

SUMMARY

AVERYANOVA E. V. Temptation in the Orthodox and Catholic Hagiographic Discourse in the middle of the XV c. till XVII c.

In the article grammar representation of the speech act “temptation” has been singled out in the Orthodox and Catholic hagiographic discourse in the middle of the XV c. till the XVII c. Nowadays many researchers study interrelation between manipulation and grammar. The author comes to the conclusion that in hagiographic discourse the speech act “temptation” is represented mostly in the Old Church Slavonic and Latin languages with the help of conditional constructions.

Keywords: speech act “temptation”, manipulation, conditional constructions, religious discourse, hagiographic discourse.

AZNACHEYEVA E. N. Subjective Determination of a Concept in Scientific Discourse (Based on the Example of “Individual Psychology” of A. Adler)

The article considers the relevance of subjective existential experience in the process of cognition, the stages of formation of the conceptual and terminological system in the «Individual psychology» of A. Adler are identified and analyzed.

Keywords: epistemology, genesis of new knowledge, scientific concept, terminological nomination, derivation, motivation of the term, interpretative field.

AKHRAMENKO K. V. The Universal Value of SAFETY' Content in the Students' and Cadets' Language Consciousness (based on the Associative Fields' Material)

The verbal representation of the universal value of “safety” in the students' and cadets' language consciousness has been analyzed on the basis of the data obtained in the course of free associative experiment, being conducted at the Military Institute and several universities in Chelyabinsk, and materials of “The Russian Associative Dictionary”). The author singles out both common and professionally determined components in the students' and cadets' language consciousness and studies dynamics of cadets' professional language consciousness.

Keywords: psycholinguistics, universal value “safety”, language consciousness, associative experiment, students, cadets.

BALZHUROVA A. Zh. Buddhist Motives in the Pictorial Art of Buryatia in the second half of the XX c.

This article is dedicated to analysis of Buddhist traditional motives' influence on the art of Buryat painters in the second half of the XX c. Different levels of Buddhist motives' application have been found out in the paintings of self-taught persons and professional artists: external symbols, such as Buddhist ornaments, stylization of clouds, mountains and basins; philosophical symbols – appeal to Buddhist mythology; psychological symbols – an introduction of Buddhist images in order to transfer more profound meaning to a painting.

Keywords: Buddhist art, painter, heritage, spiritual culture, myth, symbolism.

BORISOVA I. Z. Expressive Ethnicons Nominations of Ethnicity in the Modern French Language

In this article expressive ethnicons being nominated to ethnicity in the French imaginative literature have been studied. Expressive ethnicons have been distinguished and modes of its derivation are found out. Ethnophaulisms are usually formed with the help of semantic derivation, where metonymical and metaphorical transfers are included; borrowed nominations from other languages are observed; some ethnicons are formed with the help of adding suffixes; there is nominations' transformation: apocope and aphaeresis. Expression of nominations is reached with the help of foregoing modes of derivation.

Keywords: ethnic groups, immigrants, ethnophaulisms, language of enmity, lexical units, modes of derivation, intolerance, tolerance.

BUZAYEVA Y. A. Invariant Tendencies of the Sonnet Text Structure's Development

The article deals with universal parameters of text forming, typical for all texts regardless of their authorship. These parameters have been studied on the material of 33 complete sets of W. Shakespeare's sonnets translations. The author supplies a number of methods of the invariant formula reconstruction for every separate set according to the method of positional analysis.

Keywords: text, form of the text, structure of the text, positional analysis, invariant, creative attractor, sonnet, W. Shakespeare.

BULYAKOVA G. M., LATYPOVA R. M. The Motive of Batyrs' Magic Birth in Turkic Peoples Epic

Exploring the epic heritage of the peoples of the world one can find a lot of uniform events, situations and motives of the happening. The article describes one of such a common moment of the Turkic peoples' heroic epics – the motive of unusual, fairy magic birth of a hero.

Keywords: folklore of the Turkic peoples, epic heritage, epics, motive, hero, birth of a hero, batyr (hero).

