’s Future” in Political Discourses of Russia, USA and Great Britain (mid of the XIX century – beginning of the XX century)

The present article deals with the system of metaphors aimed at representing the image of future of the Russian Empire in Russian, American and British political discourses (mid of the XIX century – beginning of the XX century). The author dwells upon the most frequent metaphors used in the discourses of the three countries.

Keywords: metaphor, model, political discourse, image of future.

STEPANOVA I. V. Creolized Text as a Means of Realization of the Concept of *love* (on the material of *Love is Comics*)

The analysis of different types of interaction between verbal and non-verbal elements within the creolized texts of the comic strips *Love is* outlines the functional, metaphoric, evaluative and symbolic components in the structure of the concept of *love*.

Keywords: concept, creolized text, iconic and paralinguistic means, semiotic systems, interdiscursivity.

TASKAEVA A. V. The Process of Making a Hero of a Paralympian Athlete (on the material of the British press about the XXX Paralympic Games in London)

The article describes the process of making a hero of a paralympian athlete on the lexical and discourse level on the material of the British press about the XXX Paralympic Games. More than 30 nominations of the participants were found and the lingvo-cultural field of the concept was constructed. These nominations represent a paralympian as a hero, a role model and a superhuman.

Keywords: hero, paralympian, concept, nominations.

TIPIEVA K. R. Metaphorical Model “Economic Crisis – is War” in the English Economic Discourse

The article considers conceptualization of the economic crisis with the help of war metaphors in the contemporary English-language economic discourse.

Keywords: cognitive metaphor, metaphorical modeling, frame, economic discourse.

TITOVA E. A. The Necessity of Rendering the Pragmatic Potential Represented by Euphony and Dissonance While Translating Poetical Texts

The article is devoted to the description of euphony and dissonance in translating poetical texts. It is proved that sound organization of poetic texts helps to create certain images and provokes emotional responses.

Keywords: poetical text, sound organization, pragmatic aspect, euphony, dissonance, translation of a poetical text.

TOMBERG O. V. Image of the National Hero in English Language and Culture: Dynamic Aspect

The article focuses on studying a dynamic character of folklore images of Beowulf and Robin Hood from a linguocultural angle. Image constituents are concepts which reveal their axiological aspect. The English language of a certain historical stage of development predetermines the peculiarities of image representation in culture.

Keywords: image, concept, linguoculturology, axiology.

VORONTSOVA T. A. Speech Aggression Socially Important Objects Formation in Collective and Cognitive space

The article deals with the ways and mechanisms of speech aggression socially important objects formation in mass consciousness.

Keywords: speech aggression, speech aggression object, concept, collective cognitive space, negative assessment.

ZABOLOTNEVA O. L. Linguo-stylistic Means of Expressing Irony in Literary Discourse (on the material of C. Ahern’s Novels)

Irony is a complex phenomenon, which is based on a writer’s cognitive comprehension and his knowledge of the world linguistic pattern. Irony is characterized by explicit and implicit meanings, bound together by contrast or negation. The author reveals such stylistic devices as metaphor, hyperbole and comparison, as well as their types and functions in belletristic discourse.

Keywords: belletristic discourse, irony, metaphor, ironic metaphor, hyperbole, comparison, functions of irony.

ZARETSKAYA A. N. TV Show World Picture: Cognitive Perspective

The article deals with the description of the TV show discourse type from the cognitive perspective. The characteristic features of TV show discourse type are identified, and the definition of the TV show world picture is provided. It is claimed that the TV show as the source of information mirroring a fragment of reality only presents a simplified world picture to the recipient of the message.

Keywords: film discourse, TV show, world picture, prototype.

