

SUMMARY

ABDULLINA L. R. Development of a genre of the comment: theoretical aspect

This article is devoted to the transformations of the comment genre, caused by the peculiarities of Internet-communication. During the comparative analysis of comments from readers and experts (as a rule, journalists) similarities and distinctions both in communicative intention of senders, and in the ways of its realization come to light. Prospects of the further research in the frames of the determined sphere are set.

Keywords: internet linguistics, commentary, linguistic identity, journalist, reader.

BASOVSKAYA E. N. Information noise as the affected component of media text

The article is devoted to information noise accompanying the media text. On a material of magazine "Russkiy Reporter" (2013) the author shows two types of information noise – "quantitative" and "qualitative". The first is generated by surplus information which isn't correlating with basic knowledge of audience; the second - features of verbalization of data in a media discourse. In the article it is suggested that "sound effects" can be applied by journalists intentionally – as a lever on consciousness of the reader and formation of a special picture of the world excluding exact knowledge and accurate definition of moral positions.

Keywords: media text, information noise, speech influence, "Russkiy Reporter".

BEREZINA O. A. Semantic invariant of impersonality

The researchers of impersonality semantics base their description on the subject parameters or the predicate characteristics. Thus, there appears a shift towards one of the sentence predicative center foci, which leads to ignoring the sentence structure semantics. The article attempts at investigating the impersonality semantic invariant which is perceived event.

Keywords: categorical semantics, invariant, impersonality, event, index, process, condition.

BIKOVA T. V. Using humor in «gutsul» texts of the early XX century (for example, the short story and Ignat Hotkevych and Anufrij Manchuk)

In the article investigate the artistic features of the use of gutsul humor on the pages of works of I. Hotkevich and A. Manchuk on gutsul subjects, to draw conclusion about the features of the use of elements humor for description of Gutsulshchyna humorous as the literary artistic phenomenon that gives an opportunity valuably to grasp all picture of existence of that time life of habitants of mountain edge.

Keywords: Gutsulshchyna, «gutsul» text genres of humor, short story, gutsul mentality, poetic.

BOBNEV B. A. Semantic space of polysemantic noun in Italian language

The article is devoted to the research of such basic construct of the language theory, as the polysemy, or multiple meaning. The noun, or substantive, is the most polysemantic category of word in all Indo-European languages, Italian is including.

Keywords: semantic space, polysemantic word, literal or direct meaning, figurative sense.

CHIRSHEVA G. N. Specific features of gender assignment to English nouns in a Russian sentence

The author analyzes gender assignment to English nouns inserted into Russian sentences. The research question is: what factors account for variations in strategies when Russian native speakers assign gender to English nouns? The differences between the ways men and women assign gender to English nouns are also studied.

Keywords: gender, bilinguals, category of gender, English noun, Russian morphosyntactic frame

Dobrikova K. A. The Culturological realization of the models of tolerance (based on the English language)

The current article contains the research of tolerance as the topical phenomenon. First, the structure of the notion is presented. Then the essence of different modern scientific approaches to the understand-

ing of tolerance is analyzed. The article also contains information about the contradictory phenomena: intolerance, ethnic nationalism, ethnocentrism. The categories and strategies of tolerance are being discussed with the consecutive representation of its models. The optimal models are analyzed, the new ones are introduced, supported with the language material.

Keywords: tolerance, intolerance, ethnic nationalism, globalization, model of tolerance

ELISTRATOV A. A. Remotivated decomposites in English youth slang

The article deals with decomposition and false analysis of some slang words and phrases of English-speaking youth slang. The analysis of the linguistic materials from two comprehensive English slang dictionaries has resulted in finding a small number of lexical units derived from other words and phrases. The found words and phrases' derivation is based upon four general patterns: word for word, phrase for word, word for phrase, phrase for phrase.

Keywords: English slang, slangism, youth, remotivated decomposite, phonetic mimicry, word-formation, lexical unit motivation.

