SUMMARY

BEZROUKOV V. A. Specific Features of Facial Expressions and Gestures Under Altered States of Consciousness and Means of their Nomination in Stage-Directions

The article deals with the specific features of kinetics actualized under the influence of altered states of consciousness and the peculiarities of naming units used to manifest those features in stage-directions. The author puts forward the classification of naming units of facial expressions and gestures of a person determined by psychological mechanisms of intense emotional stress. To conclude, the author speculates about the possible implementation of the classification.

Keywords: altered states of consciousness, psychophysiological mechanisms of behavior, nonverbal elements of communication, gesture, facial expressions, naming units, classification, stage-remarks.

BUZAEVA Y. A. Invariant tendencies of inner division of the text of a sonnet

The article deals with invariant tendencies of inner division of the text, which are characteristic for many different authors, and the processes of text forming which accompany them. The method of positional analysis developed by G.G. Moskalchuk make it possible to study text as a natural object. This method allows to study big numbers of texts defining their similarities on the highest level avoiding minor details.

Keywords: text, form of a text, invariant, model, positional analysis, text forming.

DAVYDOVA I. V. Linguocultural Representation of a Literary Situation "Interrelations in Marriage" in A. Chekhov's "Fidget" and S. Maugham`s "The Painted Veil"

This article is devoted to the research of linguistic and cultural peculiarities of the representation of literary situations in Russian and English novels. Some specific national and cultural features of family life in England and Russia are described in the article, expressive means and stylistic devices used by A. Chekhov and S. Maugham are analyzed. Linguistic and cultural similarities and differences are figured out in this article.

Keywords: typology of literary situations, linguocultural aspect, individual style, stylistic devices, expressive means of a language.

DZHABRAILOVA S. R. On Semantic Filling of "Nature" Concept in Lezghin and Russian Languages

The article considers possible interpretations of "nature" concept in Russian and so far little examined Lezghin, one of the languages of multinational Daghestan. Dictionary articles as well as possible collocations with word-components of lexical and semantic field "nature" are under discussion. There are parallels done between semantic meaning of the lexemes "priroda" in Russian and "tebiat" in Lezghin languages.

Keywords: "nature" concept, polysemantism, synonymic chain, interpretation of the words, dictionary article.

GARAEVA L. M. Comic in aggression of professional subcultures

The article analyzes various forms of verbal aggression in folklore texts of professional subcultures (nicknames, songs, rhymes, etc.). The object of verbal aggression as "abnormal", "non-standard" gives the idea of stereotypes and values of the community. Professional subcultures' norms as a set of accepted in the professional community behaviors and parameters of objects are implicitly represented in the professional language and speech including precedent texts of professional subculture.

Keywords: pragmalinguistics, aggression, politeness, rudeness, professional subculture.

GOLOVANOVA E. I. Sociolect of miners as the reflection of the stereotypes of professional consciousness

In the article is analyzed substandard vocabulary and phraseology, characteristic for the oral everyday contact of miners. Purpose of analysis – development of the stereotypes of professional consciousness and professional conventions, reflected in the lingual units of sociolect.

Keywords: professional consciousness, stereotype, substandard vocabulary, sociolect, conventions of speech behavior.

GONCHARUK E. Yu. The Method of Determining the Degree of Communication Effectiveness

The article deals with the problem of determining the communication effectiveness. Attention is directed to the description of parameters which participate in evaluation of a communicative act (normative actions of communication members, resultative actions of communication members emotional background) and included the communication effectiveness evaluation algorithm.

Keywords: effectiveness of communication, the indicators of effectiveness, the norm in communication, emotional background.

KHARINA R. S. Variability in German Legal Texts

The paper attempts to explore the basic linguistic categories on the basis of the variability of legal texts, reveals its essence and basic types, sets its importance in the organization of juridical texts and defines the concepts describing the linguistic variability. In addition, the leading and optional linguistic and paralinguistic means involved in the process of juridical texts actualization are discussed.

Keywords: category of variability, legal linguistics, law as a kind of text, internal variability, variability of a foreign text, paralinguistic phenomena, means of modern German language.

