SUMMARY

ABDRAKHMANOVA O. R. Translator's mistakes role in translation and interpretation training

The paper studies the positive role of translator's mistakes in translation and interpretation training. The author accentuates the fact that translator's mistakes represent didactic material requiring a special approach of a teacher.

Keywords: translator's mistake, translation norm, interpretation training, professional translation.

BALAKIN S. V. Cognitive syncretism of forming terminological apparatus in Russian and French languages (based on the example of rail transport terms)

The article regards cognitive bases in the formation of terminology of railway transport. The propositional approach was chosen as a method of analysis as it is best to show the elements of conceptual characteristics which are used in term formation. As the research showed, the main conceptual features underlying the formation of terms are object, predicate and various kinds of circumstances. The above mentioned conceptual characteristics have ontological feature and they are universal.

Keywords: term, conceptual derivation, concept, proposition, object, predicate, syncretism.

BELOZEROVA N. N. Crushing archetypal concepts

The conceptual opposition "THE SAME/OTHER" has long ago become the subject of research for political and cultural linguists. Meanwhile since great thinkers and writers have grown aware of its dominant character they started to search the ways to crush it. In this regard the author considers several classical texts, starting with the New Testament parables Shakespearean tragedies, a piece from John Donne " Meditation" to James Joyce's novels where the ways to crush this opposition are outlined, including semiotic and linguistic. The work is done within the framework of conceptual inversions theory.

Keywords: conceptual opposition, "the same/other", substitution, semiotic, denomination, metaphorisation, emulation.

BOBYKINA I. A. The actuality of introduce in foreign language teaching new tools for the development of cognitive potential of students studying a foreign language.

The article substantiates the actuality of the introduction of new tools for the development of cognitive abilities of students. Disclosed didactic opportunities of modern means of education with the objective of enhancing the cognitive potential of students studying a foreign language.

Keywords: didactic means, relevance, cognitive potential, actuality, foreign language education, the subject.

BOLDYREV N. N. The role of the cognitive context in world and world knowledge interpretation

Two types of interpretation are analysed: basic world interpretation at cognitive and linguistic levels, and secondary world knowledge interpretation in language. Special attention is drawn to conceptual topical domains and categories as cognitive contexts and their role in implementing two types of interpretation, in construing and rendering secondary (interpreting) meanings of linguistic units.

Keywords: cognitive context, interpretation, conceptual topical domains, lexical category, interpreting function.

BOROZDINA I. S. The study of relational speech acts in cognitive paradigm

The article deals with the theoretical aspects of the study of relational speech acts in cognitive paradigm. The author's idea is to extend the existing procedure of cognitive modeling by the use of the method of relational transformations. Special attention is paid to the analysis of perceptual and procedural characteristics of relational speech acts and the functional aspect of categorization of spatial relations.

Keywords: relational speech act, cognitive modeling, method of relational transformations, spatial relations, preposition, categorization, conceptualization, verbalization.

BOUBNOVA A. S. Translation transformations in French and Russian versions of the Japanese animated fantasy film "Spirited away" by Hayao Miyazaki

The big difference in structure, grammar and culture makes the translation of Oriental languages extremely difficult. This article tackles some difficulties (cf. lexical and grammar substitution/addition) of Japanese-French and Japanese-Russian translation, based on the two versions of "Spirited Away", a Japanese animated fantasy film written and directed by Hayao Miyazaki.

Keywords: translation studies, translation transformations, Japanese studies, culture references.

CHASHCHINA A. M. Communicative effectiveness of a politician in the English political discourse

The work is dedicated to the notion of communicative effectiveness in political discourse, which is viewed through the communicative strategy of persuasion. It gives an overview of certain tactics within the strategy. Based on communicative purpose the following tactics are proposed: meaningful estimate, contrastive analysis, illustration, promise, call to action. In the research the verbal means of strategy realization and their frequency in political interview are studied. According to the results the most frequently used are found to be the argumentative and agitational strategies, which account for 56 % and 44 % correspondingly.

Keywords: communicative effectiveness, political discourse, political interview, strategy of persuasion, argumentative strategy, agitational strategy, contrastive analyses.

DUDAREVA Z.M. «Price» concept in advertising texts

The article touches upon the issues of the research of advertising texts from the position of the use of the concept «Price». The price factor is an essential component of advertising as motive benefits is considered one of the most significant from the point of view of the ordinary buyer. The author cites examples that demonstrates a persuasive potential of the considered concept.

