

SUMMARY

ABASHEVA M. P., SERINA M. A. Entry Points: Ural Cities in *the Anthology of the Ural Poetry*

The article presents a research of the Ural Poetical School, presented in three volumes of the *Anthology of the Ural Poetry* (1996, 2003, 2011). We give a quantitative and qualitative interpretation to the dynamics of the number of the cities' nominations (Sverdlovsk (Ekaterinburg), Perm, Chelyabinsk) through all three volumes, analyzed semantics of city topoi. Perspectives of the study are seen not in the field of mytho- or geopoetics, but rather in the field of sociology of literature.

Keywords: Ural Poetic School, regional identity, Ural cities.

BALASHOVA E. Yu. Conceptual Fields Faith, Hope, Love in Religious Christian Discourse (based on the National Corpora of the Russian Language)

The given article is dedicated to the issues of corpus linguistics and working out the principles of corpus-based discourse analysis. The author gives brief characteristics of the tendencies of corpus studying in Russian and European linguistics and offers the integrated methodology of religious Christian discourse modeling based on the National corpora of the Russian language with the usage of statistic and semantic-cognitive methods of analysis.

Keywords: corpus linguistics, corpus-based discourse analysis, religious Christian discourse, conceptual field, collocates, thematic spheres, linguo-cognitive modeling.

DADASHEVA A. T. On Mistakes in Children's Writing

The article provides analysis of four novels and five short stories written by children at the age between seven and twelve years old. The author defines reasons of grammar mistakes and slips of the tongue in children's texts. As the investigation shows, type and number of the errors depend on age of children.

Keywords: children's writing, slips of the tongue, grammar mistakes, narrative, perfective aspect, imperfective aspect.

DANILENKO Yu. Yu. Dialogue with the City in the Poetry of Perm Young Authors

The article gives an account of the study of models and forms of territorial identity on the material of modern Perm poetry. Here we focus on the analysis of reception of space in the literary work of the younger generation of Perm poets..

The younger generation ceases to perceive Perm as a provincial town; however, the city does not acquire the status of a metropolis procuring opportunities for personal fulfillment. Geopoetical focus of contemporary Perm text represents an empty space closed in a belt of highways where the subject feels totally unfree and lonely.

Keywords: Territorial identity, dialogue with space, geopoetics, regional literature, local text.

DANKOVA T. N. Metaphorisation in Russian Agricultural Terminology

The article analyses Russian agricultural terms formed as a result from the phenomenon of metaphorical hyphen. Theoretical problems concerning the role of lexical and semantic processes in the forming of terminological nominations are also covered. Agricultural terms which appeared as a result of metaphorical rethinking are described from the standpoint of temporal appearance in Russian language and the method of their formation.

Keywords: agricultural terminology, the system of terms, lexical and semantic method, metaphori- sation, revision of morphological paradigm.

ERMOLAEVA Yu. A., KOROTKEVICH M. A. Semantic Microfield Verbs of Speech in Russian dialects of Bashkiria

The paper presents the model of semantic differences description of dialect words belonging to the lexical-semantic group of verbs of speech (speaking). They are specified in dialects of Bashkiria. General and specific laws of the meaning development of a dialect word in the system of various dialects spoken by different nations are discovered. The results of searching language nomination processes in

accordance to productive trends are also presented in the paper. Description of dialectal verbs in Russian dialects of Bashkiria allows making a complete procession and event-driven picture of the world.

Keywords: Russian language, semantics of a dialect word, dialect differences, interdialect contacts.

GASHEVA N. N. Culturological aspect of 1980–2000-s Perm poetry

The article is aimed at studying spiritual and aesthetic experience of the Perm poets at the turn of the centuries as expression of artistic explorations of the post-modern epoch since art has always been regarded as a universal form of cultural self-consciousness. The concepts and categories of philosophy, aesthetics and culture theory form the basis of the methodological approaches to the works by V. Kalpidi, Yu. Aslanyan and Yu. Belikov. The complex approach, which combines hermeneutic, axiological and phenomenological principles for research of the Perm poetry in the context of the turn of the XX–XXI centuries, allows the author to identify the characteristics of the Perm poets' artistic thought (existential view of man, anti-utopian perspective, and play attitude to traditions). Thus, these Perm poets are among the symbolic figures of Russian postmodernism in contemporary Russian literature. The author reveals common properties shared by the Perm poets and All-Russian postmodern poetry. On these grounds the author proves that in the works by V. Kalpidi, Yu. Aslanyan and Yu. Belikov the tendency to overcome mental and stylistic (mimicry and dehumanization as despair) entropy and search for new creative synthesis is observed at the level of the author's artistic mythology and aesthetics. Aesthetic ontologism of their creative strategies maintains relations between the Perm poets and Russian culture traditions. It determines further creative and research prospects.