KHUSNULLINA R. D. Wolf as a National Archetypical Figure in Modern Bashkir Prose

The article is dedicated to the interpretation of literary works related to the "wolf theme". The works are classified into two separate groups: those describing archetypical figure of Wolf connected with the mindset of the Bashkirs, with the character of ancient Heavenly Wolf and those representing the archetypical figure of "evil Wolf" reflecting people's violence and spite.

Keywords: archetypical figure, character of Heavenly Wolf, modern Bashkir prose.

KISLITCYN N. A. Playing Techniques of Playing Music as a Form of Motor Articulation

In this paper playing techniques of playing for the first time in the theory of articulation are treated as motor-game means musical performance speech baynist.

Keywords: articulation, musical and performing speech, pronunciation, basic techniques, tricks of the game, finishing touches.

KIURU K. V. Internet Genres as a Branch of Journalistic Text Study

The article is devoted to the examination of new trends in the study of journalistic text. Various approaches to genre interpretation in the theory of journalism are compared. Hypertextuality and multimedia as the main features of an online text are defined. There are three main types of modern media content: original professional content, user-generated content and content generated by robots. The article gives a typology of contemporary online text journalism genres: information notes, reporting, author blog, photos, podcasts, infographics.

Keywords: media texts, journalistic text, online text, digitalization of information space, genre.

KLIMOVA O. V. Prospects of Creation a Modern Electronic Dictionary of PR Terminology

PR terminology is actively developing in Russian linguistic space keeping trends typical to any developing terminology, which is reflected to the full extent in online PR dictionaries. Meanwhile, building up a linguistic base will allow creation of a new level quality product, solid foundation for comprehensive and multi-aspect scientific research.

Keywords: terminology, electronic dictionary online dictionary PR, PR terminology

KONOPLEV D. E. The Collapse of Diffuse Inductors of Labeling as a Basic Process of Economic Way of Thinking Functioning Concepts

During the formation of economic way of thinking concepts in the media there is a constant transformation of one labeling element into other. In this article we consider the collapse mechanism of diffuse inductors, resulting in exclusion of terms and phrases with exhaust potential.

Keywords: context labeling, economic way of thinking, economic way of thinking concept, situational inductors, cyclic inductors, diffuse inductors, labeling inductor, journalistic discourse.

LI HUIZI. Representations of the Concept MONEY in Russian and Chinese Stories

In the present article, the object of study is the representation of the concept MONEY objectified by means of the Chinese and Russian languages. The focus of the paper is the comparative representation of the concept MONEY in Chinese and Russian fairy tales. An attempt to exposure the representation of traditional layer in Russian and Chinese languages on the basis of the analysis of Russian and Chinese tales is given.

Keywords: concept, the types of concepts, representation and concept of MONEY.

LOGACHEVA M. I. General Characteristics of Semantic Relations in English Phraseological Stock: Language Systematizing Principle and its Linguistic Meaning

The given article describes formation of the concept of a language being presented as a system. Notions "language system" and "language structure" are too widely interpreted in a number of linguistic works. This paper is an attempt to work out the exact definition of language system and structure and to establish their interaction.

Keywords: phraseological lacuna, phraseological field, system, structure, relations, gradual**,** additivity, emergent, syntagmatics, paradigmatics, conjunction, disjunction of elements, linearly ordered set.

MESENYASHINA L. A. On Genre and Format

In the article there are analyzed various approaches to the categories of genre and format as based on a series of discussions on the topic. The author proposes a solution by opposition of inner genre structure of mass-media product and its outward relations in communication process.

Keywords: genre and format categories, mass-media product, speech utterance, verbal element, communications process.

MOROZOVA A. A. Topical Moments of Communicative Interaction in Social Nets

In the given article the author specifies the notion of text and communication in social nets and defines the basic problems of communicative interaction of audience appearing in social media space on the basis of analysis of texts of the social net "Vkontakte" and sociological survey conducted among its users.

Keywords: communication, text, communication problems, social media, social net, "Vkontakte", Internet.

