

SUMMARY

Avdeeva Galina. The imitative principle of language game in D. Bykov's publicism

Annotation: This article examines the cases of realization of the imitative principle of language game in Dmitri Bykov's collection of publicistic works. As the main examples of the imitative principle of language game the author of the article examines humoristic mockery of the stylistic manner of a specific author and reproduction of the traits of a specific genre. The article points out exaggeration, irony, stylistic contrast and other devices as basic linguistic means of expressing parody. The author of the article draws attention to the presence of different variants of realization of the imitative principle of language game in the texts of the collection. The article analyzes the cases of «parodic use», when a form of parody (in a broad sense) or a comic situation is used by the author not with the purpose of mocking the source text, but in order to create critical (polemic) statements on socially significant current issues. Such «pseudoparodies» are represented in the essays «Svin'jazatejnica» (The Playful Pig), «Tabel' o shlangah», «Novoe jesperanto» (The New Esperanto) and others. Other variants of realization of the mentioned principle are also examined in the article: literary-critical essay, which contains the elements of parody and pastiche; parodic scheme of a conspiracy novel. The form of the parody (or pastiche) allows the author to express his opinion towards the object of the parody or to state an opinion on socially significant issues.

Keywords: language game, imitative principle of language game, parody, pastiche, «parodic use», irony.

Akbaeva Olga. Fixed phrase scheme «Hy he + N₁!»: systemic and speech qualities.

Annotation: This article is devoted to the description of fixed phrase scheme's systemic and speech qualities with a base element, represented combination *hy he*, which consists of an interjection and an intensive conjunction. The urgency of this research is caused by the untested nature of objective space and its high relevance for communication in practice. It is stated, that this fixed phrase scheme is characterized by such features of phraseologisation as reproducibility, structural-semantic stability and integrity, idiomaticity and expressivity. The author proves that fixed phrase scheme «Hy he + N₁!» is productive, has all necessary phraseological features and it is an adequate recourse of expressive syntax. Fixed phrase scheme with the base element «Hy he + N₁!» is quite frequent, effective in the process of speech communication, gives it a relaxed character.

Keywords: syntactic phraseology; fixed phrase scheme; phraseological subsystem; Russian language, ideomaticity, non-categorematic, enantiosemaniticism.

Beglova Elena. Paronymy as a Source of Language Game and Generation of Creative Text

Annotation: The article examines the role of paronymy in the aphorism as a

small speech genre; paronymy is differentiated into words-paronyms and words-paronomas. Reflecting the language game at the level of semantics and sound structure of words, paronyms and paronomas serve as a means of generating an aphorism as an intellectual genre, a keen sense of which is enhanced by paronymy.

Aphorism is considered as a small speech genre – creative text written by specific author with a high level of language competence. It demonstrates how consonant forms of words become part of the mechanisms of language game at level of semantics and general background knowledge of the sender and the recipient.

Analysis of aphorisms in terms of using paronyms and paronomas shows that thanks to the play with their different values within a small volume of text, the creative text with the deep implied sense of ironic or comic tone is created. The article identifies the main techniques for using paronyms and paronomas in aphorisms; the author neologisms are also taken into account.

Keywords: paronyms, paronomas, aphorism, addresser and addressee of text, language game, linguistic presuppositions, semantic nuances, creative text.

Bekasova Elena, Lukáš Gajarský. The Common Slavic Element as a Factor of Development of Slavic Standard Languages

Annotation: The paper discusses the peculiarities of the use of the Proto-Slavic lexis in the systems of modern standard Slavic languages such as Slovak and Russian. The analysis of the standard Russian and Slovak languages and their lexical systems revealed the main trends in the use of the Proto-Slavic vocabulary. The paper also points out the similarities and differences in the presentations of the common Slavic element (N. S. Trubetskoy) which are determined especially by the relation of the standard Slovak and Russian languages to older standard written language of the Slavs, as well as conditions for forming and development in relation to new or archaic type and relation with another standard tradition such as succession or influence. Natural and centuries-long process of the use of the common Slavic heritage in Russian standard language reflected in the variety and richness of the vocabulary to a certain extent, while codification of the Slovak language in “Stur’s language” demanded the logical adjustment of its reflection and clear organization, refracted in primordial system of the Slovak language. The lexical system of the standard Russian and Slovak languages share common feature e.i. unlimited possibilities of widening of polysemy of syncretic word from Medieval times in its form and word creation transformations.

Keywords: Proto-Slavic lexis, standard language, Slovak standard language, Russian standard language, semantic syncretism

Bobrova Mariya. Language game in modern nicknames of the residents of the Perm Krai

Annotation: There are modern nicknames of the inhabitants of Perm Krai in the article. The techniques of the language game in the nominations are illustrated at all language levels: phonetic (imitation speaking, speech behavior of man; rhyme scheme), graphic (specific usage of graphical tools; violation of the rules of reading; mixture of graphical tools of different types), derivational (abbreviation; truncation of motivational bases; contamination; formation of occasionalisms and potential

words; formation of one root words and compound words; formation of nicknames to anthroponyms patterns), morphological (formation of proper names with unusual gender sign; formation of uninflected words; transposition), syntactic (formation of nicknames – word collocations of various types; formation of nicknames – simple sentences), lexical-semantic (play on paronomasia, paronyms, homonyms, synonyms and pseudosynonyms, antonyms and pseudoantonyms, meanings of polysemantic words, lexical-semantic connections of words; metaphorization; metonymization; using of the vocabulary in an unusual meaning; using of barbarisms, of neologisms), as well as in stylistic aspect (formation of makaronic words; formation of nicknames on the basis of slang words, dialecticisms, archaisms). The author has demonstrated that language play based on system links is not the only form of the game implemented in nicknames. The special, deep research of the modern Perm nicknames in the pragmatic, linguocultural, cognitive aspects is perspective.