GARBUJO I. Phytometaphors in Italian and Russian languages: lexicographical and linguo-cultural aspects

This article deals with the ways of semantization of the phytometaphors in Italian and Russian dictionaries. It focuses especially on the lexicographical ways of interpretations of the figurative meaning, on the link between the figurative the main meanings and on the representation of a national-cultural component in the semantics of the phytometaphors.

Keywords: phytometaphors, lexicographical aspect, linguo-cultural aspect, Italian language, comparative analysis.

GASHKOV A. V. Improving the identifying quality of morphological properties of unknown word with analogy method and fuzzy sets

Identifying the morphological properties of unknown word, e.g. word, what is not in automatic system's dictionary, is still a problem. The known systems do it with low success under 30%, what is not acceptable for a full automatic system. We propose what using the analogy method with fuzzy sets can improve analysis's quality. Our studies shows the improved quality of identifying up to 50%, what is supposed to be a moderate success.

Keywords: analogy method, morphology, unknown word, fuzzy set, automatic analysis of text

GEYM E. A. Sociocultural aspect of florentine dialect in the middle ages in Italy

The article deals with the formation of the Italian literary language on the basis of Florentine dialect, it reveals peculiarities of Florentine dialect in the Middle Ages in Italy. Particularly in that period the Tuscan dialect began to predominate, because of the central position of Tuscany in Italy, and because of the aggressive commerce of its most important city, Florence.

Keywords: dialect, territorial unification, community of linguistic traits, lexical peculiarities, grammar, the Italian literary language.

GLUSHKOVA N. M. Realization peculiarities of the language and cultural type "friend"

The article deals with the theoretical basis of the notion "language and cultural type", his connection with the language personality description, and the way of their expression by the sociocultural means. The results of the analysis show the realization peculiarities of the language and cultural type "Friend" from the point of view of a child on the ground of the English novel.

Keywords: linguistic type, language personality, language personology.

GOLOVANOV I. A. Folklore text as a tiered structure

Describes a problem where multilevel organization of folk texts. Are the parameters and categories, important in the analysis of folklore texts, as proposed by the author of interpretation of folklore and folk consciousness.

Keywords: art, folklore, folk consciousness level organization of the text.

GRIGOREVA T.V. Metaphorical binary opposition as a way of language interpretation of reality

The article contains the general conclusion of the research, results of integrated study of metaphoric binary oppositions, typical for mythological consciousness and having determined the language behavior of modern man. The author describes the general system of world coordinates, consisting of spatial, temporal, parametric, color and other opposites that help a person to find himself in a diverse world.

Keywords: axiological, metaphorical, symbolic, binary opposition.

HORYTSKA Y. V. The Methods of studying secondary linguistic identity category

The article suggests the linguistic identity reconstruction method as one of the fundamental ones used to investigate monolingual authors' linguistic identities. It also dwells upon the methods of studying bilingual writers' secondary identities both from teaching methods and linguistic perspectives highlighting a new method used in linguistics.

Keywords: secondary linguistic identity, secondary cognitive consciousness, the methods of investigating secondary linguistic identity, linguistic identity reconstruction.

HUSHKOVA L. V. Specific features of usage of emotional particle “что за” in Gogol's texts

The article deals with the emotional particle “что за” and with its role in N. V. Gogol's works. Observation and analysis of the language material allow us to label the particle “что за” as a means of emotional-evaluative intensification of telling. Emotionality of text is strengthened thanks to the usage of supplementary means of stressing, such as intensiv, interjection and exclamatory intonation.

Keywords: category of expressivity, emotionality, stressing, intensification.

KHISAMOVA G. G. The linguistic personality of character in a fiction text

This article is devoted to the revelation of the peculiarities of the speech behavior of the characters as the linguistic personalities in short stories by V.M.Shukshin. The pragmatical aspect of the research into speech behavior of the characters of the stories by V.M.Shukshin allows representing various demonstrations in speech reactions of an inner world of a linguistic personality.