BUSHNEVA T. V. Artistic Originality of Ancient Japanese Poetry (based on Poetic Image of Jasper and Pearls)

The article is devoted to the initial stage of Japanese poetry development. Based on examples of the first Japanese poetic anthology of songs "Man'yōshū" ("Collection of Myriad Leaves", VIII AD), the author gives consideration to versatility of an image of jasper and pearls in detail, and also original artistic techniques, in which this image is used, it allows us to reveal features of early Japanese versification.

Keywords: Japanese poetry, anthology "Man'yōshū", poetic epithet, metaphor, image, jasper, pearls.

BYLALOVA D. N. Comparative Study of Root Morpheme in the Bashkir and English Languages

Comparative description of morphemic structure of a word has been made in Bashkir and English Languages: exactly root morphemes functioning in given languages have been analyzed. The author confirms that there is no unique correspondence between root morphemes in Bashkir and English languages, although there are some common features.

Keywords: the Bashkir language, the English language, comparative grammar, root morpheme, free roots, bound roots, isolated roots, semi-bound / semi-free morphemes.

CHASOVSKIY N. V. Student's Self-portrait in Terms of Sociolinguistics (meme "Jolly student" is taken as an example)

The article is devoted to collection of information of the meme «Jolly student» from the point of communicative intentions of a user on the RU-net. Also the meme "Jolly student" is analyzed: the essence of meme as a sociolinguistic phenomenon and its significant features.

Keywords: social networks, meme, internet communication, self-presentation, sociolinguistics.

FOMIN E. V. Agnonyms of Russian Origin in the Chuvash Language

The article examines the semantic aspect of absolute agnonyms of Russian origin in the Chuvash language, interpretation of which has been considered as problematic. The proximate etymology was taken as a principle of their semantization.

Keywords: the Chuvash language, Chuvash-Russian language contacts, semantization, agnonyms, russianisms.

GILAZOV T. Sh. Dardemend's Poetry in the West and East Context

The lyrics of the unique poet Dardemend in the context of West and East has been considered in the article. East traditions being transformed by the poet in the scope of artistic features and poetics, Dardemend, supporting both traditions of the Tatar literature of the Middle Ages and sufiysky poetry, leads to synthesizing of the Western and East cultural achievements.

Keywords: Tatar literature, poetry at the beginning of the XX century, poet romantic, philosophic lyrics, image, symbol, sufiysky symbolics, West and East context, literary interrelations, literary school.

GORBACHEVA O. N., KAMENEVA V. A. Types of Creolized Texts of the Socio-Commercial Internet Advertising

The creolized texts findings of the socio-commercial internet advertising have been studied in this article. On the basis of verbal / nonverbal correlation of the components of socio-commercial internet advertising texts, types of creolization have been identified and analyzed.

Keywords: socio-commercial advertising, internet advertising, creolization, verbal, nonverbal.

IVANOVA Yu. M., YARMAKHOVA E. A. Markers of Ludic Communicative Tone

The article reports the results of a survey conducted to define the linguistic properties of markers of the ludic communicative tone. The following list of criteria is set forth as defining the ludic communicative tone: firstly, the dictum of the utterance is interpreted in multiple ways; secondly, ludic communication presupposes creative reinterpretation of the dictum of the utterance. Ludic communicative tone is found to be formally marked by those components of text surface which possess some degree of ludic potential, according to those surveyed. The article goes on to analyze the linguistic properties and functioning patterns of the markers.

Keywords: modality, tone, play, speaker's ludic intention, ludic potential, marker of speaker's ludic intention, marker of ludic (playful) tone, interpretational dimension of play.

KHAKIMYANOVA A. M. Symbolism in Bashkir Folk Song Tradition

Symbolism is the predominant method of depicting a person's life, soul and outworld in a nation's song poetry. Symbols contribute to depiction of vivid imagery and expressiveness, subtle lyricism and intensity of emotions. The article is devoted to description of symbolism and its place, functions and specific features in Bashkir folk songs.

Keywords: folklore, genre, Bashkir folk song, poetic symbolism.

KHALUPO O. I. Methods and Approaches to Linguistic-Cultural Material Study

The article deals with the problem of choosing the linguistic-cultural content for intercultural communication. Such a piece of information should be carefully selected, analyzed and lexicographically presented. For correct choice of sufficient, useful and adequate content, it is reasonable to apply certain approaches and methods, compliance with which should allow the author to define more accurately the linguistic-cultural matters, learning of which should contribute to enlargement of knowledge.