Keywords: anthroponymy, modern nicknames, Perm Krai, language game.

Bondarenko Elena. On the peculiarities of names' folk differentiation: «strange» name

Annotation: The article analyzes some peculiar features of the names' folk differentiation. The research data mainly includes unconditional metalinguistic statements of Russian and Polish dialect speakers. The author reveals main specifications of the names' evaluation, which are significant for the folk onomasts: the degree of formalization, the way of functioning in the usage, the origin, the time of creation and use, the degree of standardness / strangeness. The opposition «customary» – «strange» name is characterized in detail, particular features of its realization in the Russian and Polish dialect speakers' perception are examined. «Strange» naming of a child in the folk tradition can be associated with violation of the rules during his/her baptism. Derogation of the church calendar which contains the list of the saints honored by the Orthodox Church is negatively perceived. Any uncommon, aurally unusual name, which is absent in anthroponymicon of a certain society, may be qualified as «strange». According to the dialect speakers, the priest reveals his resentment against child's parents by giving the child a strange name. A «bad» name can also indicate the child's illegality. The subject of baptism with the «strange» name relates to the category of the vagrant folklore subjects, which reflect the local peculiarities of the society, culture etc while keeping general unity of the structure and plot.

Keywords: folk linguistics, metalinguistic reflection, «folk onomastics», dialect speakers' linguistic consciousness.

Vidanov Evgeny. Syntagmatic and paradigmatic variation components of online news headers, or «exorcism in Omsk»

Annotation: The article analyzes the group online news headlines that represent semantic model 'X killed Y' and verbalized in the form of statements «Husband killed his wife», «Drunk husband killed his wife by taking her for a witch», «Husband executed his wife-witch». The author is of the opinion that the setting is important for valuation, the reference situation is refracted to him for the speaker, with the result that the boundaries between dictum and modus erased and the modal compo-

ment overshadows the objective side of the utterance. The article contains illustrative examples of how informative component headlines replaced impacts, while maintaining the overall semantics of utterances begin to play a significant role connotation and pragmatics. The key language mechanisms in the formation of these statements are the syntagmatic and paradigmatic variation of lexical units. For example, a neutral verb *to kill* displaced tokens *to execute, stab, stab in the neck*. The use of circumstantial characteristics *of drunk, intoxicated*, etc. along with the attributes of the actor *drunk, a drug addict*, etc. enhance the categorical statements. The result is the appearance of linguistic variation, along with the headline «*Drunk husband killed his wife by taking her for a witch*» statements such as «*exorcism in Omsk: the husband killed his wife-witch*».

Keywords: news headline, pragmatics, evaluation, syntagmatics, paradigms, synonyms, saying, semantics, dictum, modus.

Voronina Tatiana, Krestjaninova Ekaterina. Interaction of metaphor and metonymy in B. Pasternak's lyrics (ideographic aspect).

Annotation: Many researchers consider such feature of B. Pasternak's poetics as specific character of his reality perception, which is caused by his individual associative thinking. This article is devoted to studying the interaction of metaphor and metonymy, which are the main associative tropes, in B. Pasternak's poetic texts. Authors mention the interaction of these tropes with other expressive means, for example, with comparative constructions or other complicating elements. Authors demonstrate that each interaction presents some semantic specificity of reality representation in the text, associative convergence of different parts of reality. Each example of interaction of metaphor and metonymy realize the junction of two any parameters related to certain spheres. Authors find 5 parameters of interaction of metaphor and metonymy: acoustic, visual, emotional, intellectual, physical. So there are 10 types of convergence: emotional-visual, emotional-acoustic, emotional-intellectual, emotional-physical, visual-acoustic, visual-intellectual, visual-physical, intellectual-acoustic, intellectual-physical, physical-acoustic.

Keywords: poetic text, individual author's world-image, metaphor, metonymy, ideographic description.

Voronichev Oleg. About the types and stylistic qualities of onomastic dominants of pun.

Annotation: The paper considers different paradigmatic types of proper names that can be lexical dominants of pun. Since proper names that coincide in plane of expression can have semantically related and semantically separated values in order to name such onyms the terms *onomastic polysemants* and *onomastic homonyms* can be coined. New values of onomastic polysemants result from metonymic transfer from the person itself onto his work, image and other related concepts. It is logical to admit as onomastic homonyms the cases of coincidence in sounding and writing of words-representatives of different onomastic classes: anthroponyms and zoonyms, anthroponyms and toponyms and others. Inside the group of onomastic homonyms can be isolated omoanthroponyms – coinciding in sounding and writing people's names, omotoponyms – homonymous names of geographical concepts relating to

different classes, omoozonyms – homonymous nicknames of animals belonging to different zoological species. Onomastic homonyms, having greater stylistic significance than onomastic polysemants can be lexical dominants of punning title of a newspaper article and can perform the function of the composite. However, in art, conversational, public speech and advertising discourse the situational homonymy and homophony of proper and common nouns are used more often than onomastic homonymy.

Keywords: onomastics, polysemant, homonym, lexical meaning, pun, language game.

Gridina Tataiana. Verbal experiments by Igor Severyanin: the play in the field of linguistic opportunities

Annotation. Verbal experiments by Igor Severyanin are regarded as the aesthetic code of world modelling through using the language system potential and the game mechanisms of associative stereotypes shifts. The paper focuses on the following specific features of the poet's technique in creating grammar and word-building innovations: 1) word transformations at the level of "systematic word-forming hyper paradigm"; 2) "reduction" of elements of word-building process; 3) grammatical foregrounding of the nonce-word semantics constituted of the outplayed lexical meanings; 4) selectivity in methods of word-formation corresponding with the aesthetic intent in free poetic expression of the unique creative personality ("a lyric ironist"). Playful de-canonization of the poetic form is achieved by I. Severyanin in accordance with "the law" of discovering the unpredictable content in the predictable (potential) word. The scope of I. Severyanin's creativity is made up by verbal forms derived by means of adding numeral paradigms, degrees of comparison, etc. lacking in the language norm. In general, I. Severyanin's creative grammar is implemented in the language system context. His word-building experimenting follows the same trend. The associative resource of verbal innovations (e.g. symbolism of the poet's "neo-forms" and "neo-genres") are particularly expressive for conveying the "I-perception" of the poet towering up above the commonness.

