

SUMMARY

ABSALYAMOVA R. A. On the Formation of Skills of Foreign Language Knowledge Interpretation

The problem of secondary language personality is viewed in the article. It is argued that the knowledge of foreign language interpretation skills is an important part of professional competence of future specialists.

Keywords: bicultural identity, special knowledge, professional competence.

AKHMETOVA G. D. Traditions of Realism in a Single Cultural and Language Space

Traditions of realism in modern Russian prose are analyzed in the article. The essence of language space is realized, the role of traditions and new language processes in the text is shown. The conclusion is drawn that these phenomena are interconnected.

Keywords: tradition, realism, language, language processes.

AZNACHEEVA E. N. The Archetypal Concepts in the Astrological Discourse

The article discusses the functioning of theonymical terms in the astrological discourse on the example of the interpretation of the horoscopes in T. Ring's lectures, identifies the archetypal concepts of different levels and conditions of their formation.

Keywords: archetypal concept, theonymical term, derivational activity, incarnated names.

BELOKONENKO L. A. The Conflict Communication in Fiction as a Reflection of the Author's Attitude

The article considers indicators of language which reflect the author's position in the description of conflict communication of different characters. Topic is covered in the example of Ukrainian writers of the early XXI century.

Keywords: conflict, communication, artistic discourse.

BELYUTIN R. V. Sports Live-Ticker: Information Structure and Language Peculiarities

The article deals with some peculiarities of semiotic space of one of the least studied subdiscourses in sports media communication – sports Live-Ticker. The key units in information structure of sports Live-Ticker are defined; components responsible for texts information density are identified. Examples demonstrate how innovation in knowledge representation principle is implemented; this principle is contrasted with the convergence principle – similarity with classical media genres.

Keywords: sports discourse, sports Live-Ticker, information structure, multimodality, inertia principle.

BOBYKINA I. A. New Priorities of Foreign Language Teaching in the Context of Innovations in Higher Education

The article deals with the leading trends of the contemporary foreign language education. Peculiarities of organization of foreign language teaching at the university in the new conditions are described.

Keywords: foreign language, priorities, approach, teaching methodology.

BONDARCHUK M. N. Linguocognitive Research of the Professional Agent Nominations in Aviation

The article is devoted to the communicative and activity sphere role in the formation of aviation dispatcher's professionally oriented linguistic personality.

Keywords: professional language of personality, cognitive and communicative specifics, professional language, aviation term system.

BUTAKOVA L. O., GOOTS E. N. Psycholinguistic Research of Modern Russian Language Document Perception by the Semantic Differential and "Counter-text" Methods

Psycholinguistic methodology to diagnose the availability of official-business documents and to investigate the factors that increase / decrease the degree of adequacy of recipients – specialists' under-

standing is described in the article. The authors believe that experimental techniques - semantic experiment (semantic differential followed by treatment with the results of the factorial analysis method) and "counter text" are effective for this purpose.

Keywords: language consciousness, speech activity, semantic experiment, "counter-text" method, official-business text, perception of text, understanding of the text, the difficulty of understanding.

BOUSHEV A. B. Language Peculiarities of Economic Discourse

The article sheds light upon metaphorizations of economic crisis discourse regarding them in a wider than usual sense. The metaphorizations include trite and new metaphors and different types of actualizations, euphemisms being among them. The article contributes to elaborating optics of comprehending modern social discourse.

Key words: economic discourse, metaphor, euphemisms, periphrase, term.

CHASHCHINA A. M. Political Interview as a Specific Genre of Political Discourse

The article defines the notion of political discourse. It gives an overview of its distinctive features and main functions. Several classifications of political discourse genres are given. Political interview is presented as a peculiar genre of political discourse with its elements of cultural situation and particular characteristics.

Keywords: political discourse, genre, a political interview.