Keywords: Perm poetry, culture of postmodernism, existential consciousness, anti-utopian view, play, mimicry, dehumanization as despair, mental and artistic synthesis.

GOLOVANOV I. A. In Search for the Hero of Time in A. Platonov's Journalism and Artistic Skill of the 1920s

The article analyzes the uniqueness of the comprehension of the hero in Andrey Platonov journalism and artistic skill. It is asserted that in the writer's works the polysemantic and contradictory type of character appears from the very beginning, paradoxically combining active and passive-contemplative principles.

Keywords: Platonov-artist, Platonov-philosopher, text, image, motive, selectness, demonism.

KATAYEV F. A. Internet Blog as a Form of Poetic Community Existence (based on the Group ODEKAL)

The aim of the article is to analyze the latest period of existence of one of the largest non-formal poetic communities in Perm – *ODEKAL*. Entries from *ODEKAL* online blog served as the primary research material.

It is shown that trickster strategy of *ODEKAL*'s members adopted at the moment of group's establishment (early 1990-s) has not only been preserved in the blog but also has acquired some new characteristics.

Keywords: Internet blog, *ODEKAL*, trickster, literary strategy, literary routine, mystification.

KRAVETS T. V. Verbal Means of Linguistic Realization of the Functional Semantic Category ABSCHIED

In the article the linguistic ontology of the functional semantic category *ABSCHIED* is revealed and a means of its structuring – a functional semantic field of the same name is constructed. The results of the research allow confirming that German disposes of a spacious complex of verbal means for actualization of the functional semantic category *ABSCHIED*. This fact testifies its multifaceted character.

Keywords: functional semantic category, lexical units, FSF, nucleus, periphery, actualization, *ABSCHIED*, verbal means.

KURASHKINA N. A. Ecological Informativeness of Scientific Bird Names (based on Passerine ornithonyms)

In the article Latin, Russian, English and French scientific bird names (*Passeriformes*) are analyzed with the aim to reveal their ecological potential necessary to sustain close interconnection between man

and nature and gradually form an ecoanthropocentric outlook. Motivating features of ornithonyms that give an integral conception of the passerine birds' habitat, food and nidification are considered.

Keywords: ecolinguistics, ornithonym, motivating feature, ecological motivatedness, eco-ethological motivatedness, bionym, phagonym, ergonym.

MALTSEVA N. A. The History of the Komi-Permian Proper Name 'Otopkovo'

The article reveals the etymology of Otopkovo - the name of a Komi- Permian village. The article is based on field data of the author, historical legends about ancient Tschud, ethnographic works, dictionaries and toponymic research.

Keywords: Komi-Permian, etymology, toponym, Otopkovo, Tschud, pagan religion, Christianity.

NESTEROVA N. M., POZDEEVA E. V. The Language's "Dictates" and the "New Word"

The article deals with the relationships between the individual and the language. Being a system of formalized elements the language imposes the rules of their usage and this is how the language conventions are created. At the same time a language itself opens up a lot of opportunities for individuals to eliminate and overcome the system's dictates. These opportunities include occasional neologisms (in particular, author's metaphor and nonce words). They are considered to enable an individual to "control" the language and manipulate language conventions and, therefore, to create new meanings. The article considers the concepts of language as an «enforcement» tool, analyzes the essence of the author's metaphor and nonce word as means of language creativity and presents the data obtained in the experiment carried out to reveal the possible interpretations of occasional words.

Keywords: language, norm, creativity, stereotype, metaphor, nonce word.

RUSSU A. N. Word Variance in Colloquial German

The article deals with the peculiarities of word variance in modern colloquial German. Word variants are considered as formal word modifications within the semantic and morphological identity of the word. The author analyzes the main types of phonetic, morphological and orthographic variants of German colloquial words.

Keywords: variance, word variant, identity, colloquialism, colloquial German.