Keywords: language play, mechanisms of verbal creativity, poetic individual style

Geng Yuanyuan, Plotnikova Galina. Correlative verbs with animal names in the Russian language

Annotation: The article discusses correlative verbs with animal names, which seldom come to the attention of researchers. These verbs are divided into major semantic groups according to their definitions presented in the various dictionaries of the Russian language. With an attempt to create a derivational typology of zoo-verbs (verbs related with animal names), another derivational interpretation of zoo-verbs with the meaning «to give birth to cubs» is shown. As a result of zooverbs with more complex structural semantic units generates an ambiguous decision on their derivational links to related words in the composition of derivational nest. The different perspective on verbs related with animal names is presented on the basis of the achievements of modern word formation theory and existing relationship between derivatives and stems. In this instance the emphasis lies on formal and deriva-

tional relations between words, which in our view, are the most evident and adequate relations. As a result of the formal and derivational analysis of derivatives and stems in the derivational nest concludes that verbs with the meaning «to give birth to cubs» aren't derived from cub names.

Keywords: derivational nest, derivative, stem, zoonym, zooverb, semantics, derivation, formal and derivational analysis.

Zueva Tatiana. People through the prism of the artifact metaphor in the Russian idiom

Annotation: the article examines phraseological units with components of the artifact that characterizes a human in the Russian language. The specificity of the shape of their bases. It is noted that the phraseological units of Russian language, based on the inner form which is the artifact metaphor, describe the person from different sides: his intelligence, personality, individual qualities, social status, appearance, speech activity. Holistic idiomatic meaning of phraseological units is formed either as a result of the metaphorical reconsideration of the original homonym a free combination of words in General, or based on the value of one of the leading in the semantic relation artifact component, which acts as the semantic centre of a phraseological unit. Special attention is paid to cognitive analysis. artifact metaphors, serving as the sector-source of the figurative representation of various properties, qualities of man in a Russian phraseological picture of the world. Reveals the most productive artifact cognitive models of metaphors, serving as a means of figurative nominations of a person in the Russian idiom, celebrated their national-cultural identity.

Keywords: phraseological unit, cultural connotation, language picture of the world, phraseological picture of the world, the artifact metaphor, the field-source, field-target, phraseological nomination.

Iliev Ivan. On the Form of the Predicative after Verbs with the Meaning 'to be called' in Bulgarian Language

Annotation: The article treats the forms of the predicative after verbs with the meaning 'to be called' in Bulgarian language – from the Old Bulgarian period (IX-XI c.) to the state in present-day Bulgarian dialects. Например: *что ед нарицаеши* 'What is your name?'; *кѣ ... сѧ зовѣше именемъ пришедъ ...* 'The king's name was Prished ...'; *Как са ти звали татка ти?* 'What was your father's name?'; *Мене викат Кральевики Марко* 'I am called Marco ...'; *Ти ли си Дели Стуйан, дет се именувъ?* 'Are you the person that is called Deli Stoyan?'; *Кво да му съ думаше нему?* 'What was your name?'. Besides the nominative or general forms of the predicative, an object of research here is the predicative presented by instrumental, genitive, and vocative forms, as well as the predicative presented by definite nominal forms: *дѣдъ доухомъ гѧ нарицаетъ* 'David calls Jesus the Spirit'; - *Как се казваши?* 'What is your name?' - *Ифката* '(My name is) Ivko'; *ѣд го викам Пѣтра* 'I call him Peter'; *Мѣне ме викат Рѣдо* 'I am called Rada'. All mentioned forms are compared with similar forms in other Slavic languages, when possible: Serbian *Како се зовеш?* 'What is your name?', *Они се никад нису звали именом ...* 'they

were never called by the name ...', *и погубе српску цар Лазаре* 'and the Serbian king (called Lazarus) was killed'; Czech *Jak se jmenujete?* 'What is your name?'; *Říkejte mi prostě Bobe* 'Call me plain Bob'; Polish *Jak się pan nazywa?* 'What is your name?'; Russian *Как тебя зовут?* 'What is your name?', *Сына моей подруги зовут Антоном* 'My friend's son is called Anthony'.

Keywords: *Bulgarian language, Bulgarian dialects, predicative, instrumental case, vocative.*

Konovalova Nadezhda. Language automaticity in the associative-verbal network as "next" creative mnemonics

Annotation. The author addresses the problem of language automatism, in particular, such aspects of this phenomenon as universal rechemyslitelnyh ratio individual strategies and actions storing linguistic material and its further use in different communication situations. The subject of the research model of consciousness is presented in the "Russian associative dictionary" verbal associative network that shows the character modeling verbal memory and knowledge of operating rules (including metalinguistic). The hypothesis of this study lies in the fact that the verbal associative network "average" native speaker linguistic facts of automatism should be detected, which reflects the "tracks" are used in the learning process of creative mnemonics. Relations between verbal stimuli and responses as part of the associative field have different power and nuclear peripheral character demonstrates the relevance of respectively different metalinguistic knowledge, which is largely determined successfully used at the stage of its formation gaming mnemonic techniques. Analysis of the evidence regarding the linguistic consciousness of individual fragments of the language system can be the basis of the development of new Russian language teaching methods based on the assimilation of psycholinguistic factors, processing and reproduction of information.