MOSKALCHUK G. G. Balance of the Form of a Text as its Structural and Functional Characteristic

The article regards balance of the form of a text as a positional and hierarchic model of its self-organization. Balance of the form is the result of spontaneuos self-organization of a text. It reflects the positional and hierarchic rhythm of the form in the making of harmonious wholeness of a text. 9 models with the balance from 6 to 1 are characterized. These models have the greatest intensity of self-propelling of vertical gradation. Application of the balance of the form in translation is given.

Keywords: text, structure, harmony, form, balance of the form, different of the form, creative attractor.

PANOVA (EPIFANOVA) E. A. Structural Evolution of Life Introduction in the Byzantine and Old Russian Hagiographical Traditions (in Period from the VI th to the XIV-XVth Centures Incl.)

The article is devoted to the evolution of the structural type of life introduction in the Byzantine and Old Russian hagiographical traditions. The main purpose of the article is to look through the development of life introductions in Byzantine Empire and in Russia; our task was also to find out which new items were brought by Old Russian authors into the structure of life introductions.

Keywords: life, introduction, canon, topic, composition, tradition, motif.

PITINA S. A. Place Names and Speech Place Names of Chelyabinsk Region

The article attempts at analyzing the peculiarities of forming place names on the example of official place names and place names created in speech. Multicultural Chelyabinsk region has a rich and complex system of place names. The reasons which make such place names stable and the causes which lead to structural or semantic changes are given. Various sources of place names are analyzed in the article, the role of loan words is stressed.

Keywords: place names, micro place names, speech place names, transformation of the word meaning, stability.

PONOMAREVA O. B. Intersemiotic Transposition of Cultural Conceptsphere into Natural Languages

The article tackles the problems of semiotic transposition and interaction of the concepts of culture and their language realization in the poetic text. Semiotic process of transposition is claimed to be the process of continuity and is treated as the evolutionary semiotic process and succession. Culture as the sign system is looked upon as the language in its semiotic treatment or as the cluster of semiotic systems hierarchically arranged, which allows to be represented in the form of cultural models. The world cognition and its acculturalization might suggest two cultural models: 1. The world is the text which is studied and decoded into a language. 2. The world is not the text and it has no meaning.

Keywords: semiotic transposition, cognitive models, cognitive-associated schemes semantic convergence, cognitive modeling.

REMKHE I. N. Discussing the Efficiency of Theoretical Modelling of the Translation Process

The article focuses on the effectiveness of the theoretical modelling of translation. Considering ideas on translation discussed within the framework of complementary sciences, the author describes functional features of a model as such, its structural consistency and internal architecture that regulates cognitive processes of the mind. The analysis of theoretical models in the works of foreign scientists shows certain restrictions of building up models of translation. However, it brings about the idea that modelling gives insights into the workings of the translator's mind.

Keywords: model, translation process, cognitive processes, knowledge, mind.

SHAPOVAL V. V. On the Interpretation of External and Internal Criticism, Authenticity and Reliability in Lexicography

The article discusses several interpretations of both internal and external criticism in relation to the practice of expertizing lexicographic sources as well as difference between reliability and authenticity.

Keywords*: sources, internal and external dictionary criticism, reliability and authenticity.

SHAPOCHKIN D. V. Comprehensive Linguistic Approach to the Study of a Political Linguistic Personality

This article explores a political linguistic personality, which is realized in the struggle for power from the position of the complex linguistic approach. The author identifies and explains the specific levels of language (lingvopragmatic, lingvostylistic, cognitive-semantic, lingvorhetoric and psycholinguistic), promoting to the formation of a holistic view of a political linguistic personality and to the range of its multilateral descriptions.

Keywords: linguistic approach, language level, the political linguistic personality, political discourse.

SCHERBAKHO N. V. Chronotope as the Way of the Linguistic Personality Self-Presentation (on the Example of Nicholas I Romanov' Memoirs)

We consider the time-space as an element of text organization and the analysis of "Memoirs of the Infant years of the Emperor Nicholas, written In his own hand" in terms of spatial and temporal organization to determine how time-space affects the creation of the linguistic person image. The first part of the article deals with the problem of artistic time and space as a means of self-identity language. The practical part of the work is to analyze the chronotope memoirs of the Emperor Nicholas I.