Keywords: dialogue, fiction text, literary character, speech behavior.

KHOLMANSKIKH Yu. S. Actualization of the semantically negative sign in the philosophico-literary text (on the material of the poem “Annihilation of Nothing” by T. Gunn)

The article deals with the issue of language representation of the author's strategies to visualize the concept of nothing. The method of linguo-semiotic analysis is used to show how the sign being ultimate and negative by nature, may, nevertheless, serve as a starting point to create new meanings. The philosophical poem Annihilation of Nothing by T. Gunn serves as a textual basis to show ways and means of visualization of nothing. Among them there is nomination, localization implying the usage of descriptive imagery and predicate signs, intertextual allusions, interaction of stylistic registers etc.

Keywords: linguo-semiotic analysis, negative semantics of a sign, visualization, philosophico-literary text.

KOCHNEVA I. E. Numerical allusion in the titles of W. Disney animated cartoons

This article is dedicated to the study of numbers in the titles of animated cartoons by W. Disney. Numbers are viewed as the indicators of allusion that express associative links. Knowledge of these links leads to decoding the information and to better understanding of the main idea.

Keywords: Allusion, association, animated cartoon, number.

KOPACHEVA A. R. Peculiarities of Paul Verlaine's linguistic identity realization on the material of poetic colour naming

The article represents the research of the author's linguistic identity as the main category of a literary text. The analysis of colour images as perceived by the author is given.

Keywords: Linguistic identity, colour metaphor, lingual colour world-image, synaesthesia.

KOSOVYCH O. V. Illogicality/logicality of innovations/neologisms conceptions: the new and the old

This paper investigates some problems of neology. Different points of views of the scientists of our country and foreign ones regarding the main object of neology e.g. neologism and its differentiation criteria are presented. The article deals with the studying status of French language neologization problems, different approaches to innovation studying are analyzed, main notions formation level is determined, cognitive and discursive mechanisms of neologization that determine the development of lexical and semantic system of French language are revealed.

Keywords: neology, neologism, innovation, novation, neonomination.

KOVAL I. I. Idioms, which represent concept SCHÖNHEIT in modern German language

The present paper deals with idioms which represent concept SCHÖNHEIT in modern German. This concept includes following notions: youth, body, taste, clothes. The very significant role plays beauty of a woman. Verbalization of this concept can be seen in similes with mythological and religious images, with floral and faunal representatives.

Keywords: idioms, concept SCHÖNHEIT, picture of the world, values, deep nexus, appearance.

KOZHUKHOVA I. V. Self-reproaches: form and functioning

The article analyzes the functioning and characteristics of self-reproaches in the English language. As a face-threatening speech act a self-reproach tends to be implicit rather than explicit. Subject and predicate peculiarities of self-reproaches reflect their pragmatics.

Keywords: communicative behaviour, face-threatening speech acts, reproach, self-reproach.

KUZNETSOVA N. Y. The typical linguocultural concepts in German and Russian fairytales

This article considers the notion of linguocultural concept, as well as actualization of such typical linguocultural concepts as "individualism/ collectivism" and "labor/ idleness" in German and Russian fairytales.

Keywords: linguocultural concept, fairytale, binary opposition, stereotype.

LANSKAYA O. V. The concept of "Garden" as it reflected as inospace in the works of Y. P. Kuznetsova (based on the poem "The Red Garden")

In this article for a poem Y. P. Kuznetsova "Red Garden" is considered mythological space of artistic text, the nomination included in the lexical-thematic groups "time", "trees", "flowers", "space", "human feelings", "happiness", are analyzed, the symbolism of keywords is explored. Through lexical units, associative group revealed the deepest sense of the poetic text, picture of the world of values is defined in the works of Y. P. Kuznetsova, one of the greatest poets of the second half of XX century.