Keywords: associative-verbal network, language ability, verbal memory, language personality, language consciousness

Kochneva Natalia. Author's nomination strategy in the aspect of allusive games (on the fabulous works of material Krapivin V.P.)

Annotation: The article deals with the fairy tales by the famous Russian children's literature writer V. Krapivin. They are «Choki-Chok, or the Knight of the Transparent Cat» (1992), «The Silver Tree with a Singing Cat» (1992), «The Burdock Islands Sentinels» (2002), «The Piroskaf Grandfather Mazzei» (2011). In the article there are analyzed various aspects of allusive language game, which realizes modus strategies of nominating in the texts. Also the particularity of allusive names is investigated. It is verified that language game is an original sign of naming in V. Krapivin's novels. Following works by T. Gridina, we determine an allusion as a type of language game, which correlates with intertextuality. A literary allusion is fundamental for V. Krapivin's text. It has objective and subjective information and reveals personal modus strategies of nominating. The research demonstrates that an original Krapivin's fairy tales onomasticon is created through allusive links with literary and folklore prototypes. One of them is a folklore tale. Taking a well-known prototype the author creatively reconstructs it. Then he names a new linguistic sign,

which is an associative transform of the game. Being in the text it gets various connotation. The analysis reveals that allusive personal names are characteristic for both principal and episodic personages which has a certain plot-shaping function for the whole oeuvre.

Keywords: Allusion, intertextuality, literary fairy tale, literary anthroponym, case name, language game, V. Krapivin.

Kubasov Aleksandr. Female Self-identity as Reflected in Ironic Poetry

Annotation: Here we discuss the problem of lingual identity shown in literature. Of all possible angles of this vast problem female self-identification in ironic poetry has served as a more precise object of investigation. The data is formed by one-line contemporary poems, Natalia Khozyainova being one of the authors. The extreme lapidary form of these texts justifies the multitude, diversity of meaning and the aim to show a contemporary woman's inner world as a multi-fractional image. Having in view that in the context of our studies self-identification is limited to a woman and her own self as reflected in lingual forms, we have singled out four basic topics that exist in contemporary one-line female verse and can be thought to be prior to a contemporary woman's life: physical existence, sexual life, marriage/partnership, realities of everyday life. As a result, we have come to the conclusion that such verse is tended towards socio-cultural diagnosis. It conveys that a contemporary woman is not content with her life and suffers from a distorted self-identification but it is done with such a subtle irony that cannot but create a humorous effect. At the same time this self-centered irony proves inner freedom of a contemporary woman, her ability to rise above the drabness of modern daily routine.

Keywords: lingual identity, gender identity, female self-identification, one-line verse, ironic modality.

Mao Yan. The Qualitative Meanings of the Relative Adjectives in the Russian Language

Annotation: The article attempts to study the development of qualitative meanings of the relative adjectives. The boundaries that divide the relative adjectives from qualitative adjectives are not strict. The reason for this is that practically qualitative meanings can be observed in any relative adjective. In the connection with this, acquiring qualitative meanings, the relative adjectives that carry national or geographic attributes draw special attention, since those relative adjectives reflect the existing national stereotypes and connotations. One of the main characteristics of the qualitative adjectives is considered their ability to combine with various exponents of comparative degree. From this point of view, the author analyzed the word combinations with *very Russian*, *really Russian*, *more Russian*, which are presented in the Russian National Corpus. With the help of such combinations different aspects of life such as food, nature, architecture and people can obtain qualitative meanings, and in the last case, the assessment frequently can be given by referring to well-known characters of literature and cinema. Therefore, the applications of such word combination, as well as the characteristics and the qualities of Russian people expressed by such combination, are defined. Those characteristics and qualities can be comprehended as the pain for Russia, tolerance, sincerity, subtlety, naivety and

inconsistency.

Keywords: relative adjectives, qualitative meanings, semantics, exponent of degree, national stereotypes.

Maryanchik Victoria. Stylistic effect

Annotation: The author analyzes the stylistic effect as a result of productive and reproductive speech human activity, therefore, as an aspect modeling of the language personality. Two aspects of stylistic effect (emotive and cognitive reactions to the text) are selected. The stylistic effect is considered as a component of the stylistic structure of the speech act in unity with stylistic intention and meaning. The author describes known and new classifications of stylistic effects. There are ways to determine the stylistic effect of a particular group (resulting – not resulting, intentional – unintentional). The author advances the idea of developing a unified typology of stylistic effects, is necessary to systematize the results of psycholinguistic research. We propose an original typology of stylistic effects, built on the principle of opposites. There is an experiment described in the article, this experiment allows to develop the proposed typology. The article describes the objectives, content, focus group, course and the overall results of the experiment. On the basis of material obtained as a result of the experiment, the generalizations and conclusions about the signs of stylistic effect as a psycholinguistic phenomenon, the specific stylistic effects of texts belonging to different functional styles, the close relationship of stylistic and pragmatic effects of the text, which is due to the unity of content and form.

Keywords: a linguistic personality (language person), a stylistic structure of the speech act, a stylistic intention, a stylistic effect, a stylistics of the decoding, an interpretation, an emotional reaction, a cognitive reaction.

Matisaeva Baktygul. Proverbial unit as a means of evaluation of language

Annotation: The fund of proverbial language, being one of the fixation aspects of national culture is a means of expression and assimilation of national valuable images through the national psychology and culture; they acquire valuable significance and emotional effect. This peculiarity is reflected and expressed in the language, in particular, in the proverbial units of the language that represents a set of phraseological units and proverbs. Among the evaluating means of the language the proverbial units take the important place correlated with values of a person's appearance.

The article deals with one of the contrasting study of language phenomena – analysis and systematization of language material of proverbial space in presenting person's appearance in Kyrgyz and Russian languages on the base of dictionaries and literature text.

