

SUMMARY

ABDURAKHMONOV M. G. Nonequivalent Lexis as One of the Factors of Democratization of Norms of the Uzbek Literary Language

Given article is devoted to the research of nonequivalent lexis as one of the factors of changing norms of the Uzbek literary language. The author characterizes the language situation in modern Uzbekistan connected with informatization of the society and the process of integration of languages and cultures. On the basis of the analysis of the usage of nonequivalent lexis in oral and written speech, the author states its essential influence on the process of democratization of a literary norm.

Keywords: nonequivalent lexis, words-realia, a lacuna, a term, an interjection, sound imitation, an exotic word, an abbreviation, a language norm, democratization norms.

ANTROPOVA L. I. The Variability of Language Norms

The article is concerned with the problem of the language norm variation through the concept of sociocultural-communicative language differentiation based on the recognition of language forms as relatively autonomous languages of communication with specific elements, rules, language speakers and communicative competence.

Keywords: language variation, a language, a language form, a language norm, communicative competence.

BAZHENOVA E. Y. Structural Organisation of Online News Text

The article is devoted to the overview of current text structuring approaches and dwells on semantic structure of the online news story. It is stated that the latter incorporates features of the traditional news story and the Internet text.

Keywords: mass media discourse, online news text, semantic text structure.

BELOUSOVA N. Sh. External factors affecting the expression of the author's position of journalists

In this article the author considers the variety of factors influencing authors. The four external factors which can be called the main reasons that distort the author's position in modern Russian media are analysed.

Keywords: author's position, external factors, citizenship, historical background, political factors, information policy of publications, economic factors.

BIKMUKHAMETOVA R. M. The Concepts 'Life' and 'Death' in the Russian and Bashkir Languages (on the Material of Paroemiological and Phraseological Units)

In the present article the author reveals the peculiarities of the concepts 'Life' and 'Death' in the Russian and Bashkir languages on the material of paroemiological and phraseological units. The investigation of these units helps to cast light on the attitude to life and death fixed in the conscience of the Russian and Bashkir nations.

Keywords: cultural linguistics, the linguistic picture of the world, concept, paroemias and phraseologisms, semantic groups.

GAYNULLINA D. M. Laughter as a Physiological, Social and Linguistic Phenomenon of Our Life

The article elaborates on the main definitions of laughter phenomenon, given by different scientific disciplines and provides a short description of this phenomenon. Based on the data, obtained by the author, the article shows possible ways of further laughter study in linguistics and its practical application.

Keywords: voluntary laughter; involuntary laughter; social functions of laughter; incongruity, superiority and relief theories; smile.

GIZATOVA G. F. Ways of Functioning of the Approval Maxim in Parallel Transactions

This paper reviews the functioning of approval maxim which together with maxims of generosity, tact, modesty, agreement and liking forms the Principle of Politeness. The study is carried out on the

material of English linguistic and culture in the light of the theory of transactional analysis. Thus the cases of the approbation maxim observance are revealed in parallel transactions. Speech acts of compliment and praise are used.

Keywords: the approval maxim, speech acts of compliment and praise, transactional analysis, ego-state, Child, Parent, Adult, parallel transactions.

GOLOVANOV I. A. Philosophical-aesthetic Principles of Belles-lettres and Publicistic Discourse of Andrei Platonov

The author analyses the uniqueness of Platonov's belles-lettres and publicistic discourse and states the correlation between the writer's works and Russian culture, revealing the roots of Platonov's philosophical and aesthetic concept. Special attention is paid to the connection between Platonov's discourse and historical reality.

Keywords: belles-lettres and publicistic discourse, A. Platonov, tragic, comic, folklore.

GORBACHYOVA O. N. The Influence of Social Internet Advertising through Lexical Stylistic Means

The article is devoted to the analysis of the lexical means of social Internet advertising that has influence on recipients in the world wide web. The author describes the results of determination of the most efficient lexical stylistic means.

Keywords: social advertising, lexical stylistic means, influence.