Keywords: concept, keywords, lexical and thematic group; sema; symbol.

LEONOVA M. Semantic and function of the name in the Bely's novel "Petersburg"

In the analysis of the name function in the Bely's novel "Petersburg" we first at all are interested in relationship of names in the and in their structural function as a basis of image concept, as well as in the semantic and etymological meaning of the name.

Keywords: analysis of the name, structural function, semantic and etymological meaning, relationship of names.

LOBANOVA L. P. Weisgerber's research methods for analysing the linguistic picture of the world

This paper describes methods and techniques for studying the linguistic picture of the world, both in static (Weltansicht) and dynamic (Weltbild) dimensions, as they were developed and put into practice by Leo Weisgerber. These methods postulate four approaches to dealing with linguistic phenomena or four stages of linguistic analysis: 1) formal analysis (gestaltbezogene Sprachbetrachtung), 2) semantic or content-orientated analysis (inhaltbezogene Sprachbetrachtung), 3) efficiency-orientated analysis (leistungbezogene Sprachbetrachtung), i.e. studying the process of linguistic world-grasping and

4) effect-orientated analysis (wirkungbezogene Sprachbetrachtung), i.e. studying the influence of the linguistic picture of the world upon the speech community.

Keywords: linguistic picture of the world, worldview, Weltbild, Weltansicht, wording the world, linguistic content, linguistic grasp.

MERZLIKINA O. V. Structural and semantic characteristics of Spanish youth slang

This article deals with the structural and semantic characteristics of Spanish youth slang. The young people are constantly finding new ground for new artistic expression of their live and the life around them. The main features of slang, such as semantic shifts and conceptual rethinking, metaphorical nominations, loanwords, use of dysphemism, apocope, neologisms and vocative, specific word formation, are analyzed through their description.

Keywords: Youth slang, colloquial language, jargonisms.

MONGILYEVA N. V. The ethnic and national worlds pictures in the works by F. Guene “Kiffe-kiffe demain”

The article deals with the difference between the concepts of «ethnic» and “national” world picture in the works by F. Guene. The author considers lexical units with cultural component, comparative constructions, evaluative descriptions’ connotations. Ethnic and national components in the outlook of the French from North African countries is shown on the example of a teenage girl’s novel-diary.

Keywords: The ethnic world picture, the national world picture, literature “beur”.

MOSKALCHUK G. G. The important questions of text formation

The article deals with ways of synthesis of different texts into macrostructures on basis of spatial parameters. In the article we describe some tendencies of interlevel language description on condition that text is regarded as a unit of the highest level of complexity. There represented architectonics of the “Text ↔ Medium” system with the help of categories such as symmetry/asymmetry, text typology created on their attractors. Open important issues of the theory of text structures’ formation (morphogenesis) are also dealt with.

Keywords: text, text structures’ morphogenesis, attractor, medium, structure, symmetry, asymmetry, synthesis, fractality.

MUSINOVA N. E. Postacmeism and the artistic process of N. Zabolotsky, B. Pasternak, I. Brodsky

The problem of integral artistic form is considered in the article. This problem is urgent both for acmeism as art movement and for Silver age in whole. The main idea of the article is a great importance of acmeism and its influence on the artistic process of the Russian poets – including N. Zabolotsky, B. Pasternak, I. Brodsky.

Keywords: the Silver Age, the artistic process, the artistic form, the artistic process, acmeism, postacmeism, N. Zabolotsky, B. Pasternak, I. Brodsky.

OBRAZTSOVA E. M. Sentence-text interrelation as viewed from the standpoint of the semantic-cognitive syntax theory: cognitive aspect

The article deals with the text delimitation problem. Contrasting the text qualifying parameters (composite form of description) with the structural and semantic characteristics of a simple sentence, the author qualifies sentence as a minimal text model. The text/sentence correlation is grounded up from the point of view of cognitive science.