The author analyzes the similarity and contiguity of proverbial means characterizing the external physical qualities of a person on the following parameters: height, size, physical strength, or weakness; It suggests that in order to describe their system is necessary to develop a concept that will highlight how basic semantic features forming this system as a whole and its separate segments in the form of fragments of knowledge or the proverbial space of the Kyrgyz and Russian languages.

The author points out that exploitation of the system of proverbial units in presenting appearance is important for specification system relations of Kyrgyz and Russian evaluating lexis.

The idea of using the given materials in linguodidactics as the base of creating manual for developing speech in teaching Russian and Kyrgyz languages is put forward.

Keywords: proverbial units, phraseological units, proverbial space, evaluating people's appearance.

Murashov Alexandr, Shmatko Natalia. Ambiguity: speech mistake and «language game»

Annotation: the article deals with the phenomenon of ambiguity – as speech errors, and as a stimulus, «language game» in which the word often appears before recycling machine-phantom other semantic facets, reveals previously hidden communication in retention. The ambiguity isn't incidentally called the most important problem of the standard of speech: often corresponding to regularities of the statement, she destroys the accuracy and clarity, interfering with the communicative act «speaking – perceiving». The need to share a mistake and a purposeful stylistic device – requirement work on the development of creative thinking of students of all levels. «Language game» in her separate manifestations is considered in a protivopostavlennost to a speech mistake and in a sopostavlennost with already available punning structures which involvement to educational process does it psychologically and methodically more acceptable in the conditions of modern educational institution. Work on «recovery» of the phrases containing the facts of «language game» promotes emergence of the interesting creative works which are trained. These works (texts remain outside article) reflect ability to avoid a speech mistake, and on the other hand, – mastering art of purposeful creation of the creative verbal structures reflecting the new level of the relation to the word in the art (publicistic) text. Creative situation in which the ambiguity appears the pun which is at the same time realizing both word meanings – a true purpose of work with such structures.

Keywords: «language game», ambiguity, value, word, homonymy.

Murzaliyeva Djamilyiya. Dialogue of languages and cultures: to a question about the lingual cultures in the art text of the bilingual writer

Annotation: In this article is considered linguistic culture as a unit of language material; bearing national cultural information other ethnic personality. It includes not only the lexical meaning, but also elements of the extra-linguistic and cultural meaning. The situation is complicated in that case linguistic cultures in the fiction language of the text of one of the national culture dialectically synthesise the elements of another language and culture. Synthesis of national cultural information of the creative writers of bilinguals and in particular is observed in the art fiction world of works of Ch. Aitmatov writer of the Kyrgyz culture but often writing in Russian. The study units of one of the national picture of the world in a literary text in another languages is a present day focus in line with the problems of lingua-cultural which is also a practical way to the teaching of the Russian language in Kyrgyzstan's

schools, to issues of equivalents reader's perception.

We have attempted to reflect lingua-cultural in the story «Early Granes» Ch. Aitmatov and systematize at them in the theoretical positions of leading experts (V.A. Maslova) in this area with analyzing separate concepts.

Keywords: linguo-culture, linguistic personality, artistic text, lingo-cultural, the concept, classification, bilingual writer, bilingually approach.

Mukhin Mikhail, Filatova Ekaterina. Chekhov's Prose, Drama, Journalism, and Correspondence in Comparative Statistic Perspective

Annotation: The article gives a review of lexical peculiarities of prose, drama, journalism, and correspondence by A.P. Chekhov. On the basis of writer's corpus there has been conducted a comparative statistic analysis of lexis revealing the most common lexemes for each of the subcorpus as well as the most frequent words in Chekhov's creative work. The article also covers the results of the topical analysis, creation of the individual author's thesaurus, and commentaries on the individual style among the most important groups of words.

The article gives a review of lexical peculiarities of prose, drama, journalism, and correspondence by A.P. Chekhov. On the basis of extended corpus of writer's texts (2,3 million words) there has been conducted a comparative statistical analysis of lexis and the work on lemmatization of texts, grammatical and partly semantic annotation revealing the most common lexemes for each of the sub-corpuses as well as the most frequent words in Chekhov's creative work. The article also covers the results of the topical analysis, creation of the individual author's thesaurus, and commentaries on the individual style among the most important groups of words such as «Emotions», «Assessment», «Movement», «Family relations», «Law», «Everyday life», «Medicine», etc. This leads to differences in both vocabulary and functional peculiarities of Chekhov's prose, drama, journalism, and correspondence. However letters and publicistic works become linguistic sources as well as works of fiction. This study is extensive from the point of view of the big amount of the material used and specifies directions of philological research. The findings open prospect for the further analysis of the individual style and the author's body of work.

Keywords: lexical statistics, corpus, semantic analysis, A.P. Chekhov, individual style, prose, drama, journalism, correspondence

Plotnikova Anna. Criticism of Professional Incompetence Expressed Through Language Play

Annotation: The article discusses linguistic means used to indicate somebody's incompetence. Such categories as 'professionalism' and 'professional excellence' have a strongly pronounced evaluative meaning in language and are realized in the system of lexical and idiomatic means. If positive evaluation of professional qualities is usually expressed explicitly, professional incompetence tends to be indicated through similes, metaphors, irony and other means of indirect communication to protect the speaker from legal risks and to enhance the persuasive potential of the utterance. Apart from the language play deliberately used in social and political journalism, there are a number of interesting linguistic means of evaluating people's professional qualities which are used in official complaints and in public oral speech

and create a peculiar conflictual tone of such texts. Creative ways of evaluating somebody's professional incompetence are aimed at discrediting this person and forming his or her negative social image; sometimes manipulative speech can act as an instrument of communicative sadism. The article uses examples from court practice to show possible manifestations of language play used to characterize people's professional incompetence.

