

SUMMARY

AKHMEDOV O. S. Calque Translation of Tax and Customs Terminological System in the Uzbek Language

This article deals with calque translation of tax and customs terminological system in the Uzbek language. Structural model of the given terms and functions of semantic translations of phrases have been studied from linguistic point of view.

Keywords: the Uzbek language, tax and customs terminological system, term combinations, calque translation, semantic translation, structural transformation, translation of phrases.

ALEKSEYENKO D. I. Genre Features of Economic News Agencies

The article is devoted to genre features of economic news agencies. Reports' features of economic news agencies have been examined. The author pays attention to the large range of news genre diversification in agencies providing economic news; also particular text structures of economic news have been studied.

Keywords: economic news agency, economic news, genre, market.

AVVAKUMOVA N. V. National Worldview in Ethnographic Prose of K.D. Nosilov

Creativity of a Siberian writer K.D. Nosilov is devoted mainly to the northern topics. In this article, emphasis is placed on identity of national worldview of Voguls and Samoyed in ethnographic prose of this author.

Keywords: K.D. Nosilov, national image of the world, Voguls and Samoyeds, ethnographic prose.

BARINOV R. V. Peculiarity of Jurisprudonyms' Formation in French in the XI–XXI Centuries (Based on Quasiderivatives)

The article is devoted to the special features of the lexico-semantic field "jurisprudonyms" formation, it unifies monosemic terms and polysemic words in general use. Examples of jurisprudonyms being used for illustration of this process are represented with the help of quasiderivative nouns, verbs and adjectives having been formed in the period from the XI to XXI centuries.

Keywords: quasiderivatives, monosemic term, polysemic words in general use, jurisprudonyms.

BUGAYOVA N. A. Kiev in Creative Work of Valery Shevchuk, an Ukrainian writer

Peculiar image of the Kiev's topos in the works of a modern Ukrainian prose writer, Valery Shevchuk, has been discussed. According to Ukrainian mentality, Kiev is associated with culture, traditions, its active development, while in the Ukrainian literature negative feature of Kiev is frequent. The City is shown in two forms – the sacral and the pathogenic one – by Valery Shevchuk. In the course of studying the short story "Khovanets" and the novel "The Woman in Blue against the Snowy Background" two patterns of the Kiev's topos – the city-death and the city-box have been identified.

Keywords: Kiev, topos, city, literature, loneliness.

FEDOTOVA O. S. Conceptual Foundation of Communication between Protagonists of English Language Narrative Discourse and the Reader

The paper analyses a very important aspect of artistic communication, namely interaction between protagonists of English language narrative discourse and the reader. The information about the inner world of a character is not available to other agents of the fictional reality, it can be revealed only to the reader. The paper shows that conceptual metaphor plays a great role in transmitting information about the inner state of a hero to the person who is reading the book.

Keywords: communication, English language narrative discourse, conceptual metaphor, inner world of a protagonist.

FEOKTISTOVA I. K. Artistic Features of Magpie Fugitive Image in the Western Siberia's Miners' Oral Prose

This article continues the author's research dedicated to the images of fugitives – folk avengers. The research is based on stories being gathered and published by a writer and a folklorist, Alexander Misy-

urev. On the base of published narratives artistic features of Magpie – an image of the fugitive of the Salair region – are fully and systematically researched for the first time.

Keywords: a fugitive, a folk avenger, an image, motif.

FOMINA Zh. V., PONOMAREVA O. A., BORISENKO E. G. Age Concepts in the Conceptual-Verbal Consciousness of Russian and American Youth Linguacultural Bearers (Based on a Definition Experiment)

The subjective potential level of the concept sphere «age» (i.e. its linguistic representations of individual consciousness) is modeled in our research. According to the results of a definition experiment, in which Russian and American teenagers have taken part, a comparative analysis of the concept sphere «age» and types of definitions in Russian and American youth linguacultures are formulated.

Keywords: linguacultural concept; concept sphere «age»; youth linguaculture; conceptual-verbal consciousness; definition experiment.

KHAZIYEVA-DEMIRBASH G. S. Sphere of Personal Names in Tatar and Turkish Riddles

Sphere of personal names in Tatar and Turkish riddles has been considered for the first time. Peculiar features of personal names and their usage are studied with the help of comparative method; some general features of folklore worldview of Tatar and Turkish peoples are revealed. Classification of personal names changing the form and content of riddles is made.

Keywords: sphere of personal names, folklore worldview, personal names, Tatar riddles, Turkish riddles.