Keywords: chronotope, linguistic personality, memoirs, self-presentation.

SHELESTYUK E. V. Psycholinguistic Factors of Consensus Interaction

The article discusses the concepts of consensus and consensus communication. The semantic structures of "consensus" and "compromise" are compared. Factors of consensus communication are analyzed. Among motivational and psychological factors we identify readiness for dialogue; understanding attitudes, motives and intentions of the interlocutor; assumption of the possibility of compromise; com-

pliance with status relations, procedural script and etiquette; relevant emotion or emotional withdrawal and others. Among the verbal-cognitive factors we identify a sufficient similarity of communicants' thesauri; identical or similar understanding of the meanings of words and terms, eliminating uncertainties and ambiguities; proximity of interlocutors' presuppositions and others.

Keywords: consensus, consensus communication, compromise, motivational and psychological factors, verbal and cognitive factors

SIMCHUK K. A. The World Exhibition of Paris of the Nineteenth Century: Forming Role and Social Significance

Review of five of the World exhibitions held in Paris in the second half of the nineteenth century: in 1855, 1867, 1878, 1889, and also the largest exhibition of 1900, they All had great social significance for the cultural and economic life of France, and also played an important formative role at the time and for decades to come.

Keywords: world exhibitions, city planning, style, eclecticism, art Nouveau.

SULTANGAREEVA R. A. Bashkir Magic Folklore: Specifics and Features of Repertoire

The article considers the place of magic folklore genres function in the traditional culture. Here the history of research is given. It had identified the main semantic, functional, mythological features of such ancient genres as harnau, teliak, etc., the most universal method of analysis of Zagovorniy is given. In the process of long lasted tradition and almost long practical applicability this kind of art transformed into genres of curative magic. The complex method of analysis allows to explore the ancient layers of awareness and ways how our ancestors perceived the world.

Keywords: magic, folklore, sayings, zaklichki, sentences, shaman, Bucks, complexity, syncretism, a myth. Rite.

VALIEVA M. R. Bashkir Vowels [И] [Ә] and their Origins

The article investigates the origins of Bashkir broad vowel phoneme [ə] and narrow vowel phoneme [и]. According to our research in the vocalism of the Bashkir language found three origins of the vowel [ə]. The first is Bashkir [ə] developed from Turkic *ä as a result of palatalization of words with the same velar structure, the second is Arab, Persian loanwords with the vowel phoneme [ə] and the third is the impact of the Orkhon-Yenisey vocalism stelae. It was also found that its source Bashkir phoneme [и] goes back to the Turkic phoneme *i and ancient Turkic vowel phoneme ä.

Keywords: Bashkir language, vowel phonemes [ə], [и], ancient Turkic vowel phoneme ä.

YUSUPOVA A. M. The Soviet Stereotype "Person of Labour" in the Regional Publicistic Discourse

The article investigates the phenomenon of social illusions in journalism. Special attention is paid to illusions with possess regional specifics. At a formulation of social illusions in mass media of Ural federal district the Soviet stereotypes of "people of labour", "extortionate capitalism" and others are staticized. On the one hand it is result of purposeful work of political strategists: in the specified region employees of the industry make the most active part of electorate. On the other hand, it is a new vector of development of moral and valuable reference points of society. The idea that money is not the main value, perfectly calms electorate during the periods of economic recession. Revival of a stereotype of "people of labour" signals about turn in ideology of the modern Russian state.

Keywords: mass media, social illusions, myth, stereotype.

ZINNATULLINA L. M. The Use of Contextually Non-transformed Adverbial Phraseological Units in English and Russian

The article is devoted to the research of contextually non-transformed adverbial phraseological units in English and Russian languages. The main characteristics of use, the studied PU are considered. The attention is given to a phraseological pun as well. There are the examples and the analysis of the contextual use of non- transformed adverbial phraseological units given from the point of view of semantics.

Keywords: non-transformed phraseological units, common usage, contextual usage, phraseological pun, double interpretation.