СВЕДЕНИЯ ОБ АВТОРАХ

Азначеева Елена Николаевна – доктор филологических наук, профессор кафедры немецкого языка Челябинского государственного университета.

azn@mail.ru

Болдырев Николай Николаевич – доктор филологических наук, профессор, заслуженный деятель науки Российской Федерации, проректор по научной работе Тамбовского государственного университета имени Г. Р. Державина.

boldyrev@tsu.tmb.ru

Бохан Ярослава Андреевна – аспирант кафедры теории языка, преподаватель кафедры восточных и романо-германских языков Челябинского государственного университета.

yara_slava@mail.ru

Боярская Ольга Владиславовна – кандидат филологических наук, доцент кафедры русского языка и методики преподавания русского языка Челябинского государственного педагогического университета.

boyarskayaov@yandex.ru

Будыкина Вера Геннадьевна – кандидат филологических наук, доцент, зав. кафедрой восточных и романо-германских языков Челябинского государственного университета.

vbudykina@gmail.com

Бурдина Ольга Борисовна – старший преподаватель кафедры латинского языка Пермской государственной фармацевтической академии.

loelyshna@rambler.ru

Бурмакина Наталья Алексеевна – кандидат филологических наук, доцент Красноярского государственного педагогического университета имени В. П. Астафьева.

nata-burmakina@yandex.ru

Воронцова Татьяна Александровна – доктор филологических наук, профессор кафедры теории языка Челябинского государственного университета.

voron500@yandex.ru

Генералов Владимир Александрович – соискатель кафедры теории языка, старший преподаватель кафедры делового иностранного языка Челябинского государственного университета.

gen-vladimir@list.ru

Глазырина Анна Игоревна – кандидат филологических наук, доцент, зав. кафедрой перевода и переводоведения Уральского государственного педагогического университета.

glazygina-anna@mail.ru

Голованова Елена Иосифовна – доктор филологических наук, профессор кафедры теории языка Челябинского государственного университета.

ligol@csu.ru

Григорьева Наталья Юрьевна – старший преподаватель кафедры иностранных языков № 1 Магнитогорского государственного технического университета имени Г. И. Носова.

grina1961@mail.ru

Заболотнева Оксана Леонидовна – кандидат филологических наук, доцент кафедры теории и практики английского языка Челябинского государственного университета.

zoxl@mail.ru

Зарецкая Анна Николаевна – кандидат филологических наук, преподаватель кафедры иностранных языков Челябинского многопрофильного института.

azar9000@mail.ru

Иванова Елена Валерьевна – кандидат филологических наук, доцент, докторант кафедры немецкого языка Челябинского государственного университета.

elena-ivanova79@yandex.ru

Иванченко Надежда Вадимовна – аспирант кафедры теории языка, преподаватель кафедры восточных и романо-германских языков Челябинского государственного университета.

nadezhda_ivanchenko@mail.ru

Комарова Зоя Ивановна – доктор филологических наук, профессор кафедры иностранных языков Уральского федерального университета имени первого Президента России Б. Н. Ельцина.

zikomarova@bk.ru

Коновалова Мария Владимировна – кандидат филологических наук, доцент кафедры теории языка Челябинского государственного университета.

mary.mk74@yandex.ru

Кошкарлова Наталья Николаевна – кандидат филологических наук, доцент кафедры «Международные коммуникации» Южно-Уральского государственного университета.

nkoshka@rambler.ru

Краева Светлана Сергеевна – аспирант кафедры немецкого языка, преподаватель кафедры теории и практики перевода Челябинского государственного университета.

kraeva.svetlana@gmail.com

Кушнерук Светлана Леонидовна – кандидат филологических наук, доцент кафедры английской филологии Челябинского государственного педагогического университета.

Svetlana_kush@mail.ru

Мамонова Наталья Васильевна – соискатель кафедры теории и практики английского языка, старший преподаватель кафедры делового иностранного языка Челябинского государственного университета.

natalya-mamonova@rambler.ru

Матвеева Татьяна Михайловна – кандидат филологических наук, доцент кафедры немецкого языка Челябинского государственного университета.

tanmatv@mail.ru

Нефедова Лилия Амирянвна – доктор филологических наук, профессор, декан факультета лингвистики и перевода Челябинского государственного университета.

lan2@mail.ru

Олизько Наталья Сергеевна – доктор филологических наук, профессор кафедры теории и практики английского языка Челябинского государственного университета.

olizko@yandex.ru

Павлова Анна Владимировна – кандидат филологических наук, доцент кафедры английской филологии и методики преподавания английского языка Оренбургского государственного университета.

pavlova_a@bk.ru