DUBROVSKAYA V. V. Means of Expressing Indefinite Quantity in the English Language

The present paper deals with different ways of expressing indefinite quantity in the English language. In the paper one can find data from the British National Corpus about the frequency of indefinite quantifiers. Moreover, the article describes quantifiers-neologisms, used in colloquial speech, their communicative and stylistic functions.

Keywords: numeral, vague quantifier, approximator, prototypical structural sequence, neologism, hyperbole, meiosis.

FYODOROVA K. L. The Structural Models of Phraseological Units with the Metonym Component in the Russian Language

The subject-matter of the scientific research concerns the structural models of phraseological units with the metonym component in the Russian language which belong to various semantic grammar classes. The author describes the most and the least productive types of semantic structures, the connection between a semantic grammar class of the phraseological unit and its structural model. Components of the phraseological units have been analysed.

Keywords: a phraseological unit, a component, a metonym, a structural model.

FEOKTISTOVA I. K. The Narratives of Belousov brothers (based on Alexander Misyurev's materials)

In this article the author for the first time determines the genre of selected parts of contaminated narratives about strongmen Belousov brothers, written and published by Alexander Misyurev. Epic and mythological motifs of these texts are systematically analysed in the article.

Keywords: folklore genre, narrative, mythological motif, epic motif.

FILIPPOVA I. N. Verbal Insufficiency Classification

On the basis of distinctive features of insufficiency the author has worked out a complex classification which differentiates 26 forms of verbal insufficiency. The classification includes a four-level gradation according to 7 bases and makes it possible to differentiate between one or another manifestation of verbal insufficiency. The analysis is based on language facts of verbal insufficiency in Russian and German, in confrontation and translation.

Keywords: classification, confrontation, German, Russian, translation, verbal insufficiency.

IBRAGIMOV I. A. Characteristics of Visual Dynamics in Architecture

The author studies the concept of «visual dynamics», identifies its characteristics such as techniques in the composition of architectural volume by which it is achieved. The article contains information on values, types of dynamics, levels at which composition of a mosque should be analysed.

Keywords: visual dynamics, a mosque.

IMAEVA E. Z. Finding the subject of the text as one of the stages of estrangement in the metatext

It is precisely the metatext that epitomizes the most vivid characteristic feature of texts with implications. The metatext is a narration within narration. It is a text dominated by various forms of alienation or estrangement. The metatext can emerge in any area of the text. To reveal the inner form of the text thinking must find the subject. Instead of progressing thinking is stalled or thrown back to the subject.

Keywords: metatext, sense, symbol, image, personification, estrangement, morphology, embodiment, word, rhetorical question.

KIOSE M. I. Aspects of categorization structure in the textual referent image

The structure of the referent image is represented in terms of organized conceptual categories of language and non-language types. Particular character of categories is identified by means of analyzing direct and indirect nominations of the referent image. The article describes the structure of referential, modal and language categories which construe the nominal referent image.

Keywords: language and non-language categories, direct and indirect textual nominal, referent image.

KIURU K. V. SEO-Copywriting as a Text Creation Technology used for Sport Club Sites

The article deals with the SEO-copywriting technology in the process of preparing content for sports club sites. The author defines the concept of SEO-copywriting, considers its features, requirements for the text, the pattern of a SEO-process.

Keywords: copywriting, SEO-copywriting, Internet communications, advertising technology, a promotional text.

KOSTINA N. N. Representation of the Concept “Human Rights” in the Legal Discourse

In this paper the author describes the concept “Human Rights” in the legal discourse by means of the English language taking into consideration the peculiarities of the historical and cultural development of the British society. Linguistic mechanisms and additional linguistic factors are in the focus of the study. The influence of the Latin language on the thesaurus of the legal discourse is analysed.

Keywords: the concept “Human Rights”, abbreviations, process of abbreviation, legal discourse, a legal text.

KUPRIYANOVA E. S. Mythological motive of prime-creation in olonkho “Alaatyyr Ala Tuygun” N.I.Stepanov (Nooroy)

The article investigates the prime-creation motive in an olonkho «Alaatyyr Ala Tuygun» by a storyteller N.I.Stepanov (Nooroy) in connection with its myth. In mythology is reinterpreted in Yakut epic and gets a new artistic interpretation. Prime-creation motif shows a close relationship with ancient mythological beliefs of ancient Yakuts.