SERGODEEV I. V. Poetic Text Constitutive Characteristics Description in Accordance with Basic Principles of Synergetics (based on James Douglas Morrison Poem "The Lords")

The article describes the authors' function while writing a text. A brief description of the concept "semiosphere" is introduced. Constitutive characteristics of a poetic text in terms of synergetics are described. The definition of the concept "poetic text" is presented.

Keywords: poetic text, self-organization, semiosphere, synergetics.

SEVASTYANOVA V. S. Images of Movement and Stillness in a Linguistic World View of German Romanticism

The article of V. Sevastyanova is the comprehensive experience of the images of movement and stillness in a linguistic world view of German romanticism. Based on the comparative analysis of Novalis and Hölderlin texts, V. Sevastyanova comes to the conclusion that the purpose of the world creation's experiment of the German artists and of the romantic movement and wandering was not a building of a new and better world, but a complete denial from the being, the fall in the void.

Keywords: German romanticism, linguistic world view, Novalis, movement, stillness, Hölderlin.

SIDYAKINA A. A. Ural Poetic Video-Art in the Process of Formation of Russian Videopoetry

The article is devoted to the history of development and modern state of the Ural poetic video-art – bright artistic phenomenon, component of "The Ural poetic school". The founders of Ural poetic video-art were representatives of the Perm literary underground. The article gives a brief description of modern art research and an achievement of the Ural videopoets, the names of the lead authors and Directors, mentions the main stylistic peculiarities: complex visual metaphors, rhythmic installation and paradoxical counterpoints.

Keywords: poetry video-art, videopoetry, modern Ural poetry, a synthesis of arts.

SIMAKOVA S. I. Infographics as a Visual Means of Economic Information in Mass-media

The most common way to get information is mass-media. Media market is forced to use various modes of economic information transmission. Infographics being a modern tool of economic information transmission the author gives examples of its use in the materials of RIA "Novosti" (section of "Infographics" heading "Economy"). Performing a qualitative analysis of the sample material based on a typology of infographics through the functional principle the author gets the results showing that the economic infographics in our country is just beginning to take up the data. On the basis of RIA "Novosti", the author notes the economic prospects of the use of infographics.

Keywords: journalism, media, infographics, economic information, RIA "Novosti".

SHARAFUTDINOVA O. I. Speech Means for the Image of a Rhetorician in the Soviet Political Discourse in the 1960-s

The analysis of speech of the secretary of the Central Committee of CPSU F. R. Kozlov at the XXII Congress of CPSU reveals speech tools for an image of a rhetorician. The main general and individual characteristics of Soviet rhetoricians of the Thaw period are pointed out.

Keywords: Soviet political discourse, image of the power, image of a rhetorician, 1960-s, Thaw, CPSU, XXII Congress.

SHIROKOVA I. A. Author of a Literary Text: Reflection in the Reader's Mind

The article is devoted to the study of notions which describe the reflection of the author of a literary text. The features formed in the mind of the reader, the image of the author and its position towards the problems and idea of the literary text are specified. The novel of V. Pelevin is used as a practical material of the study.

Keywords: literary text, the image of the author, surface level, underlying level.

SLOUTSKAYA K. A. The Role of Graphical Visualization in Concrete Poetry Verbal Component and its Semantization

The article under consideration deals with the classification of Russian and English visual poetry verbal component arrangement (a mass, in circle, in lines, chaotically, in shapes, in pictures). A comparative qualitative and quantitative analysis lets the author come to the conclusion that such arrangement brings additional meanings to the visual poem depending on the type of chosen verbal component arrangement.

Keywords: visual poetry, verbal component, decoding, semiotically non-homogeneous text, hermeneutics.

TASKAEVA A. V., KREMENSKOVA O. A. "A Hero through the Eyes of the Young (According to the Data of an Association Experiment)"

The article is aimed at diagnosing the image of a hero through the eyes of the present-day young people according to the data of an unrestricted association experiment. The study is relevant due to the need in formation of an image of a hero contributing to identifying value guidelines for the coming generation. Interpreting the results, we have built an associative field for the stimulus lexeme "hero". The core of the field is made up with the lexemes *war*, *strength*, *feat* and *valour*. The reaction words are classified into 3 main groups: paradigmatic, syntagmatic and thematic. The obtained data give us a chance to determine the etymological, conceptual, cultural, axiological and imaginative components of the concept "hero".