Keywords: intercultural communication, linguistic-cultural content, linguistic-cultural competence, methods and approaches in linguistic-cultural study.

KHUSAINOVA G. R. Application of P. G. Bogatyryev's Theory about Tradition and Improvisation in Bashkir Folklore (Based on Fairy Tale's Text in Modern Record)

Some problems of tradition and improvisation on concise text of the Bashkir fairy tales have been considered in modern record. Based on P. G. Bogatyryev's theory, some examples of prepared and unprepared, compulsory and deliberate improvisation are found out and analyzed. P. G. Bogatyryev's universal technique is proved, for it is possible to apply while investigating folklore of any people, fairy tales in particular.

Keywords: folkloristics, P. G. Bogatyryev, theory, tradition, improvisation, Bashkir fairy tales.

KOVALENKO N. A., PODGORBUNSKAYA I. G. Modification of the Control Parameter in the Self-organizing Language System

The article reveals stages development of the control parameter of the language spaces. Special attention is paid to different characteristics of determinant being dependant on prosodemic, superprosodemic or phasal spaces.

Keywords: control parameter, language space, prosodemic space, superprosodemic space, phasal space, prosodic determinant, contingent meaning determinant.

KOVYAZINA E. N. Conceptual Metaphor in the Context of Social-Constructionist Discourse Analysis (based on "History of Western Philosophy" by B. Russell)

The article deals with social-constructionist discourse-analysis method. Particular attention has been paid to the key concepts of Laclau and Mouffe's discourse theory as tools for empirical analysis of

philosophic discourse. On linguistic level the role of conceptual metaphor has been emphasized within the context of social-discourse theory.

Keywords: social-constructionist approach, discourse-analysis, conceptual metaphor.

KOROSTELEVA T. V. Archaisms in the Context of Rhetorical Categories of Clarity, Correctness, Relevance and Beauty

In the article the archaisms have been discussed in the aspect of rhetorical categories. Skillful usage of archaisms does not hamper, but it contributes to the formation of main qualities of good speech – clarity, correctness (matching contextual norm), relevance and beauty.

Keywords: language norm, contextual norm, language usage, clarity, correctness, relevance, beauty.

KUSHANKINA T. A. Letters' Analysis of S.T. Aksakov and O.S. Aksakova (1840)

In the article unpublished correspondence of S.T. Aksakov and his wife, O. S. Aksakova, dated to 1840, has been commented on. Particular attention has been paid to unknown facts of the writer's biography, his mutual relations with his wife. Personality of the Aksakov's wife has been reflected in these letters.

Keywords: family correspondence, S. T. Aksakov, O. S. Aksakova, real and textual commentary.

MUKHAMETZJANOVA L. Kh. Bookish type of a dastan genre in the Tatar people's creativity: theoretical viewpoint of a subject

In the article the Tatar of dastans are considered as a specific kind of a genre of the epos. First of all such a concept is based on national ethnic tradition and in its context; the author theoretically develops a subject of bookish dastans of Tatars of the Volga region.

Keywords: folklore, oral, written, book, genre, traditional culture, dastan.

POPOVA L. V. Religious Connotation of the Concept «Crime» in Russian Law Language Consciousness of the XVII-th century

The article researches the role of the religious marked lexicon in the legislative speech of the XVII-th century. Relation between concept «crime» and cultural concept «sin» has been revealed. Religious-law syncretism has been considered as the stable ethnomental response of the law consciousness.

Keywords: concept «crime», concept «sin», religious connotation, religious-law syncretism, Russian law consciousness, language consciousness of the legislator.

PUGACHEVA E. V. «Rose» Symbol Transformation in the Poetry of Anna Akhmatova

“Rose” symbol transformation has been presented in the article: “Rose” is the leading flower in Anna Akhmatova's artistic space. More precise scheme of ‘intra text synonyms’ of “Rose” has been offered and the device – threading of signs – has been defined; it takes place not merely on the level of the concise poem, but also within creative work of the poet.

Keywords: beauty, artistic figure, symbol, epithet, metaphor, comparison, category, transformation, “intra text synonyms”.