Keywords: advertising, concept, a metaphor in advertising, the pragmatic capacity of metaphors, reasoning, language game.

EVTUSHYNA T. A., KOVALSKA N. A. The economic discourse as object of linguistic research

Article is devoted to research of an economic discourse as separate type of an institutional discourse. It is characterized the basic signs of an economic discourse. It is opened the syntactic potential of an economic discourse on a material of the Ukrainian periodical press.

Keywords: discourse, institutional discourse, economic discourse, syntactic phenomena.

GAVRILOVA E. V. How to use omissions without getting lost in translation, or the "When-in-doubt" principle (based on scientific and technical documentation in French)

Pleonastic contexts are what make omission necessary or at least useful when translating a written text. We suggest a five-element scale of such contexts, ranging from those that do call for omission to the most subjective ones, as they depend on the language system, linguistic usage, intra- or intertextuality reasons, situation or stylistic grounds. Omission can also be used, though in moderation, to cover a non-understanding error, but that requires full understanding of the rest.

Keywords: competence, communicative approach in translation, omission, obligatory shifts.

GERASIMCHUK M. S. «Man» as object in the cognitive model of visual perception in the stories the early 21st century

The objective of this article is a description of a concept "man" as object in the cognitive model of visual perception. For achievement of this purpose we need to solve the following problems: to reveal realization of a concept "man" as object of perception, to analyze syntactic models which it enters, to specify their features.

Keywords: an object of perception, syntactic concept of visual perception, cognitive model, visual image of man

GOLOVANOVA E. I. Image, the notion, gestalt as formats of professional knowledge

The article discusses the views of professional knowledge in the form of certain formats. It is stated that the selection of the format for the conceptualization of professional knowledge fragment depends on the nature of the professional activity. The focus of the article is based on the existence of three main formats of professional knowledge: image, concept and gestalt, which are analysed with specific examples.

Keywords: professional knowledge, format, image, concept, gestalt.

ISSINA G. I. To the problem of conceptual modeling of comparative phraseological units

The article is dedicated to the research of mechanisms of creating the figurative phraseological worldview that facilitates the penetration into the mysteries of human cognitive activity on creative development of the world, contributes to clarifying the functional significance of phraseological units and their place in the implementation of communication.

Keywords: cognitive phraseology, concept, modelling, sense.

KAKSIN A. D. Understanding and reflection in evidence language and clearness of world around (on the example of languages of different structure)

Article contains reflections about existence and development in languages of different structure certain, cognitive motivated, fragments that confirms possibility of adequate reflection of some important for this ethnos of the parties of reality. In particular, idea (concept) realized by all ethnic communities of evidence and clearness of world around is analyzed on the example of phrases and offers of the Khakass and Khanty languages (and their translations into Russian).

Keywords: cognitive linguistics, perception of world around, reflection in language, evidence, evidentiality, means of verbalization, languages of different structure.

KAKZANOVA E. M. Lingvocognitive description of mathematical texts

The article deals with the frame structure of mathematical texts. The structure of mathematical texts in Russian is compared with the structure of mathematical texts in German. The founded frames help imaging the principles of the structuring of the mathematical text. The other aspect of the linguocognitive describing of mathematical texts is the categorization of the terminology. The categorization of the terminology is considered on the example of the mathematical eponym terms.

Keywords: frame, eponym terms, science language, mathematics, categorization, categories of mathematical eponym terms.

KALININ S. S. About the applying of the distributed cognition theory to analyze the structure of conceptual images

The article deals with the applying of the distributed cognition theory to analyze symbolic images and their structure. It's shown on the basis of the eddaic verse "The Sayings of the High One". The importance of symbolic images conceptual structure analyzing is demonstrated to engineer the Old German language consciousness.

Keywords: the distributed cognition theory, concept, gestalt, symbolic image, conceptual meanings, Old Norse language, Poetic Edda.

KLESHCHENKO E. M. Realization of the informative strategy of the doctor in medical discourse

In the research under consideration we have touched such field of linguistics as discourse analysis. Medical discourse is oral institutional discourse, which presents status inequality of the patient and doctor in definite time-space characteristics of communication which answers the need of protection of health and works in practice with the help of communicative strategies and tactics. Informative strategy works in practice with the help of three tactics: tactic of granting of information, tactic of getting of information and tactic of consolation of the patient.

Keywords: discourse analysis, medical discourse, informative strategy, tactics.

