

SUMMARY

Avdeeva Galina. Game potential of the intertextual elements in the literary text: on the material of M. Veller's "Arbat legends" compilation

Annotation. In the article the game potential of intertextual elements in the literary text is analyzed. Various types of intertextual elements are actively represented in analyzed M. Veller's works ("Arbat Legends" compilation), such as: quotes, pseudo-quotes, quote-titles, various allusions, etc. The folklore and literary allusions partially preconditioned by genre characteristics of the works turn out to be the most significant. In most cases the inclusion of intertextual elements is caused by author's intention to create a comic effect. In a number of the works quotes and allusions are systemic in nature and semantically enrich the text. For example, in "Pentateuch" the fairytale allusions emphasize the irreality, absurdity of the described situation. Eclectic manner of quotes in the "Gulliver" emphasizes inorganic integration of hero's sculptural works into the city space. Eclecticism, absurdity of the combination of stylistically heterogeneous intertextual elements in one context is one of the main techniques implemented in M. Veller's "Arbat Legends" compilation.

Keywords: intertextual elements, language game, quote, allusion, precedential phenomena, stylistic contrast.

Adyasova (Lokotkova) Oksana. Lingvocultural specificity of language games in external advertising

Annotation. The article presents a description of the basic techniques of language game in modern Russian outdoor advertising. There is reflected the linguocultural specificity in the identified methods. Particular attention is paid to the gaming effect created by the interaction of the elements of verbal and visual level the series.

Keywords: language game, outdoor, cultural linguistics, advertising slogans.

Beglova Elena. The Potential of the Non-Normalized Lexical Means in the Modern Newspaper Speech

Annotation. In this article the special attention is given to the newspaper texts of 2010s in terms of using in them slang and collo-

quial vocabulary which is a part of non-normalized lexical means of the Russian language. Author analyzes newspaper headlines which contain slang and colloquial language in terms of identifying the functions of the mentioned groups of non-normalized words. It is also studied the use of non-normalized vocabulary in the newspaper text from the point of view of its functions in accordance with the author's intention and concrete pragmatic tasks. Linguistic and stylistic analysis of several newspaper texts of 2010s revealed that the use of non-normalized vocabulary and phraseology by the addresser in the modern newspaper text is motivated, in contrast to the similar use of non-normalized lexicon in the 1990s. That indicates an increase of the level of professional and linguistic competence of the modern addresser of newspaper speech.

Keywords: newspaper text, slang, colloquial vocabulary, negative assessment, meaning of the word, sema, the function the non-normalized words.

Voronichev Oleg. Pun in a number of related phenomena of the language game

Annotation. The article deals with differential and integral characteristics of a pun on the background of such related phenomena and the synonymous concepts of the language game as the game of words, punning, stylistic device or a figure, a language joke and witticism. The relationship and the volume of the analyzed concepts are examined, the arguments in favor of the fact that the pun is the main form of the language game, a semantic-phonetic phenomenon of speech, combining the characteristics of the stylistic device and small-format genre are reproduced, which is why the concept of the pun is logical to recognize as the word game, but it should be distinguished that, on the one hand, from strictly stylistic figures of speech that may be its only constructive basis, and, on the other hand, from the language joke and witticism as phenomena, which are of a genre nature.

Keywords: language game, pun, joke, witticism, value, concept, expressive speech, stylistic figure, semantic-phonetic phenomenon, small-format genre.

Golovanova Elena. Language game in professional communication

Annotation. The article considers peculiarities of realization of language play in a professional environment. It is argued that the names created by the game, reflected a characteristic for professionals perception of objects, phenomena, their connections and relationships. The analysis is performed on the material of vocabulary and phraseology, functioning in oral professional communication and reflecting the various forms of the comic. The author identifies the most relevant design principles of the language game in a professional environment: the associative principle of superposition, the principle of associative identification, the principle of imitation and the associative inference. Factors and reasons for the demand for language games and, in general, comic means in professional nomination and communication are established.

Keywords: language game, professional communication, professional consciousness, stereotype, professional nomination, comic, professional language personality.

Gridina Tatiana, Berseneva Alena. Linguistic training as a method of developing abilities of the preschool child

Annotation. The article presents the procedure of organizing linguistic training in a preschool educational institution, which is based on the statement of necessity to consider the receptive and productive aspects of creativity. The phased analysis of developing linguistic capabilities of children during the period of training is given reflecting the characteristics of the ways of understanding the language in preschool age.

Keywords: children's speech, word formation innovations, language training, linguistic creative abilities.