CHASOVSKIY N. V. Speech Aggression in Creolized Texts

The article is devoted to the analysis and interpretation of speech aggression in creolized texts, an attempt to determine the value of this sociolinguistic phenomenon is made. Meme, trolling, virtual communication are considered from the point of view of sociolinguistics.

Keywords: speech aggression, meme, creolized text, trolling.

CHASOVSKIY P. V. Gamer's Linguistic Personality: Psycholinguistic Paradigm

The article is devoted to an analysis and interpretation of gamer's linguistic personality, an attempt to determine the value of this phenomenon is made. Gamer's linguistic personality and the methods of influence upon its formation are considered from the point of view of psycholinguistics.

Keywords: linguistic personality, virtual discourse, psycholinguistics, gamer.

CHERKASOVA M. A. Characteristics of Motivation Level of Businessman's Professional Linguistic Personality

The article is devoted to the study of businessman professional lingual personality from the point of view of its level organization. Particular attention is paid to the description of its motivation level. It is proved that this motivation level is a complex of behavioral and communication patterns caused by business values, motives and goals, which are manifested as global strategies and tactics of verbal behavior of businessman professional lingual personality.

Keywords: businessman's professional linguistic personality, motivational level, verbal behavior, strategies and tactics of verbal behavior.

GABDULLINA A. H. Japanese Borrowings in Professional Communication of Sportsmen

The article describes features of Japanese borrowings functioning in sportsmen's professional communication. The reasons of such loan words popularity are analyzed, the features of Japanese martial arts concepts system organization are observed.

Keywords: lexical borrowings, Japanese language, sports term, sportsmen's professional communication.

GLINSKAYA N. P. Peculiarity of US Supreme Court Justice Terminological Lexicon

This article discusses the problem of modelling of the US Supreme court justice terminological lexicon. The structure of the terminological lexicon is represented by two levels (cognitive and conceptual) through a number of suggested parameters. These parameters are exemplified by the terminology usage on the basis of the corpus of court opinions written by the US Supreme court justice A. Kennedy.

Keywords: professional linguistic personality, terminological lexicon, cognitive terminology study, professional discourse, US Supreme court.

DVININA S. Y. Time Organization in Literary Discourse

The article dwells on peculiarities of postmodern historical literary discourse. The diversity of time perception in different periods is defined. The relation between time and motion is discussed. The influence of space orientation on the time category representation is studied. An attempt to analyze time organization of the contemporary English novel is undertaken.

Keywords: literary discourse, time category, temporal conceptualization, cognitive time models.

DEMIDOVA E. N. Cognitive Approach to Paronymic Substitutions in Scientific Speech

Paronyms in scientific speech are analyzed in the article. Special attention is paid to cognitive characteristics and criteria of differentiating paronymic pairs.

Keywords: scientific text, paronym, typology, opposition, cognitive characteristics.

DROZHASHCHIKH A. V. Crisis Economic Communication: a Linguistic Aspect (based on banks' annual reports)

The aim of this article is to describe a wide range of specific linguistic means employed by banks under economic crisis conditions to communicate bad corporate news and explain their poor performance results to shareholders and other important target groups. The corpus of material gathered for the analysis includes 50 annual reports produced by Western banking institutions.

Keywords: professional communication, crisis economic communication, corporate annual reports, business reputation.

DIACHKOVA N. A. Religious and Secular Discourse: Communication Problems

The article considers the problem of communication between representatives of religious and secular discourses; addresses the question of the lexico-semantic interference caused by the expansion of the boundaries of religious discourse.

Keywords: communication, religious discourse, the ascetic terminology.

DURINOVA N. N. Translation of Complex Metaphors in W. Shakespeare's Tragedy 'Macbeth'

In the article the translation of metaphors of the New English (Shakespearian) period is analyzed. The metaphors present a difficulty both for understanding and translation due to a number of reasons: the semantic changes in the key word, cultural component and loss of the realias involved in the narration.

Keywords: metaphor, translation, sense, the original text.