KONOVALOVA M. V. Correlation of koherence, evocation and communication

In the article correlation of coherence, evocation and communication is considered, the relation of the cognitive process of evocation and coherence with processes of communication within a particular type of discourse. As an example for the consideration the virtual media discourse is selected, as it is most revealing in terms of the implementation of these processes.

Keywords: coherence, evocation, communication, media discourse, virtuality, reality, information space.

KOVALCHUK L. P. Integration of antropomorphic blends in Russian fairytale discourse (on the basis of the input space "woman")

This article reveals the peculiarities of the integration of antropomorphic blends in Russian fairytale discourse with the help of conceptual integration theory by G. Fauconnier and M. Turner. On the basis of encyclopedic materials and folklore sources the article focuses on the formation of the input space "woman" and describes the scheme of its conceptual integration with other mental spaces, belonging to the anthropomorphic sphere.

Keywords: metaphor, conceptual integration, mental space, input space, blends.

KOSHKAROVA N. N. Dialogical genres of conflict and congruous types of discourse

The paper is devoted to the analysis of dialogical genres in the framework of conflict and congruous types of discourse. The political interview, the conflict dialogue-interview, press conference serve as a material for analysis. The author comes to the conclusion that each of the above-mentioned genres possesses its own structural peculiarities which determine their functioning either in conflict or congruous discourse.

Keywords: dialogical genre, conflict discourse, congruous discourse, political interview, conflict dialogue-interview, press conference.

MAGIROVSKAYA O. V. Discourse in the prospects of its cognitive research

The article views discourse from a cognitive perspective. Discourse is given a specific categorial status in the system of language and speech. Major cognitive characteristic features of discourse are focused upon. They are regarded as basic guides to the prospects of cognitive research of discourse.

Keywords: discourse, cognitive-and-communicative cooperation in discourse, subject of discourse organization.

MASLENNIKOVA E. M. Assimilation as the tendency of modern literary translation

In the process of literary translation as a text-induced communication, two spheres of the author and the translator are met. When interpreting verbal signs, interlingual translation and intersemiotic translation are based on the heterogeneity of languages and cultures that leads to texts' acculturation, assimilation, adaptation, and hybridization. The article discusses modern strategies for literary translation.

Keywords: bilingual text communication, literary translation, assimilation, cultural heterogeneity.

MATVEEVA A. V. The place of radiodiscource in the discource diversity

In the article the author dwells upon the characteristics of radiodiscourse as a type of oral and mediadiscourse. Special attention is paid to the peculiarities of radiodiscourse which, despite having some universal features of both oral and mass media discourse, has an independent position and a certain place in discourse diversity.

Keywords: discourse, oral discourse, mediadiscourse, radiodiscourse.

MAXIMTCHIK O. A. Truth as an object of cognitive study

The article is devoted to the problem of interaction of human, language and culture. Each national language mirrors objective reality, creating a particular linguistic picture of the world of a certain ethnos. In culturally important concept "truth" universal characteristics co-exist with peculiar national features inherent in each language and culture.

Keywords: linguistic picture of the world, concept, universal concept, concept "truth".

NEFEDOVA L. A., REMKHE I. N. From the transformation of the language to the representation of thought: a short analysis of cognitive issues in the theory of translation

The article focuses on the main steps of the establishing of the translation theory. The author discusses how concepts «transformations» and «equivalence» develop and evolve within the frameworks of different approaches of the classical and modern linguistics in the works of Russian and foreign scientists.

Keywords: transformations, equivalence, cognitive, epistemic.

NIKIFOROVA E. Sh. Major tactics of emotional influence strategy in American trial discourse

In the analysis of emotional influence strategy tactics in American trial discourse the author singles out the most common features in the implementation brought about by ethnic and cultural specificity. Among the most commonly used tactics the following ones are those of professional representation, building up the circle of "those who belong" and "those who don't" to a socially acceptable group, compliment, dialogue imitation, analogy.

Keywords: emotional influence strategy, tactics, linguistic culture, trial discourse.

OLIZKO N. S. Conceptual fractal modeling

This article is devoted to the study of J. Barth's hypertext from the point of view of fractal modeling. Fractals help building some conceptual integrity, providing concepts' combining in the hypertextual space where each successive element develops potency of the previous, thus surpassing the meaning of each element alone.

Keywords: concept, fractal modeling, belles-lettres discourse, hypertextuality.

PASTUKHOVA O. D. Main functions of dysphemisms and the reasons of their usage in political discourse

The article dwells upon such a problematic issue in the political discourse as the usage of dysphemisms, which is contrary to the notion of euphemism. Based on the material studied four main reasons of the usage of dysphimisms are described in this article.