Keywords: language play; conflict communication; speech aggression; evaluation; social qualities of a person

Popova Tatiana. Word-formation innovations of the author as markers of conceptual meanings of the art text (on material of neolexemes of S.D. Krzhizhanovsky)

Annotation: In article the derivational space of author's neolexemes of S.D. Krzhizhanovsky and a possibility of identification of prepotent meanings of the text through word-formation phenomena peculiar to them is considered.

At the same time expediency of the account not only traditional word-formation units (a family of words, word-formation value, word-formation category), but also such as derivational and semantic field and derivational and semantic block is proved: the field unites derivative neolexemes of different parts of speech with close categorial and word-formation sema, the block – derivatives with synonymous sema without the status of the last (a categorial and word-formation or differential sema).

The analysis of derivational and semantic space of author's neolexemes allows to reveal derivational and semantic dominants of the text and their role in an explication of conceptual meanings of a work of art. It is established that S.D. Krzhizhanovsky's neolexemes unite in 7 derivational and semantic blocks: «Person», «Subject», «Sign», «Action», «State», «Time» and «Space». A derivational and semantic dominant of a neolexicon of S.D. Krzhizhanovsky is the word-formation meaning «Action» conveyed by verbs, nouns, adjectives and adverbs.

S.D. Krzhizhanovsky's tendency to objektivirovat a dynamic, but not static sign of reality or reality is his feature of author's style, the author of serious deformations of the reality surrounding him caused by reflection in art consciousness.

Keywords: neolexeme, derivational and semantic field, derivational and semantic block, semantic dominant of the text, derivational and semantic conceptualization.

Ratsiburskaya Larisa. Compound innovations as a playing constituent of the modern mediatexts.

Annotation: The article regards such demonstration of word-building play in the modern media texts as compound innovations of a non-typical structure which functioning in a mediatext contributes to its expressivization and deautomization of content perception by the audience. Among the playing innovations derivatives coined by non-usual means of word-buiding: by substitutive derivation, contamination, graphic hybridization, possess the most of expressive potential.

In the innovations, coined by substitutive derivation, one of the parts of a usual etymon which is formally and semantically played on in a derivative, is substituted. In the contaminated innovations there is a combination of formally identical parts of etymons (with possible formal variations) and semantic doubling. Graphic hybrids

where parts corresponding to usual words are singled out graphically (usually with capital letters) represent an efficient means of language game.

Innovations of non-usual means of word-building are coined actively as a result of play of different kinds of precedent phenomena: names of famous TV programmes, movies, songs, pictures, works of literature, newspapers, phraseological units, citations from works of literature, paroemiological units, names of important contemporary people. Language and especially derivational game in modern media texts enhance the influence of mass media on native speakers' perception, implement covert mechanisms of assessment formation and of certain emotions, foreground the social ideas and linguocultural knowledge of native speakers.

Keywords: mediatext, innovations, word-building play, non-usual means of word-building, substitutive derivation, contamination, graphic hybridization, precedent phenomena.

Redkina Elizaveta. Language game in newer russian poetry

Annotation: The article is devoted to the features of language game methods usage in newer Russian poetry. The poems of modern authors published in literary magazines «Noviy mir», «Oktiabr», «Zvezda», «Ural» in 2012-2015 years were reviewed. The phenomenon of language game is analyzed in terms of contextual functioning and interaction between author and reader. The article discusses the language game mechanisms in newer Russian poetry, which communicate with inclusion of everyday discourse elements, mass culture and advertising discourse elements. The principles of lexical-semantic text organization are analyzed. Some specific features of modern poetic discourse are marked out during the contextual analysis: author's mask usage, reduced image of own linguistic identity creation, self-irony, world deromanticization, mass culture and elite culture case phenomena mixing, stylistic heterogeneity, etc. The analysis allows to describe the relations between author and reader, where reader is focused on the activation of his own culture experience and reflection on the contemporary socio-cultural and linguistic situation.

Keywords: language game, newer Russian poetry, modern Russian poetry, modern Russian literature, newer Russian literature, poetic discourse, intertextuality, case phenomena, mass culture, deromanticization.

Rut Maria. Motivational paradoxes: dialectal lexicographer's notes

Annotation: The article presents the observations of the motivation of dialectal lexical units that have been recorded in the process of the field research by Toponymical expedition of the Ural University. The immediate source of the material has been the draft dictionary entries beginning with the letter «И» of the Dictionary of the North Russian dialects that is being created by the researchers of the department of the Russian language and general linguistics of the Ural Federal University, supported by the Russian Foundation for Humanitarian Research (RGNF). The cases of the loss of a motivational meaning and the facts of various types of remotivation accompanied both with phonetic changes in a word and semantic modifications are provided. The article analyzes the reasons for the above-mentioned phenomena among which, first of all, the ontological changes are mentioned: the

changes of nominated realia or its functions that lead to the loss of the connections with the phenomena named with the motivational lexemes. Along with it, the linguistic factors may be of a great importance: the loss or transfer to the passive store of motivational lexemes; phonetic changes, specifically related to the Finno-Ugric substrate interference with the system of the North Russian dialects; semantic processes within polysemantic words; the facts of morphological de-etymologization and others. The illustrative examples of the dictionary entries contribute to a certain extent to the obtaining of the results.

Keywords: the North Russian dialects, regional lexicology, regional lexicography, lexical semantics, lexical motivation, remotivation, phonetic changes, de-etymologization, the Finno-Ugric substrate in the Russian language

Snigireva Tatiana, Snigirev Alexey. B. Akunin: the play with the name (based on fictional accompaniment to the «History of the Russian State»)

Annotation: In the center of the research – five stories that accompany the «History of the Russian State» («Fiery finger», «Devil's Spit», «Zvezduha», «Prince of Cranberry», «Bochand Schelma»), which enhance the artistic component of the project Boris Akunin, frankly making history in the «fascinating history», «history (shaped) pictures» in the history of «love story». Using proven and effective techniques that are turned in different versions of historical prose, B. Akunin offers its move at the same time on the same material playing two roles – the historian and novelist, but the «scatter» of two text streams: historical work and historical prose based on already above the historical scene. Particular attention is paid to the intensification of the reasons the game with the names of the characters in this project of the writer.