ELISTRATOV A. A. On Barbarisms in Sports Slang

The article deals with barbarisms in Russian sports slang. The analysis of barbarism definitions demonstrates a lack of the uniform comprehension of this linguistic term. The author draws his own definition of barbarism, which is used to analyze Russian sports slang.

Keywords: barbarism, sports slang / jargon, borrowed word, definitions, extralinguistic factors.

EFTOR O. V. The Approaches to the Language Personality Study

The following article contains a review of key study approaches towards the language personality and a classification of these approaches according to the areas of linguistics. The effectiveness of the use of citation index is justified for tracking the dynamics of work on the language personality problem.

Keywords: language personality, rational model of the language personality, citation index.

GOLOVANOV I. A. A Problem of Becoming Masters in Stories by A. Platonov and Narrations by P. Bazhov

The ontological problem of becoming a master is viewed in the article on the example of the Russian writers' creative work. The author claims that P. Bazhov and A. Platonov solved it differently, inspired by the folk tradition and/or their worldview and aesthetic principles.

Keywords: aesthetic principle, motive, master, apprentice, A. Platonov, P. Bazhov.

GOLOVANOVA E. I. War in Artistic Understanding (on the Material of Russian Song Folklore)

Peculiarities of war perception, the war time and an individual at war are revealed in the Russian song folklore. Folk songs about war recorded in the 20th century, as well as the texts of literary origin subjected to folklorization are the object of study.

Keywords: folklore, song text, national consciousness, concept, conceptual dominants.

IVANOVA E. V. Ecological Science Fiction in Fantastic Discourse

The article considers the possibility of understanding ecological science fiction as a special part of science fiction within the fantastic discourse.

Keywords: ecological science fiction, fantastic discourse.

ISMAILOVA F. E. Intercultural Communicative Functions of Literary Translation

The article considers literary translation as a value system of contacting cultures. Intercultural communicative functions of literary translation are revealed.

Keywords: intercultural communication, language, integration, dialogue of cultures, literary translation.

JUANYSHBKOV N. O. Linguistic Personality of V. Muratkovsky in the Aspect of Literature Poetics

The article reveals the structure of language and poetic personality of V. Muratkovsky in the cognitive-pragmatic aspect of the context of communication theory and poetics of literature.

Keywords: language, cognition, concepts, theory of communication, poetics.

KERER K. A. "Self-realization" as a Part of the Sphere of Concepts in Industrial Novels by Arthur Hailey

The article deals with the structure of the concept "self-realization" by the example of Arthur Hailey's novels. The structure of the concept is its nucleus (dictionary definition) and periphery with universal, social and personality layers.

Keywords: concept, structure of the concept, nucleus, periphery of the concept, layers of the concept.

KUBITS G. V. On Legal Discourse Formation in Distance Learning

The problem of legal discourse formation among distance learning law students is discussed. The significance of the teacher's communicative activity in the professional formation of lawyer's linguistic identity is stated.

Keywords: discourse, juridical discourse, language for special purposes, language consciousness, language competence.

KUZNETSOVA N. Y. Comparative Analysis of Occupational Titles Functioning within the Concept of Court (on the Material of German and Russian Proverbs)

The article deals with the research of the functioning and connotation of the name "judge" in German and Russian legal proverbs.

Keywords: concept, frame, occupational titles, legal proverbs.

KUPFER L. V. Verbal Ways to Predict and Prevent Conflicts in Organization

The article analyzes the preconflict verbal behavior of the organization head and staff. The technique of determining the conflict personality to avoid possible conflicts is given, the basic techniques of speech preventive measures are suggested.

Keywords: conflict situation, personality conflict, communicative audit organization, conflicting verbal interaction, verbal prevention of organizational conflicts.

KUSYAEV A. R. Techniques of Vocal Influence in Dialogue with the Client Manager

The article submits the analysis of the dialogues of the direct sales telecommunication company managers, in order to determine methods of the speech influence.