Keywords: dysphemia, dysphemism, political discourse, aggression, euphemism.

PESHKOVA N. P. Problems of discourse comprehension in psycholinguistic and pragmatic aspects

The article is devoted to discourse comprehension problems investigated within psycholinguistic and pragmatic paradigms. One of "text psycholinguistics" tasks is constructing interactive comprehension models developed by the author. Another problem discussed is experimental studying verbal impact by means of the models mentioned. Psycholinguistic experiments results based on "internal text" method prove the idea of "active recipients" resisting verbal impacts in discourse activities.

Keywords: comprehension, discourse, text-type, text sense-content, "internal text", interactive comprehension model, verbal impact, "counter text".

RAZUMOVSKAYA V. A. The literary image as a translation unit: Bulgakov's Margarita

The article deals with the "eternal" problem of the translation studies – the problem of the translation unit. Being a heterogeneous formation, a literary image consists of a number of semantic levels and elements which permits to consider a literary image as a translation hyper-unit. The complex multilevel nature of a literary image determines the application of different translation strategies.

Keywords: poetic translation, literary image, translation unit, complimentarity principle, integrative approach, symmetry, «The Master and Margarita» by M.A. Bulgakov.

SALIKHOV A. Y. Communicative and pragmatic peculiarities of talk show discourse as exemplified by US TV programs

The article is dedicated to communicative and pragmatic peculiarities of the US talk-show discourse. Talk shows are a popular phenomenon of the modern society considerably affecting worldview of many people. It is important to determine the basis of popularity of talk shows and develop communicative

competencies in order to analyze the information given therein. The article presents an analysis of methods of achieving communicative success by listing extracts from US talk shows (e.g., The Oprah Show).

Keywords: communicative and pragmatic peculiarities, communicative success, talk show.

SAMKOVA M. A. The study-text in linguo-synergetic approach

The article is devoted to the invariant construction of a study-text. The invariant is based on the golden ratio and symmetry/asymmetry as the main principle of the method of position analysis in the linguo-synergetic approach. The invariant reflects structure-forming repetitions that are distributed among the certain intervals. It shows the degree of symmetry and the type of the study-text structure.

Keywords: linguo-synergetic approach, text symmetry, method of position analysis, symmetry/asymmetry, invariant of text structure.

SARAYEV L. O. Lexeme «der pflug», the specialities of its derivatives inside the concept "work".

The article is connected with a research of the concept sphere «Deviant behavior» and its representation through the lexicon designating tools. The research reconstructs the concept sphere structure and its stuffing in the German language. The article reflects the usage of the lexeme *der Pflug* inside the given concept sphere.

Keywords: the German language, the Germanic languages, the cognitive linguistics, lexicology, concept, conceptualization.

SEDOVA N. A. Axiological connotations of the category "part-whole" in advertising and song discourses

The article examines the advertising texts and the texts of lyrical songs that represent the views of a part and a whole and that implicitly contain axiological information. The connection is established between the verbal, conceptual and mental levels of the advertising texts and of the texts of lyrical songs that contain the lexemes with the semantic feature "part" or "whole" in their meaning.

Keywords: part, whole, discourse, advertising text, text of lyrical song, ways of linguistic representation, axiological connotations.

SEREBRYAKOV A. A. Cognitive basis of the text form fragment in german philosophic-aesthetic discourse of 18–19th centuries

The article deals with the questions of formation and functioning of the fragment, a new text type of German lingvoculture, at the end of 18th-beginning of 19th centuries. It emphasizes the pragmatic and lingvocultural specifics of the fragment in German socio-cultural context.

Keywords: anthropocentrism, fragment, text type, romanticism, cognitive-pragmatic approach, fragmentary thinking, cultural-historical context.

SHEFER O. V. Discourse instruments' of Knauf communication management

With the aim to increase its competitive power in the market of building materials, KNAUF actively utilizes innovative instruments of communication management that shapes its reputation. One of the most efficient instruments of controlling information flows in communication management is PR discourse, which reflects the activity of the company and helps to shape and support its reputation in the public eye.

Keywords: communication management, PR Communications, PR discourse, press release.

SHEPELEVA D. A. Conceptual metaphor as a mechanism of figurative meaning formation of compound nouns in modern English

This article deals with the aspects of formation of figurative meanings of compound nouns N+N. Figurative meanings of these compound nouns are analyzed based on concepts determining original meanings of compounds, contextual information and such cognitive mechanisms as conceptual metaphor and elaboration.