Keywords: an olonkho, a motif, a myth, an image of the world tree.

LATYPOVA R. M. The Role of V. Prohle’s Bashkir-Hungarian Dictionary the History of the Bashkir Literary Language

The article is devoted to the study of V. Prohle’s Bashkir-Hungarian dictionary as a written source. The author uses the descriptive and the comparative methods to give the brief linguistic analysis of the lexical, phonetic and morphological structures of the source. V. Prohle’s work is a valuable aid not only for linguists of a given period, but for a contemporary research on the history of the language.

Keywords: history of a language; the written source; work by V. Prohle, Bashkir-Hungarian dictionary, active vocabulary, the history of the Bashkir language.

LOUKINA M. S. Computer Vocabulary in the Russian and French Languages' Internet Space

The article is devoted to a comparative analysis of the computer vocabulary, one of the most prevalent at the moment aspects of discourse on the Internet. The study is based on the material of the Russian and French languages. This article presents a classification of computer lexemes according to their semantic spheres. Emphasis is made on slang as a part of Internet vocabulary and its specific character in the Russian and French Internet discourses.

Keywords: computer vocabulary, Internet discourse, cultural linguistics, Internet vocabulary, slang.

MESENYASHINA L. A. Genre and Form Categories in Realizing Onomasiological and Semasiological Approaches to a Speech Act

This article presents an attempt of a practical application of the idea of differentiation "active" and "passive" grammar on the genre level of the language. It is realized on the material of mass-media communication.

Keywords: a genre, a form, semasiological approach, onomasiological approach, "active" and "passive" grammar, the genre level of the language.

MURZABULATOV M. V., AMANBAEVA Z.S. Sources of the Image and Cult of a Horse in the Bashkir Folklore

This article is devoted to the study of the cult of the horse in the Bashkir folklore. It examines the key elements and stages of the formation of images of magic horses. The focus is on the image of a horse Akbuzat, the popular character of the Bashkir national epic, which serves as a universal helper and wise counselor of the protagonist.

Keywords: Bashkir mythology, a horse, the cult of a horse, the image of a magic horse, a mythical horse, Akbuzat, a battle companion, assistant, a motive of the capturing of a horse, religious and mythological beliefs, religious and cosmological ideas of the people, stages of formation/

POPOVA L. V. Formation and Development of Cognitive Linguistics Abroad

Cognitive Linguistics (CL) is an actively developing current of the language science. Cognitive Linguistics is forming its own system of terms. The aim of the article is to review the CL history abroad and the theories of acknowledged representatives of foreign linguistics.

Keywords: Cognitive Linguistics, Cognitive Semantics, Cognitive Grammar.

RAZLIVINSKAYA N. A. Cognitive Image Scheme of Intersemiotic Translation of the Script Frame «Fate» (on the Material of W. Shakespeare's Play «Othello» and Screen Text by D. Miller)

The paper is devoted to cognitive analysis of the scheme of intersemiotic translation of the play «Othello». The invariant structure of the screen text can be subdivided into script frames, defining the screen text construction. The detailed analysis of the images allows one to reveal the peculiarities of the script's interpretation and the perception of the storyline with iconic and symbolic signs during intersemiotic translation.

Keywords: a screen text, a script, a frame, intersemiotic translation, an image.

RODIONOV M.S. The Image of a war horse in the Russian heroic epic

The article considers the question of the environment in which the Russian heroic epic has been formed. The way the powerful war horse is depicted in bylinas proves the professional military origin of the storytellers.

Keywords: heroic epic, a defense complex, a war horse, information, dominant idea, informational trace, social environment, armor.