Keywords: text, text composite form, description, simple sentence, word order, cognition, perception.

PODYAPOLSKAYA O. Yu. The paradox as the major mean for expression of social criticism in the short story of German writer G. Kunert “Central Station”

The present article focuses on the literary work of German writer G. Kunert narrating about tragic fate of an individual in a totalitarian society. The paradox is considered to be the major means of criticizing the regime together with the usage of officialese and other stylistic means.

Keywords: Parable, paradox, grotesque, absurdity, estrangement effect, officialese, quasi-direct speech, social criticism.

POPOVA N. B. Discursive irony practice in the work of François Marie de Voltaire

The main features of irony culture phenomenon, known still in Antiquity, are topical for intensions transmission at all times and for many domains of communication. It is noted that the irony culture is particularly apparent in the intersection of different tendencies ideological, philosophical, aesthetic, when the old is blamed and the new is not installed. The research matter of the multiple-value irony phenomenon is the work of Voltaire, French philosopher and writer of XVIII century, known as a great critic of absolutism state structure.

Keywords: ironic identity, oxymoron, syllogism, discursive tale, irony.

POSTNIKOVA E. V. The fragmentary speech portrait construction of a political columnist (based on the Mass Media headlines)

The article regards the problem of the speech portrait reconstruction for the politician's linguistic personality using headlines as research material. The headlines analysis of Fidel Castro "Reflexions" allows to describe his fragmentary speech portrait, examine the possibilities of his speech faculties application while creating a headline and to determine the strongest models of headline creating.

Keywords: headline, column, linguistic personality, fragmentary speech portrait.

RUMYANTSEVA M. V. To the problem of the objective reality reflection in the linguistic imagery

This article presents cognitive analyze of comparative constructions, found in narrative stories of Russian and Kazakh writers of the first half of the 20th century, containing lexemes as the objects of comparison, naming domestic animals. Investigation of comparative constructions of a certain language makes it possible to penetrate into the language of an ethnos.

Keywords: metaphorical constructions, figurative comparison, language world model, linguocultural situation.

SAVCHENKO A. A. Emotive phraseological units of the phraseological semantic field "Joy" in V.Nabokov's prose

The article considers V. Nabokov's original ways of exploiting emotive phraseological units of the phraseological semantic field "Joy" in his prose and analyses particular examples of such units performing communicative and aesthetic functions in the text. Resorting to emotive phraseological units as a figurative and expressive means of the language, V.Nabokov employs different tools to add to their imagery. The most frequent of them are changing one of the components, inserting extra elements into the phraseological unit, the violation of traditional syntagmatic relations and the lexical context, in which phraseological units occur, creation of metaphors based on idioms.

Keywords: author's style, phraseological semantic field, semantic field "Joy", emotive phraseological unit, emotion breath, author transformations.

SINEEVA T. A. Manipulating technologies of the French media discourse in electoral campaign

The article highlights problems of manipulating individual and mass consciousness through the media. Suggestion is a component of everyday communication, but can also act as a specially organized kind of impact. As the research showed, the nature of suggestive strategy points to the highly developed technologies which impact on public opinion.

Keywords: media discourse, electoral discourse, verbal impact, mass communication, manipulative techniques, suggestion.

SIROTKINA T. A. Representation of "The Other" in an artistic picture of the world

This article is devoted to an image of "ethnic human" in Perm writer's works of art. Different ethnonyms are analyzed as a meaning of a representation of an ethnic fragment in a regional picture of the world. It is concluded that writers, reflecting features of the culture of "the other" ethnos in their novels,

raise a tolerant attitude not only to the characters of the novels, but also to people living nearby in multinational Perm Krai.

Keywords: artistic picture of the world, etnononyms, ethnic stereotypes.