Keywords: Compound noun, figurative meaning, metaphorical model, cognitive mechanisms.

SHKATOVA L. A., KHARCHENKO E. V. Linguistic means and techniques used for attracting consumers (on the basis of commercial organization's mailing discourse)

The paper deals with the linguistic means and techniques of influence on Russian consumers. The material for analysis is letters of commercial organizations offering goods by mail. The analysis has revealed the language means of influencing the customer's choice: paragraphemic devices, imitation of documents, elements of the official business style, intimization and others.

Keywords: theory of language, organizational linguistics, commercial organizations discourse, linguistic manipulation, linguistic means and techniques.

SIBIRYAKOV I. V. The phenomenon of cognitia in scientific discourse

The article deals with an analysis of some key categories of cognitive science along with their logical and epistemological definitions.

Keywords: cognitia, discourse, concept, definition, speech, verbal thinking.

SOROKINA J. V. Self-presentation strategy as the basic entity of an effective interaction in pedagogic discourse

The given article dwells upon the problem of effective speech intercourse as well as self-presentation strategy actualization in pedagogic discourse. The objective of the article is to describe basic characteristics of self- presentation strategy: its understanding, main tactics and styles.

Keywords: speech interaction, self-presentation strategy, tactics, self-presentation strategy styles.

SUSLOVA O. V. Creating student motivation towards foreign language learning in higher school

The article deals with the problem of motivation: creating sustainable interest towards foreign language learning in higher school through positioning the foreign language as a means of communication in accordance with the principles of pragmatics.

Keywords: motivation, communication, learning English as a second language, principles of pragmatics.

TALAPINA M. B. Discursive usage of phraseological units as a means of verbalization of individual pictures of the world

The paper presents development of colour semantics of Russian phraseological units with the "white" component. Phraseological units with the "white" component are considered as linguistic means manifesting the achromatic concept proper both in language and discourse. In terms of semantic development of phraseological units preserving the colour meaning of the adjective *white,* cases of semantic shift and transfer are found. Potential semes of the "white" component are considered, making it possible to determine *white* concept attributes on distant periphery. The conclusion is made about importance of varying semantics as a means of conceptualizing individual knowledge.

Keywords: cognitive linguistics, world image, collective knowledge, individual world image, achromatic, concept, phraseological unit, symbolic meaning, speech variation; potential seme.

VLASOVA T. M., DYUZHEVA M. B. The use of precedent texts in the "Rolling Stone" article titles

The article deals with the use of precedent texts in the titles of the articles in the "Rolling Stone" magazine (Russian edition). The authors consider precedent texts as a linguistic phenomenon and the patterns employed in the use of them.

Keywords: precedent, precedent text, characteristics of the articles' titles, realization of a precedent text, precedent text's sources.

VORONTSOVA T. A. Scientific and popular discourse in modern Russian mass media (problems of genre and style)

The Problems of scientific and popular genre and style texts is viewed in the article. The formation of new genre forms and stylistic scale widening of scientific and popular texts in modern Russian mass media are studied.

Keywords: style, scientific and popular substyle, genre, text, mass media, addresser, addressee.

YURKEVICH V. V. Political and literary types of discourse: differences and similarities

The article presents a comparison of a political discourse and that of the literary text. It starts with the definition of what a discourse is, continues with the definition of two discourses under examination and their main functions and ends with the comparison itself.

Keywords: political discourse, literary discourse.

ZAJCHENKO S. S. Concept as a means of describing semiotic and synergetic peculiarities of discourse structure

Concept is viewed as a means of describing semiotic and synergetic peculiarities of discourse structure. System-forming concepts function at the mega-level of the semiosphere and the micro-level of a text and define the structure of discourse. The dynamic nature of the concept provides a possibility of applying fractal sets as models to reconstruct the process of concept self-organization and show some peculiarities of discourse structure.

Keywords: artistic discourse, semiotic and synergetic organization, concept, fractal.

ZYKOVA S. A. Cognitive strategies in the translation process

This article is aimed to explore the ways of developing specific cognitive strategies in the translation process. The strategies are used in resolving particular translation tasks with the aim of revealing the semantic and communicative potential of the language sign. The detailed study of the linguistic context (inferencing), elaboration and text type defining on the first level of the translation process, searching for the conceptual meaning on the second, and following the principle of the dynamic equivalence on the text production level must contribute finally to the unveiling of the communicative function of the text under investigation.

Keywords: cognitive approach, cognitive strategy, conceptualization, translation model, dynamic equivalence