Keywords: Boris Akunin, the project «History of the Russian state», historical prose, play, name.

Sokovnina Veronika. Language game in the postmodern comics (based on the Finnish political comic book «Kekkonen»)

Annotation: The paper discusses the typology of modern genre comics and outlines a classification of existing publication formats. The focus of the article is on structural and substantial characteristics of comics as creolized texts; the article also explains the classification of comic books, including such types as strips, magazine comic, graphic novels, web-comics. The paper deals with the stylistic tools of modern comic scene: for example, some of contemporary authors don't use "text clouds" and work outside the frame, and that alone states the interactive nature of the comic. This paper is dedicated to the postmodernism-in-action: the author's games with the reader, negation of normative rules, which change not only the structural and visual image of a comic book, but its content. The case which is thoroughly analyzed is the Finnish political comics «Kekkonen» (author Matti Hagelberg, translated by A. Belikova) devoted to the political career of Kekkonen. The story follows his route from membership in Parliament to the post of the President of Finland. The methods of the language game, practice by Matti Hagelberg, derive from the postmodern discourse of nonsense. What we look at is the real historical character placed by the author in an impossible situation. The main focus of the paper is on defining the

principle of allusive language game. The arguments are borrowed from a wide range of precedent phenomena; and all these do illustrate that the goal of non-sensical language games in postmodern comics is to provoke the recipient to find new meanings.

Keywords: creolized text, comics, web-published comics, linguistic game, precedent phenomenon, nonsense

Solovyova Natalya. Quote and its «environment» (to a question of author's identity)

Annotation: In the article issues, connected with quotes functioning in scientific texts of three periods (the 19th, the 20th and the 21st century), is considered. The problem of quote's definition is addressed deciding this problem; the author gives preference to narrow treatment, separating the quote from other forms of transfer of someone else's speech. Ways of introduction of quotes to scientific text – the ascertaining of mental actions of predecessor and the explication of methodological characteristic of personified previous knowledge are shown. Quotes with explicitly expressed axiological function are the object of research, individually author's features of expression of metatext environment quote is subject of studying.

The originality of creative manner of 9 authors is illustrated on linguistic texts material. The attention to those estimated units (words, designs) which become dominating is paid. Regularities in use of quoted knowledge assessment which can be positive, negative and the mixed type are revealed. The reduction of quantity of assessment expression means, especially – of quantity of polemics expression means, is noted in texts of authors of the 21st century, whereas estimates of all types, and assessment with prevalence of polemics expression means are presented in texts of authors of the 19th and 20th centuries.

It is suggested that decrease in quantity of uses of quotes with explicitly expressed axiological function demonstrates decrease in level of criticality of thinking.

Keywords: assessment, quote, quote environment, axiological function of the quote, scientific text, speech identity of the scientist, speech's polemics.

Toropkina Valentina. Polycode headlines of modern mediatexts in the aspect of language game

Annotation: The report on the material of titles of Russian electronic media analyzes the polycode phenomenon as one of the specific features of the modern media text, caused by tendency to aesthetization process of verbal communication in the media discourse, enhancing the gaming part, the influence of globalization processes in the society on the specifics of communication. We study such manifestation of polycode phenomenon as the use of a foreign graphic in the Russian-language text headlines. The headers of Russian internet media actively involve untapped foreign-language graphical elements (*Hotel как лучше*), including onimas (*Загнанные в Google, Всевидящий Glass*), poligraphixation (*Массовый PSYхоз, DDoSmali, SMS-ополчение*), transliteration, Russian words in a foreign graphics (*Загадочная русская dacha, Доктор Aibolit*). Analyzed the specific character of functioning of inographic element in the context, the interaction of polycode headline with the text. These occasional elements have great expressive potential to use them as part of the

language game. Foreign-language elements are used for the formal transformation of precedent phenomena by replacing one of the components to transliterated lexeme (*Вишневый cash. SIM, SIM, откройся*), are played semantically and phonetically as part of puns. As part of titles these formation perform entertainment functions and enable to attract the reader's attention..

Keywords: media text, language game, polycode, precedent phenomenon, ino-graphixation, foreign language element, poligraphixation

Haritonova Irina. The role of language play in the discourse of a modern animated film

Annotation: The article describes the discourse features of a modern animated film by «The Mill» studio. A cartoon – is a closed, limited, independent world, where there are some rules of communication between the subjects of a speech community. The special attention is paid to the language game, which is interpreted as a linguistic creative activity, appeared in a conscious decomposition of the linguistic norms to create a comic effect and in order to create a bright character of a cartoon showing the knowledge of the language, the speaker's way to think and the way of the perceiving subject. So, the language game becomes the leading tool for creating individual style of speech of the character and its revelation. Characters of the animated film use in their speech various methods of language games (for example, homonymy, synonyms, euphemisms, nonce words, statements of case, idioms strain), so we see the way of presentation of itself. In this case, the cartoon characters can be characterized as qualified native speakers and as a "creative individuals" who have personal style of speech, thought and behavior. In addition, the task of animation films not only to laugh. but also to reflect the contemporary reality through the fictional one.