KIOSE M. I. Indirect - Conventionalized - Direct Nominal: the Way of Entrenchment in the Text

A cognitive model of indirect nominal entrenchment in the text is presented in the article. The final operation of entrenchment is marked with the change from indirect nominal to direct nominal in relation to the referent. The model is dynamic, conceptual and heuristic. Textual defocusing is the basic cognitive mechanism realizing the nominal function shift from indirect to direct one. The topical issue of the article is the process of indirect nominal entrenchment.

Keywords: nominal function in the text, nominal entrenchment model, textual defocusing.

KOBYSKAN A. S. The Establishment of the Lexical Norm in the Corporate Sublanguage of Motorsports

The formation of the lexical norms in the corporate language of motorsports sphere is considered from the 90's in the XX century till the present day. The results of the research confirm our hypothesis concerning the continuous process of the given lexical layer's establishment.

Keywords: lexical norm, motorsport, corporate sublanguage.

KOSITSINA Yu. V, PETRUNINA S. P. Static and Dynamic Model of the Topical Development in a Dialect Speaker's Monologue (Article II)

The paper deals with the static and dynamic modelling of the topical development in a dialect speaker's monologue. The model is represented by the invariative topical structure and variative topical development.

The dialect monologue, topical framework, topical structure, topical development, static / dynamic modelling of the topical framework.

KOSTINA N. N. Abbreviations as Contextual Markers of Concept Verbalization in Legal Discourse (Based on the Concept "HUMAN RIGHTS")

The paper deals with abbreviations such as contextual markers representing the concept "HUMAN RIGHTS" in legal discourse. The author analyzes the role of context in formation of semantics' abbreviations, emphasizing the concept "HUMAN RIGHTS" as the most important one which is represented by abbreviations.

Keywords: abbreviations, concept "HUMAN RIGHTS", context, legal discourse, legal text, semantics.

KUZNETSOVA N. O. The Semantic Constant “Revenge” in the English Language World View: Meaning and Sense

The article considers the semiotic and semantic ways to signify one of the human inner world constituents – the semantic constant REVENGE in the English language world view. The meaning/sense correlation mechanisms of the English language sign REVENGE are revealed.

Keywords: semantic constant, meaning, sense.

LESNYAK M. V. Speech Strategy as Modeling Instrument of Alternative Reality in Political Discourse (from the Latent Pragmalinguistics Point of View)

The article deals with the concept of speech strategy from the latent pragmalinguistics point of view. Being based on the texts of German national-socialistic politicians, it proves the fact that the speech strategy of “author’s potential evaluation of a speech event as real/unreal” can be treated as an efficient way of modeling the concept of future in political discourse.

Keywords: speech strategy, plan version, latent pragmalinguistics, modeling of alternative reality, political discourse.

MIRONOVA A. A. Electronic Resources as Sources of the Russian Literature and Culture Research

The article analyzes the types of electronic resources that allow scientists to explore comprehensively the unique sources of the Russian literature in the XI - XX centuries.

Keywords: source study, linguistic electronic sources, use of electronic resources in research.

MUKHAMETZIANOVA L. KH. Traditional Style, Plot and Epic Motives in the Romantic Bookish Dastan about Takhir and Zukhra.

The intermediate situation of bookish dastan about Takhir and Zukhra between folklore and literature is revealed in the article. The author examines the role and significance of epic plots and motives in the work.

Keywords: plot, work, style, motive, tradition, option, dastan “Takhir and Zukhra”, written, folklore.

NURGALINA H. B. A Typical Feature of Colloquial Phraseology

The article deals with the most significant stylistic layer – colloquial phraseology in the English and German languages. There is an attempt to analyze the functioning of colloquial phraseology in the language of belles-lettres.

Keywords: colloquial phraseology, stylistic layer, spoken language, expressiveness, stylistic colouring.

POPOVA S. N. «Finansist» and «Delovoy Ural» TV Companies as the Key Producers of Business Television in the URFO

This article analyzes and compares professional activity of Ekaterinburg TV studio «Finansist» and Chelyabinsk media company «Delovoy Ural» being the only key producers of TV programs for business content in the Ural’s region. The nature of these companies’ activities let them provide business communication for businessmen, authorities and common TV audience.

Keywords: business TV programs, the Ural Federal Okrug (district), professional ethic, indirect advertising, business communication.

SAVELEVA Y. B. Dialect Vocabulary, Characterizing Human Mental Abilities (Based on the Material of the Dictionary of Russian Dialects of Bashkiria)

One of the lexics’ layers of the Russian dialects in Bashkortostan – words, characterizing human mental abilities – is described. Ethnic and linguistic characteristics, peculiar derivative features of dialectal words are examined. The word-formation classification of dialect words is given.

Keywords: the Russian dialects of Bashkiria, dialect vocabulary, human mental abilities, word-formation of dialect words.