SOBIESZEWSKA M. Reflexions sur le discours juridique dans la perspective pragma- et sociolinguistique

Although legal discourse falls within the general context of the act of communication, it is a discourse whose specificity is undeniable. The main objective of this paper is to describe first the French legal discourse in pragmatic and sociolinguistic perspectives, or, in other words, to present its general structure and main functions in the sociocultural context. In a second step, we will present the specific streams of legislative stylings and legal vocabulary.

Keywords: discourse, legal, functions, structure, legislative style, legal vocabulary.

SOBOLEVA O. V. To the problem of definition of the notion “hypertextuality”

In the article the notions of hypertext and hypertextuality are defined, typology and main features of hypertextuality are considered, and the hypertextual way of organizing of the Internet is analyzed.

Keywords: Hypertext, Hypertextuality, the Internet, communication, electronic environment, hypermedia, intertextuality.

SOMOVA M. V. Impersonal sentences as an impressive means of language and speech

By means of use of impersonal predicative units in speech it's possible to create pictures of nature, describe various conditions of living beings, estimate or characterise actions and events. The present article is devoted to the research of impersonal predicative constructions which are various by their structure and semantics, bearing additional emotional or aesthetic meaning and functioning as a pictorial-expressive means of speech. In such a context the similar constructions have not yet been exposed to a detailed analysis.

Keywords: impersonal predicative units, agens, pictorial-expressive means, language, speech.

TABAKOVA Z. P. Ethnopoetics: the subject and the ethnopoetic analysis

The article deals with presenting ethnopoetics as a separate branch of linguistics. Ethnopoetism, the main aspect of this branch, is a part of multilayer semantic structure of the concept. The ethnocultural component is a distinctive feature of every multinational state, which is why the principles of ethnopoetical analysis can be applied to exploring the mental aspects of the first language, as well as the aspects of interacting languages. The methodology of analysing the poetic text discloses the figurative-associative mechanisms of speech.

Keywords: Ethnopoetics, linguopoethics, linguoculturology, concept, ethnopoetism, linguistic picture of the world.

TOLCHEEVA K. V. “Everybody is in the secret but me!”, or the addressee of the aside in the dramaturgy of Beaumarchais

The theatrical play as a type of text possesses a number of attributes. The description of drama construction rules requires the study of the conditions of construction process, and the perception of context related text features by the reader or the audience. The article underlines certain peculiarities of a parte remark functioning in the dramatic discourse.

Keywords: dramatic discourse, a parte remark (aside), factor of addressee, category of evaluation.

TRYFONOV R. A. The word корпоратив (‘corporative party’) as an object of metalingual comments in contemporary Eastern Slavic languages

The study considers metalingual utterances accompanying the word корпоратив (‘corporative party’) in contemporary Eastern Slavic languages. The comments to this word are shown to be very active in today's internet communication, which points at both conceptual meaningfulness of the word and its importance for discursive positioning of the language personality. Indications at novelty and fashionability of the lexeme are widespread as well as the utterances expressing subjective emotional perception of the word or reflections about nominative adequacy of the unit in contemporary sociocul-

tural situation. The presence of speaker's appellations to other speech subjects, implicitly present in the discourse, is underscored.

Keywords: language conscience, mental vocabulary, metalingual comment, metalingual evaluation, current lexical processes.

TSERTSVADZE M. G. The concept of “homeland” in a different system languages

In this paper the author in the framework of intercultural mapping examines peculiarities of human value (OP) of the concept of “homeland” in Russian and Georgian linguistic consciousness. Having analyzed the concept of “homeland” in Russian and Georgian linguistic consciousness, the author concludes, that the concept of “homeland” represents one of the most important cultural, psychological, linguistic, spatial constants, constituents of the Russian and Georgian national picture of the world.

Keywords: concept of “homeland”, culture, an association experiment, a word-incentives.