Keywords: speech influence, manipulation, direct sales.

MAMONOVA N.V. On British Fairy Tale Discourse Peculiarities

A brief overview of the research on the specificity of fairy-tale discourse is given. Feasibility study of British fairy-tale discourse is based on the category of equity.

Keywords: British fairy-tale discourse, consciousness, folk category of equity.

MANAENKO G. N. Sentence Complication as the Speaker's Intention Autocomment in Communication

Exact representation of knowledge is especially important in professional communication. The system of complicated sentence allows the speaker to comment upon the knowledge and its attitude.

Keywords: speech, vision, knowledge, meaning, value, intention.

MARKOVA T. N. Forms of "Writer-Reader" Communication in Media

Literature of the 2000s is confronted with the need of building new strategies according to the rules of projects and presentations. This circumstance contemplates a significant transformation of communication mechanisms. In the context of today's market a writer independently develops and continuously adjusts individual forms of relationship with the reader.

Keywords: prose of the 2000s, communication, author's image.

NELYUBINA Y. A. Verbalization of Professional Image in Modern Chinese Feature Film Discourse

This article views the concept of "professional" and its verbalization in cinematic discourse. The author studies the language units forming the professional linguistic personality of a Chinese policeman for the audience.

Keywords: professional, feature film discourse, professional linguistic personality.

NEFEDOVA L. A., NIKIFOROVA E. S. Features of Communicative Behavior of the Professional Juridical Communications in Situations of Communicative Conflict Potential

The article deals with the issues arising on the border line of language and jurisprudence. The authors are mainly concerned with the interpretation of speech behavior of trial communication's professional participants under potential conflict conditions.

Keywords: juridical linguistics (forensic linguistics), trial discourse, professional participant of trial communication, communicative strategy, communicative tactics.

PODYAPOLSKAYA O. Yu. Inner Monologue as Narrative Technique and Expressive Means of Creating the Estrangement Effect in V.G. Fritz's Short Story "Augenblicke IV"

The present article describes the peculiarities of use of the inner monologue in V. G. Fritz's short story. Linguistic means marking this form of narration are analyzed. Inner monologue is considered in the article as a powerful expressive means of revealing the character's emotional state and creating the estrangement effect.

Keywords: text, narrative technique, inner monologue, inner dialogue, external, internal focalization of narration, estrangement effect, 1st person narration, personified narrator, retardation.

POLYAKOVA D. N. Peculiarities of Perceiving Color and Using Color Names in the Professional Language of English-speaking Health Care Practitioners

This article presents some results of practical study of color perception and color naming peculiarities in the professional language of health care practitioners. The study was held in the English speaking community. The article provides some conclusions and speculations exemplified with three basic coloronyms, representing white, black and grey colors.

Keywords: color perception, color name, professional language, language and color association.

POTERIAKHINA I. N. Genre-Creative Elements of a Corporate Site

Development of virtual environment has had a significant impact on business communication. Peculiarities of the corporate website as a separate genre of business discourse conditioned by the virtual space are discussed.

Keywords: discourse, speech genre, corporate site.

RAZDUEV A. V. Nanotechnology Discourse as a type of Scientific discourse (Based on the Material of the Modern English Language)

The article is devoted to the analysis of basic characteristics and peculiarities of the English nanotechnology discourse as a special type of scientific discourse. It proves the fact that this type of discourse plays an important role in the English professional communication, reveals some principal features of the nanotechnology discourse, considers the terminological part of this kind of communicative activity.

Keywords: discourse, nanotechnology, scientific discourse, professional communication, discourse space, text, themes, strategy, genre, communicative situation, term, terminological system.

RAZUMKOVA N. V. The System of Professional Agent's Meaning in Osip Mandelstam's Poetry

This article studies the category of professional agent on the example of Mandelstam's poems. Semantic classification of the occupational titles of the heroes is aimed at reconstructing the author's personal picture of the world.