Keywords: hero, psycholinguistic experiment, method of unrestricted associations, the youth.

TSARIKAEVA F. A. Theoretical Basis of the Study of Subordinate Clauses in German Linguistics

In this article we analyze the study of subordinate clauses in German linguistics. The analysis of subordinate clauses and their means of coordination with the main clause can be distinguished by different principles of classification of subordinates. In the first case they are equated to the parts of a simple sentence (traditional or syntactic principle), in the second case are differentiated according to the meaning of conjunctions and conjunctive words (semantic principle), and the last – are compared to this or that part of speech (morphological principle).

Keywords: German language, syntax, subordinate clause, traditional (syntactic) principle, semantic principle, morphological principle.

VERINA U. Ju. Poet in the Book of Poems and Anthologies (based on contemporary Ural poetry)

Purpose of the article is to analyze the specific functions of the author and the text in the book of poems and anthologies. Research material is a book of poems and publications in anthologies “Ural Modern Poetry” 1997–2003 and 2004–2011, “Ekaterinburg 20:30” (by E. Simonova). At the forefront of the collection comes lyrical poet ingenuity, because way of publish implies “reduction” of the genre. In the collections of anthologies poet appears not only as a mouthpiece of their skills, but also as a mouthpiece of zeitgeist, of the specificity of poetic generation and the publishing concept. The variation of the texts meanings that arise when transferring poems from the holistic context to fragmented, identify the specific properties of the art contexts as well as poetry and contextual autonomous units.

Keywords: book of poems, anthology, contemporary Ural poetry, E. Simonova.

VERNIK A. G. Theory of Social Media in the works of Marshall McLuhan

Theory of Social Media — a topic, which active learning begun at the second part of XX century. One of the first professionals to open this theory became Marshall McLuhan and for the long period of time, in fact, he was the only one, who learned this part of our life. In this work A. G. Vernik describes works of Marshall McLuhan and concludes with the importance of this study and predicts the further development of Social Media.

Keywords: Social Media, McLuhan, Internet, netocracy, communication, information, media, Web.

VOLOSHINA I. S. Encyclopaedic Discourse Characteristics in On-Line Lexicographic Term Description

This article is written within terminography. It is devoted to discourse characteristics of special dictionaries. The present work is focused on the identifying encyclopaedic discourse characteristics involving comparative analysis of scientific, academic and computer discourse characteristics. In the study the author analyses and tests derived encyclopaedic discourse characteristics on the basis of a dictionary entry “Diamond” in the free encyclopaedia Wikipedia.

Keywords: encyclopaedic discourse, scientific discourse, academic discourse, computer discourse, characteristics, on-line dictionary.

YAKOVLEV A. A., TELESHEVA S. V. Aspects of Professional Worldview of University Teachers

The paper discusses the language worldview of the university teacher and their attitude to the professional work environment though the method of free association. 35 teachers of Siberian Federal University participated in the experiment; their gender and age were not considered. The received data was analyzed and classified into different groups. As a result, some conclusions were made considering language world view of university teachers.

Keywords: language worldview; method of free association; personification; personal connotation; psycholinguistics.

ZAGIDULLINA M. V. Existence of Poetry in the Information Space as Dialogue: from Ural Poetic School 1.0 to Ural Poetic Movement 3.0

The article is devoted to contemporary poetry considered as a social institution. According to the major principle of Modern Society, the informational field can be accepted as the only field of existence of any phenomenon. Poetry is seen here, as an example of this general principle. In Russia we are experiencing a real chaos of poetic activity. The creator of this School and Movement is a Ural poet, Vitaly Kalpidi. In this article the author interprets Kalpidi’s “cultural hero” model of behavior through the modern informational theory of web-concept (web 1.0, web 2.0, web 3.0). The author supposes that the future of “The Ural Poetic School” depends on the ability of such a social phenomenon as a poetry to changes from a 1.0 model (“delivery” to readers of filtered poems with a monopoly on the selection filter) to a 3.0 model where the poetic movement would find internal motivators and mechanisms of auto-reproduction and automatically generate its external audience

Keywords: poetry, “The Ural poetic school”, “The Ural poetic movement”, poetry as a social institution, the reproduction of cultural models, V. O. Kalpidi.