Keywords: language game, animated film, art discourse, art image, case phrase

Kharchenko Vera. Play on words in hospital discourse

Annotation: The article deals with peculiarities of hospital discourse and varieties of play on words used by medical staff and patients. The focus is on the following pairs of communicators: the doctor - the patient, the nurse – the patient, the nurse – the nurse, the patient – the family member, the patient – the patient. The research is based on personal observations made while staying in municipal hospital and notes taken at the surgery of the mentioned hospital from November, 21 till December, 4 of 2015. The play on words as a phenomenon is analysed in connection with characteristic features of hospital discourse which are revealed in the prevalence of imperative, situationally incomplete sentences and ellipsis. Typical vocatives (addressing patients by second names and similar phrases) are often met. The language of nurses frequently contains diminutives. The language of the patients is characterized by standardized hospital metaphors which carry the function of pun: *limousine* instead of wheelchair, *dope* instead of medicine. The situations which produced a comic effect are also described. At the same time the author demonstrates the play on words due to the representation of such concepts as PAIN, DESEASE, DIAGNOSIS. The language describing physical painful sensations against the dramatic background of hospital reality proves the use of pun and black humour.

Keywords: play on words, discourse, hospital, patient, remark, body, interoception, expression, metaphor, comparison, black humour.

Khisamova Galiya. The character as a linguistic personality in a literary text

Annotation: The author of literary text expresses himself through idiolect, which caused by the individual vision of the world and certain pragmatic units, therefore it represented quite faithful of use of the term "linguistic identity" in research of literary text. The article is devoted to identifying the features of speech behavior of the characters as the language individuals in the stories of M.V. Shukshin. The pragmatic aspect of research of verbal behavior of characters of the writer's stories allows to present his variety manifestations in speech stories of V.M. Shukshin allocate the conflict and centered type of personality. The characters of conflict type are communicative activity, they prefer such genres of verbal communication as a hassle, quarrel, elucidation of relations, they do not reveal themselves in the tactics of threats, accusations, insults, reproach, evilwishes. The centered type of language person represented as «chudik». The speech behavior of «chudiks» implies a certain detachment from others. It is characterized by a logical unpredictability, impulsiveness of actions. The mummery, buffoonery tend to many shukshin's characters. The game gives to them the opportunity of creative rise of personality and becomes the only means of realization of spiritual potential.

Keywords: character, literary text, verbal behavior, genres of verbal communication, tactics of communication.

Shakin Pavel. *БЫБОБ* in contemporary russian lexicographical and discursive practice: revisiting the import of the concept.

Annotation: The article analyzes lexicographical peculiarities of componential structure fixation of the meaning of the lexical unit *быбов* (as a function of the name of the concept *БЫБОБ*, which is being currently formed in contemporary Russian discursive practice), describing a referent, which corresponds to the concept *CHALLENGE* in English-American linguoculture. The current research is based on componential lexico-semantic analysis, which allows to determine semantic structures of researched lexemes. The methodology of study of lexical units is based on the analysis of explanatory dictionary entries, which are regarded as a source of authentic lexicographical data. On the basis of componential model juxtaposition of the meanings of the lexical units *быбов* and *challenge* shared, as well as unique, seme are determined for the cultures of both a donor and a recipient, which are derived from russian and english explanatory dictionary entries. The unique differential seme are viewed within a linguocultural aspect, this allows to find out the key features of the determined mismatches in terms of juxtaposition of different linguistic worldimages. The article proves, that usual innovations are preconditioned by import of linguistic worldimage fragment to russian linguoculture by means of regular context realization of non-fixed seme in russian lexicographical practice.

Keywords: concept, concept nomination, lexical unit, componential analysis of meanings, import of concepts, sphere of concepts, linguoculture.

Shipitsyna Galina. Historical and Linguistic point of view on the concept *cor-*

ruptions

Annotation: The paper discusses the semantics of words with ancient roots *korm* (feeding) with a value of «bribery, bribery», as well as their systematic lexical environment, different folk proverbs and aphorisms in the historical and linguistic aspects. Some of the words have been existing for a very long time in the language, but from time to time they may change their value under the influence of socio-cultural conditions of native speakers' lives. While studying the meaning of such words, there is a risk of transferring their new semantics to old age, as in modern times they are seen in isolation from its past cultural and semantic environment and are influenced by other lexical-semantic paradigm of the word, and a new connotation aspects of its meaning and pragmatics. The paper refers to many examples to show that the word «feeding» has two meanings intertwined in the past: «provided by natural products, content, money, etc.» and «to control, to direct, to steer». However, by the present time the second meaning has been lost, leading to a narrowing of the meaning of the word. The author comes to the conclusion that the vocabulary and phraseology of the Russian language do not contain the means of expression with such a strong social vice as bribery.

Keywords: bribery, vocabulary, proverbs, mentality, semantics, word formation, ethimology.

Shcherbakova Natalia. About methods of presentations playing semantic derivats in poems for children

Annotation: the basic methods of serve of playing units, created through transformation of semantics are analyzed in the article, in poetic texts intended for child's audience. As development of linguistic personality in ontogenesis demonstrates the gradual forming of pictures of portable value, texts with a playing component present objective complication for a young reader or listener. In this sense an usual for the grown man transmitter of language metaphor becomes for a child practically by the analogue of the that phenomenon which is named a linguistic game. In this connection in domestic child's poetry different methods are mine-out presentations of playing units, supposing the use both strategies of explanation and including of special word of game in a wide context without the special interpretation of playing unit. Different system connections, allowing to specify sense and playing constituents of semantic derivate are updated in last case. Different system connections, allowing to specify sense and playing constituents of semantic derivate are updated in last case. An author is pull out an idea about the necessity of research of this problem from positions of diachroniation, as the methods of presentation considered in-process playing semantic derivates demonstrate motion to complication of methods of their presentation, that is expressed foremost in indirect explanation, in the use of paradigm connections as a basic method of serve of playing unit.

Keywords: linguistic game, ontolinguistic, verses for children, semantic derivate, system relations, vocal strategies.