ROMASHKEVICH V. R. Idiom Contact as a Reflection of the Dynamics of Socio-Communicative System in the Urals-Volga Region of the Russian Federation

The article deals with the problem of constructing a functional macro-level model of the Urals-Volga region through the basic concept of "language situation" and "socio-communicative system". Sociolinguistic description of the heterogeneous dynamic system of the Urals-Volga region and contact

phenomena, reflected in the idioms and other components of socio-communicative system, is a possible way to describe the functioning of interacting languages.

Keywords: bilingualism, idioms, linguistic situation, socio-communicative system.

RYZHINSKIY A. S. Specifics of the Texture in Luigi Nono's Vocal Works of 1960 («Ha Venido: Canciones Para Silvia», «Sar Dolce Tacere»)

The article is devoted to Luigi Nono's vocal works, created in 1960. The analysis of these works shows timber experiments, that has become typical for Nono's late works. Nono doesn't use electronics resources in this work; spatial effects are created with the help of singing voices only. Nono invents new forms of choral texture.

Keywords: modern music, vocal texture, timber experiments, Darmstadt's school, Klangfarbenmelodie, A. Bergson, L. Nono.

SAFYANOVA M. A. Lexemes of Thematic Groups «Tool» and «Household Item» in the Field of Set Expressions of the Russian Modern Language (on the Material of Association Experiment)

This article is dedicated to the research of the Russian material culture and its reflection in the linguistic picture of the world of modern native speakers. Using the method of a preset association experiment the author tries to identify the main features of lexemes of thematic groups «Tool» and «Household item» functioning in the field of set expressions of the Russian modern language.

Keywords: the Russian material culture, the linguistic picture of the world, an idiom, an association experiment.

SEREGINA M. A. The Pragmalinguistic Model of Realization of German Proverbs in the Speech Contact

The author of the article analyses the specific features of the German proverbs from point of view of the pragmalinguistic peculiarities of their functioning in the speech interaction. The author reveals and analyses the peculiarities of proverbs realization in the speech act structure. As the result the author offers her own pragmalinguistic model of the realization of German proverbs in the speech contact.

Keywords: German proverbs, speech contact, a pragmalinguistic model.

SHAKIRYANOV L. M. Antonymy Structure in Economic Discourse (a case study of special words)

The author of the article studies antonymy structure of special words in economic discourse, so that the research allows to analyse the phenomenon of antonymy more thoroughly. The necessity of the analysis is determined by the fact that the representatives of the economic sphere use not only paradigmatic antonymy but also speech or contextual antonymy, which is the part of the whole system.

Keywords: antonymy; economic discourse; paradigmatics; syntagmatics; system, system & speech, speech oppositions.

SURINA V. N. Taxonomic Features of Hyperlinks

A brief review of existing classifications of hyperlinks is given in this article. Typical classification grounds are analysed. The question of navigation improvement by means of hyperlinks is also touched upon in this paper. The author classifies hyperlinks according to their presentation in the hypertext taken from American medical institution websites.

Keywords: hypertext, website hypertext, hyperlink, nonlinearity.

VALEEV M. I. Cogitological Analysis of Biblical Parables in the Comparative Aspect

The article is dedicated to the cogitological analysis of biblical parables which is carried out within the framework of morphological analysis based on six logical – semantic categories. The main purpose is to identify the internal structure of text and ways of generating sense.

Keywords: correlation, the language and cognition; thinking; integrative process; language material.

VOLKOVA A. A. Linguistic representation of person's character in English phraseological map of the world

The article highlights national peculiarities of "Person's character" fragment of the phraseological picture of the world in English by means of establishing structural and semantic relations which unite phraseological units of the related phraseosemantic field.

Keywords: linguoculture, phraseological picture of the world, phraseo-semantic field.

YASTREMSKAYA J. A. Periodization of the Provincial Press of the Soviet Period (on the Material of Shadrinsk Newspapers, Kurganskaya oblast)

The author of the article for the first time suggests the division of the process of Shadrinsk periodicals and newspapers' development into the stages, which include pre-Soviet (1913–1919), Soviet (1919–1988), the post-Soviet (1988–present). Special attention is drawn to the Soviet period, as it is the longest and can be further subdivided into smaller stages of development.

Keywords: provincial press, press periodization.