Ilyasova Svetlana. Word creation? Word tricking? About evaluation of the playful strategies in the language of the modern russian mass media

Annotation. The present article regards playful strategies through the example of the innovations motivated by such key-words as anthroponyms of the USA first persons. That allows to put a question

of word creation restrictions that concern the object of the word game. These restrictions are prescribed by the extralinguistic factors.

The empirical material, that is quite longstanding in analyzed time period, as well as extensional in quantitative relations, allows us to draw a conclusion about the set of playful strategies being used. These are the following: active use of contamination and also (which is more important) specific features of political word creation, such as its emphasized evaluativity expressed through the means of intellectualization of the Mass Media language (allusion, precedent phenomena) and through the stylistically marked elements (jargon words, obscene lexis). Consequently, the boundary line between word creation and word tricking in the modern Russian Mass Media language turns out to be quite indistinct and uncontrolled by the linguistic factors.

Keywords: Mass Media language, language game, word creation, word tricking, key-words, anthroponyms, evaluativity, connotation.

Liasheva Marina. Lingua-creative words in modern entertaining internet discourse.

Annotation. This article is devoted to the phenomenon of lingua-creative words in the modern Russian language presented in internet communication. The author describes different points of view on the designation of the term in modern linguistics and the basic ways of formation of lingua-creative words. As a material for analysis are presented the examples from entertaining internet discourse such as specialized communities that are the most popular among young people. The author considers different functions of language game – from the comic to the evaluation. The comic effect is realized in the word-formation jokes. Implementation of the evaluative function is more diverse and accomplished by various methods as variation of precedent phenomena, game graphics etc. In conclusion summarize purposes of lingua-creative words.

Keywords: internet communication, language game, lingua-creative words, comic function, evaluative function.

Plotnikova Anna. Linguistic Creativity in Threat Speech and its Mechanisms

Annotation. The article focuses on threat both as a speech act and as a discursive strategy. A threat expresses a destructive intention directed against the addressee of the speech act and is often used to cause a negative impact on the addressee's emotional state. In order to achieve this communicative effect the speaker deliberately uses mechanisms of linguistic creativity to incite fear in the addressee. Speakers can be demonstratively inventive in their choice of linguistic means to describe the way they are planning to carry out their threats: for example, they may be excessively specific about their intended actions, which may be presented as a just retaliation, or use means of intensification, figurative language, precedent signs, grammar and semantic anomalies. Mechanisms of linguistic creativity are used to conceal the intention of threat since threat as a speech act is a social taboo and threats of violence against individuals are prohibited by law.

Keywords: threat, speech act, discursive strategy, linguistic creativity, speech impact.

Redkina Elizaveta. Language game in a case phenomena usage in newer Russian poetry

Annotation. The article is devoted to the features of language game methods usage in newer Russian poetry texts including case phenomena. Case phenomena include case texts, case names and case statements. The poems of modern authors published in literary magazines «Noviy mir», «Oktiabr», «Zvezda», «Ural» in 2012-2015 years were reviewed. The article highlights some relevant for modern poetry mechanisms of language games. On the basis of the contextual analysis, functions of language play with a case phenomena usage are marked out. For example, reducing the status of case phenomenon; creation of absurd art image (or art reality); comic or ironic tone; semantic contradictions detection.

Keywords: language game, case phenomena, case names, case statements, case texts, newer Russian poetry, modern poetry, intertextuality, modern literature.

Shipitsina Galina. About the creativity of composition of actual soviet lexicon

Annotation. The article deals with the ways and methods of word and expressions composition to realize the propaganda and agitation function at the Soviet period. The actuality of research is caused of description of such words by the nowadays native speakers who use such words in their former meaning. To represent the positive value of soviet reality some words were used. These words semantics has the symbol of beautiful and important things. Such words are functioning in the nowadays Russian, whereas the other texts as slogan, call, proverbs and sayings are disappeared in the language after Soviet time.

Keywords: Soviet period, official language, propaganda, agitation, lexical semantics, connotation, pragmatics, meaning transformation, slogan, call, people proverb, people saying, artificial proverb, artificial saying.

Shipitsina Galina, Ogneva Elena. About the unusual word-using in the translations of “Lectures on russian literature” by V.Nabokov

Annotation. The article deals with the category the “lingual play”. Some words from “Lectures on Russian literature” by V. Nabokov are researched. Such words using in the word-compositions which are unusual for Russian speech standard explain as the base plot and the textual grammar nuances as the “lingual play” of “Lectures on Russian literature” thanks to the translator. Using the different dictionaries the article authors do the historical and lingual analysis of studying words and comparative analysis of contexts of “Lectures on Russian literature” by V. Nabokov in the Russian and English languages, present experimental data.

Keywords: Russian language, English language, French language, word, word compatibility, dictionaries, translated text, meaning, update word compatibility, contextual meaning, text pragmatics