Keywords: Osip Mandelstam, idiolect, category of professional, poetics, text.

SALAKHOVA A. G.-B. 3D model of Confessional Linguistic Identity

The article presents the research of confessional linguistic personality and its structure. The offered 3D model enables to research three dimensions in the structure of linguistic identity: verbal, cognitive and discursive.

Keywords: confessional linguistic personality, professional identity, 3D model, world picture, discourse.

SAMKOVA M. A. The Communicative Model of Pedagogical Discourse Within the Linguo-Synergetic Approach

The article is focused on the communicative model of pedagogical discourse which is analyzed with the application of linguo-synergetic approach that promotes an integrated, systematic understanding of pedagogical discourse and researches the process of its self-organization.

Keywords: pedagogical discourse, linguo-synergetics, attractor, bifurcation point, order parameter, dissipative structure, entropy.

SANATINA M. V. The Language Means of Expression of Football Commentator's Professional Linguistic Personality

The article deals with the study of language means of the three main levels of football commentator's professional linguistic personality. The author describes the basic concepts and metaphorical models that operate at these levels.

Keywords: professional linguistic personality, concept, metaphorical model.

SAPPA M. M. Eufemisms as Psychological Excuse in Professional Killers' Language

The article discusses the language of professional killers, typical examples are given. It is shown that eufemization is a particular feature of this language.

Keywords: eufemisms, professional language, murder, cognitive dissonance.

SLAUTINA M. V. Legal Document on the Court's Website

The article is devoted to the peculiarities of legal documents posted on the websites of courts of the Russian Federation. Special attention is paid to the methods of depersonification used in texts of court acts.

Keywords: legal document, text, depersonification.

STRELETS L. I. Specifics of Artistic Information and Problem of its Inadequate Perception by Schoolreaders

The article deals with such features as artistic information and its originality, ambiguity, awareness of conventions of the world that is created in the product features and subjective organization of the text, a specific reaction to the obstacles and the requirement to broadcast special conditions. Ignoring them in

the process of organizing the perception of a literary text leads to the inadequacy of the understanding of this type of information.

Keywords: artistic communication, the barriers of perception, communicative structure of the artwork.

TARASOVA I. A. Poet as a Critic: the Constants of Cognitive Style

The author attempts to establish the correlation between the constants of cognitive style and its discourse variation. The research is based on the material of critical articles by N. Gumilev and I. Annensky.

Keywords: cognitive style, idiostyle, N. Gumilev, I. Annensky.

TASKAEVA A. V. “Hero of Labour” in the Conceptual System of the Russian-speakers

A unique concept of the Russian lingvomentality “hero of labour” is studied in the article on the material of the Russian publicistic and media discourse.

Keywords: concept, conceptual system, hero of labour, hero of socialist labour, publicistic and media discourse, Internet forum.

TITOVA E. A. Peculiarities of Sound Imitation and Symbolism in Poetical Texts

The article is devoted to the description of such phenomena as sound imitation and sound symbolism in poetical texts where they acquire their special significance. Thanks to sound imitation, poets are able to render images of real life whereas sound symbolism helps to outline the imitated sounds and express the poet’s attitude to this or that phenomena.

Keywords: poetical text, sound imitation, sound symbolism, sound repetitions.

TOMBERG O. V. Linguocultural Aspects of Communication in Epic

The article focuses on the aspects of communication in the epic text from a linguocultural angle. Pragmatic, functional and communicative specifics of the Anglo-Saxon epic “Beowulf” account for a considerable number of stylistic peculiarities on all textual levels.

Keywords: epic, folklore communication, folklore image.

UPOROV A. A. Professionalism of the Person in Russian Lexis and Phraseology

In the article words and idioms positively assessing the level of professionalism of the person are viewed. Extensive illustrative material from the Internet, publicistic and literary texts is used.

Keywords: semantics, lexicology, stable expression, evaluation.