RYCHKOVA E. V. Byzantine Legend about Maria Egyptian in Verbal Tradition of the Zauralye Old Believers

In the article Zauralye variants of Byzantine legend about Maria Egyptian, fixed in the confessional environment of South Zauralye's old believers have been examined. The reasons, being determined the popularity of the plot in the verbal folklore of the regional old believers, have been found out. Based on comparative texts' analysis, bookish and spoken traditions of texts are synthesized. The level's plot and motive of the Byzantine origin's transformation is discovered and analyzed in the Zauralye versions of the legend.

Keywords: old believers, Zauralye, variants of legend, mythological reason, spiritual verse.

SALATOVA L. M. Stereotypical Images of the World Crisis in Russian and American Graphical Models

In the article the results of the world crisis images' investigation in Russian and American political caricature have been analyzed that allows of expressing the public opinion openly and clearly enough.

Keywords: graphical model, caricature, political communication, creolised text.

SAMOLDINA S. R. About “State Happiness” in the Odes “A La Fortune” by Z. B. Russo and “Fortunately” by M. V. Lomonosov

Comparative analysis of the odes “A La Fortune” by Z. B. Russo and “Fortunately” by M. V. Lomonosov has been carried out. Our approach is to study the variety of the category “happiness” – the so-called “state happiness”. European and Russian enlighteners propagated the idea of an enlightened monarch who was able to found a strong state headed by a kind and wise ruler. Z. B. Russo and M.V. Lomonosov appealed to the sovereign-despots didactically for they could make their nationals happy. Due to Lomonosov’s translations, a complex of ideas being connected with “state happiness” has been penetrated into the Russian culture. A specific feature of Lomonosov’s image is his Russification.

Keywords: eudemonism, happiness, the Age of the Enlightenment, ode, M. V. Lomonosov, Z. B. Russo, poetry of the XVIII-th century.

SIVTSEVA N. A. Signal Means in the Yakut Epic Text (Based on Material of Olonkho «Yuchyugey Yudyuguyen and Kusagan Hodzhugur» by D.A. Tomskaya)

Function of text-poietic of signal means in the Yakut epic text is considered in the article.

Keywords: the Yakut language, text, epos, complex syntactic whole, structure, signal mean.

SKROB T. V. Peculiarities of Language Barrier Overcoming of Bilingual Hispanic Population in Texas (Based on the Dialogues of the Film “Spanglish”)

This article studies the linguistic situation in the USA, also sociolinguistic phenomena such as diglossia, bilingualism and language code switching have been considered. The examples of code “mixing” and balanced bilingualism in the territorial variant of American English in Texas have been analyzed.

Keywords: linguistic situation, diglossia, bilingualism, language code, language code switching, social differentiation, territorial variant, interlingual contacts, “Spanglish”.

SURINA V. N. Constitutive Characteristics of the Homepage Genre

The article touches upon the issue of online genres. On the basis of hypertexts’ study of American medical institutions’ websites, the “homepage” genre is considered to be a complex one. In the article data analysis of its constitutive characteristics is also given.

Keywords: genre, online genre, hypertext, website hypertext.

TSARIKAEVA F. A. Structural-Semantic Features of Complex Sentences with the Subordinate Indicative Part in the Ossetian Language

In the article the subordinate indicative part of the complex sentence in the Ossetian language in accordance with the structural-semantic approach has been analyzed. There have been considered not only the meanings of conjunctions, conjunctive and coordinative words which are grammatical means of coordination of the subordinate and main parts of the sentence and which give different connotations to the sentence as a whole, but also the meanings of the reference words meaning perception, statement with emotional connotation, volitional or emotional condition, mental activity, etc. The positional location of the subordinate part relative to the main part has been analyzed.

Keywords: the Ossetian language, syntax, compound subordinated sentence, subordinate clause of indicative, conjunction, conjunctive word, correlative word, reference word, a preposition, a interposition, a postposition.

VALIEVA M. R. Bulghar Mythonyms in the Bashkir Language

The article is devoted to Bulgarian mythonyms of the Bashkir language. The author refers the names of mythological characters and phenomena to mythonyms of Bulgarian origin; such names are characteristic of the Volga region’s peoples: the Chuvash, the Mari, the Mordovians, the Udmurts, the Tatars, the Bashkirs, as well as Hungarians. It is for the first time that Bashkir mythonyms are classified according to the dictionary of N.V. Podolskaya.