SHEYANOVA S. V. The Modern Mordovian Novel: National Identity and the Ways of its Realization

The ways of national identity of the modern Mordovian novel are considered in the article. Such a novel artistically reveals the peculiarities of ethnic worldview; it also enables the reader to learn some philosophic, ethic and aesthetic views of the Mordovian people.

Keywords: ethnic culture, novel, identity, national, universal.

SINYOV A. D. The Comparative Characteristic of the Structural Components of the Minimum Interactive Discourse in American English

The article is concerned with revealing the inner structure of the minimum interactive discourse as a speech and thought unit of the phase language space which is considered to be an integral structure as a result of synthesizing simple evolutionary units into one complex structure by means of establishing the common tempo of their evolution.

Keywords: minimum discourse, discourse prosodemic space, toneme question, accenteme answer, common temporality, complex determinant.

SULTANGAREEVA R. A., AKKUZHINA F. D. Bashkir Calendar Ceremonial Feast «Crow porridge»: Semantics, Functions, Existence

The ideological and functional features of the Bashkir calendar ceremonial feast «Crow porridge» are considered. Mythological roots of this cult go back to the cult of ritual worship Crow and the cult of the dying and reviving nature. Arrival of birds in early spring is associated by the ancients with the beginning of the spring period and the renewal of life. Reflection of magic, iconic representations, the realities of traditional culture are revealed with the help of structural and compositional as well as verbal and poetic features. The main components of the rite such as: ritual ceremonies, peculiarities of «Crow porridge» cooking, zaklichki of rain, games, etc. are analysed.

Keywords: calendar-ceremonial folklore, ritual celebration, ritual worship Crow, ritual porridge, well-wishes, zaklichki.

SVERDLOVA N. A. Lingua Cultural Interference in the Communicative Behaviour of Bilinguals

The article focuses on linguocultural semiospheres' contact of the native (L1) and the studied (L2) languages. The empirical research over the Russian and American students studying process in Russia revealed the evident cross-cultural communication effect marked by cross-linguistic interference. Interaction of two languages and cultures as a rule results in the internationalization of concepts, their convergence and the attrition. The achieved observations made us propose a hypothesis about the formation of the new cultural semiosphere which is based on the national "meanings-concepts" opposition.

Keywords: national culture, semiotic sphere, cross-linguistic interference, cross-cultural interference, bilingualism, biculturalism, internationalization of concepts, linguocultural new sphere.

TOKIMBETOVA G. A. Epic Traditions in the Works of Berdakh

The article deals with synthesis of the folk traditions in the works of Berdakh, a Karakalpak poet of the XIX c. Traditions and innovations have been outlined in the works of the poet.

Keywords: poet, epic traditions, epic stories, style, trope, dialogue.

TRIFANOVA S. S. Lexicological and Lexicographical Aspects of New Zealand Lexical Substandard

The article is devoted to the study of the history of New Zealand lexical vernacular; it contains lexicological and lexicographical description of substandard dictionaries and sources of the linguistic areal in question described in the chronological order. The basic concepts concerning the research issue are specified in the paper.

Keywords: national variety of language, New Zealand English, lexical substandard / lexical vernacular, New Zealand lexical substandard / vernacular, New Zealand linguistic areal, lexicology, lexicography, New Zealandism, substandard New Zealandism.

VYAZIGINA S. U. The Impact of Paralogical Rhetorical Devices (Based on the Internet-blogs Texts)

The paralogical rhetorical devices, being found in the texts of Internet blogs, from the point of view of their influence on a reader are analyzed in the paper. The classification of these devices is applied in accordance with the formal logic laws. The author comes to the conclusion that the deliberate usage of these techniques contributes to the transformation of the modern blogosphere towards the essential tool of information influence; besides the problem requires further investigation.

Keywords: blog, blogosphere, manipulation, rhetorical device.

YANMURZINA A. Y. Study of Peculiar Features of Genres' System (Based on the Musa Jalil Poetry)

In the article some uninvestigated problems of genres in the poetry of Musa Jalil have been explored and peculiar features of genres' system have been clarified.

Keywords: genres, poetry, integrity, genres' system, genre mentality, the elements, "point of the light", song.

ZALESOVA N. M. The Reflection of the National American Character in the Novel "The American" by Henry James

This work studies the main features of the national American character conditioned by economic realities of the New World at the end of the nineteenth century as they were portrayed by Henry James in his novel "The American".

Keywords: national character, the American, French aristocracy.

ZVARYKINA I. S. Some Principles of Plants' Nomination in the Astrakhan Region

The article concerns analysis of principles of Astrakhan phytonomies' nomination and conditionality of these principles in question. The results of the work may be used both in lexicology, and linguistic regional studies.

Keywords: nomination, regionalism, phytonomy, principle of nomination, motivation sign.