SHELESTYUK E. V. Stochastic Analysis of the Poetic Text

This article discusses the features of the poetic text and the closely related concept of semi-defined structures. Some theories that could make a methodological framework for the analysis of the poetic text are named; the stochastic analysis of an excerpt from a poem by S. Funaroff is given to illustrate the ideas of the article.

Keywords: poetic text, semi-defined structure, stochasticity factor, deceived expectations effect, diaphora, combinatorial semantics.

SHIROKOVA E. N. Languages for Special Purposes as Representation Form of the Present in Belles-lettres Discourse (on the Basis of V. Pelevin’s Works)

The means of LSP’s usage and their modelling techniques in belles-lettres discourse are described. Languages for special purposes are viewed as means of representation of some modern Russian language tendencies (on the basis of V. Pelevin’s “P 5” and “T”).

Keywords: languages for special purposes, tendencies of language development, belles-lettres discourse, language game.

SHIRYAEVA T. A. Professional Dominances in the Structure of Modern Business Discourse Institutional Frames

The article deals with the role of professional dominances in the business communication and the study of their place in the institutional frames’ structure. The aim of the study is the identification and

description of the main professional dominances of business, influenced significantly on the business community participants. Based on the analysis, it is concluded that the professional dominances are invariant components of the foundations of business discourse institutional frames.

Keywords: professional communication, business discourse, professional dominant, institutional frame, frame structure.

SHKATOVA L. A. The Language of the Preachers of Neoreligious Organizations

The article describes the vocabulary features in the publications of Jehovah's Witnesses, an international religious organization. Methods of manipulating the consciousness of readers by substituting verbal subtexts are indicated.

Keywords: religious and political discourse, the lexical-semantic analysis, faith-based neologisms, the substitution of semantics, ignoring the ethnic and cultural connotations, the manipulation of language.

SHURAVINA L. S. On Typology of Medical Discourse

The article deals with the place of medical discourse in the discourse typology on the basis of institutional discourse.

Keywords: discourse, medical discourse, institutional discourse, typology.

VAGANOVA E. V. Manifestation of Language Consciousness Peculiarities of Post-Graduate Students in Paragraph Segmentation of the Scientific Article

Language consciousness of humanitarian and technical corporate cultures representatives are viewed. Paragraph segmentation demonstrates peculiarities of professional mentality in the articles of post-graduate students of different specialities.

Keywords: *language consciousness, scientific article, speech formulas, paragraph segmentation.*

VORONTSOVA T. A. Strategy and Tactics of Special Knowledge Presentation in Popular Science Discourse

The article deals with communication tactics and verbal methods of scientific knowledge presentation in special scientific and popular journals and mass media

Keywords: popular science discourse, informing strategy, communication tactics, speaker, listener.

YAROSHENKO O. N. The Specificity of Future Interpreters' Training and Development of Their Professional Competence in the System of Higher Education

The article is devoted to the specificity of future interpreters' training which presupposes the skills of intellectual activity which requires specific knowledge and skills. Active and personality approaches create circumstances for self-actualization and personal advance of future interpreters as well as drawing students into their professional communicative activity taking into account personal features.

Keywords: interpreters' professional competence, action and personality approaches, intercultural communication, interlocutors of professional activity.

ZHARKOVA U. A. Self-identification of the Guide: Motives and Means

The subject of the article is the communicative and pragmatic determination of the self-identification of the professional guide.

Keywords: self-identification, the discourse of excursion, communicative strategies.

ZANINA M. A. Metaphor Understanding Difficulties in the English Scientific Discourse

The article is devoted to the problems of understanding the metaphoric terms. Contemporary engineers, pilots and designers have to understand texts necessary for effective professional activity, because nowadays they experience some units and apparatuses definitions not only in Russian but in English too.

Keywords: metaphor, metaphoric term, scientific discourse, specific purposes knowledge.

СВЕДЕНИЯ ОБ АВТОРАХ

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