TUMANOVA A. Fiction discourse of a bilingual writer as a result of the cultural interrelation

The article is devoted to the problem of the language and culture connections. It presents the peculiarities of the language interrelation in the Republic of Kazakhstan (in particular, Russian and Kazakh languages) on the basis of the analysis of the fiction text. This article describes the fiction discourse as a result of reflecting contaminated language worldview of the Russian-speaking writer. As an illustration the author uses some fragments from the works of Kazakh writers.

Keywords: language, culture, fiction discourse, bilingual writer, language worldview, contaminated language worldview.

TURNER M. Language, gesture, bodily stance: grammar as a multimodal system

Television news represents a uniquely available dataset of common communicative practices, with the additional attraction that it has been deliberately crafted by professional teams to grab attention, convey complex meanings in a rapid and compressed format, and persuade by implication. The way in which television succeeds in tapping into ancient interpretive structures in our cognitive system makes its detailed examination particularly revealing.

Keywords: blend, cognitive linguistics, communication, data.

YERMAKOVA V. A. “Another” as a prerequisite of personality semiotization (as exemplified in Russian and English paroemias)

Semiotics of human behavior presupposes the existence of “another” as a prerequisite of person's identity and self-consciousness formation. Due to the existence of “another” a person is able to make a judgment about himself both as subject and object. “Another” is a mediator in people's inner relationships and observer in outer reactions and behavior.

Ключевые слова: concept “friend”, another, opposition “one's own-another” personification, impersonality, linguistic view of the world

YUZHAKOVA Yu. Yu. Phenomenon of identity in Russian language

Concept “identity” is used both in the everyday speech for the characteristic of the surrounding reality and in the science about the language. Have long ago been described “the proposal of identity”. However, this value can be expressed by different means at all lingual levels. This there can be the simple uncomplicated proposals, the complicated proposals with the secretary, explanatory and refining revolutions, compound propositions, text. The presence of special binary structure and specific means of expression makes it possible to estimate identity as the general linguistic category, which requires special study.

Keywords: Identity, linguistic category, syntactic constructions, «signs» of identity.

VLASYAN G. R. Penetration of swear words in everyday language

The article discusses the penetration of swear words in everyday language as one of the consequences of changing of the communicative paradigm in society.

Keywords: swear words, ethno-cultural peculiarities, conversational style, redistribution of boundaries between layers of vocabulary.

VLASYAN N. R. The problem of distinguishing between conventional and conversational implicatures

The article deals with the basic terms of pragmatics such as the theory of speech acts, P. Grice's Cooperative Principle and its maxims, and the additional implicit information inferred by the hearer known as the implicature. The article also touches upon the problem of distinguishing between conventional and conversational implicatures and discusses the difference between them.

Keywords: speech act theory, Cooperative Principle, conversational maxims, conventional and conversational implicatures.

VOYTESHCHUK I. V. The features of speech objectivization of the concept "water" (on material of German and Russian languages)

In the article the regularities of speech objectivization of concepts are considered. The special attention is paid to the description of communicative and nominative characteristics of scientific and art texts, their influence on expression of this or that conceptual information. The place of concept "water" in scientific, naive and art pictures of the world is defined.

Keywords: concept, functional style, scientific and art texts, ways of scientific, naive and art and figurative knowledge of the world.

ZHARKOVA U. A. The verbal portrait of the modern artist in their interviews

The subject of the article are the special attributes of verbal portraits of modern artists, their lexical, grammatical and conceptual preferences. The material for the linguistic analyze are the interviews of modern German artists K. Grosse, J. Beus, G. Baselitz.

Keywords: verbal portrait of professional artist, word picture, concept, language prototype.

ZUBCHINSKIY I. V. Some ways of word formation of football in italian and spanish

The following article is dedicated to studying of the word derivation. We will examine basic common ways of derivation. We will see examples and their application in discourse of the football. Some of them we will explain in this article.

Keywords: terminology, football, soccer, adoptions, derivation, variation, metaphor, anglicism.