Keywords: the Bashkir language, bulgars, mythonyms of Bulgarian origin.

VOLOSHINA I. S. Semantics of Natural Science Homonymous Terms

The article dwells upon one of the most topical issues of the modern functional terminology – the semantization of polysemantic scientific terms in special dictionaries. The present work is focused on the identification of content divergency in the identical term-forms. The research was conducted on the Unabridged Encyclopedic Dictionaries of Physics and Chemistry with the help of conceptual, definitional and statistical analysis.

Keywords: scientific term, homonymy, polysemy, homonymous terms.

ZHUMAIEVA O. A. Internet Interview Research in the Light of the Factor of Addressee

In this article English-language and Russian-language interview are studied from the point of addressee's factor. The type of addressee and its influence on the addresser discourse is elicited with the help of the modified addressee typology. The research is made on the discourse and syntactic levels.

Keywords: interview, discourse, discourse analysis, addresser, addressee, communicative syntactic unit.

ZHURAVLEVA T. P. Speech behavior of subjects of loneliness (based on texts of German imaginative literature)

This article considers the problem of the intentional feelings of writers- subjects of loneliness in ontogeny and phylogeny from the viewpoint of disguised-intent pragma linguistics. Stereotyped verbal behavior of subjects of loneliness becomes apparent. Episodes of the speech portrait of the authors are identified, and diagnoses of some of their personal qualities, as instances of the intentional feeling of loneliness have been made.

Keywords: verbal behavior portrait, intentional feeling of author-subjects of loneliness, verbal behavior, strategy of waiting, disguised intent, ambivalency, affective-cognitive structure.

СВЕДЕНИЯ ОБ АВТОРАХ

Аверьянова Екатерина Викторовна – кандидат филологических наук, профессор кафедры французской филологии Тюменского государственного университета.
ekaterina.tioumen@gmail.com

Азначеева Елена Николаевна – доктор филологических наук, профессор кафедры немецкого языка Челябинского государственного университета.
aznacheeva.elena@yandex.ru

Ахраменко Ксения Валерьевна – аспирант кафедры общей лингвистики Южно-Уральского государственного университета (Челябинск).
akv87chel@yandex.ru

Бальжурова Арюна Жамсуевна – аспирант кафедры этнологии и народной художественной культуры Восточно-Сибирской государственной академии культуры и искусств» (Улан-Удэ).
Aryunabalzh@mail.ru

Билалова Дина Нуримановна – аспирант Башкирского государственного университета.
dina-bilalova@mail.ru

Борисова Изабелла Захаровна – кандидат педагогических наук, доцент кафедры французской филологии Института зарубежной филологии и регионоведения Северо-Восточного федерального университета (Якутск).
isborissova@mail.ru

Бузаева Яна Авалиевна – аспирант кафедры языкознания и методики преподавания русского языка Оренбургского государственного педагогического университета.
yanina05@inbox.ru

Булякова Гадиля Мударисовна – кандидат филологических наук, профессор, заведующая кафедрой башкирской филологии Сибайского института (филиала) Башкирского государственного университета.
rida-marsovna@yandex.ru

Бушнева Татьяна Владиславовна – соискатель кафедры японской филологии Института стран Азии и Африки при Московском государственном университете им. М. В. Ломоносова.
fedotova.tv@gmail.com

Валиева Мадина Раилевна – младший научный сотрудник Института истории, языка и литературы Уфимского научного центра РАН.
valieva_1979@list.ru

Волошина Ирина Сергеевна – аспирант кафедры перевода и переводоведения Тюменского государственного университета.
IrinkaVoloshina90@mail.ru

Гилязов Тагир Шамсегалиевич – кандидат филологических наук, доцент кафедры татарской литературы и методики преподавания Казанского (Приволжского) федерального университета.
tgilazov@bk.ru

Горбачева Ольга Николаевна – соискатель кафедры общего языкознания и славянских языков Кемеровского государственного университета.
olga-go2005@yandex.ru