

## SUMMARY

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### PROBLEMS OF STUDING OF CHILDREN'S SPEECH

**Gridina Tatiana.** Potential semantics of children's word creational innovations in the light of experimental data: method of direct interpretation.

**Annotation.** Variable potential and strategies of semantization of word creational innovations of children's speech are verified in the article using the experimental methods of direct interpretation (with reference to features of linguocreative thinking and mentality of a preschool child).

**Keywords:** linguocreative thinking, mental dominants of language consciousness of a child, associative potential of a word, word creational innovations.

**Dobrova Galina.** About an influence of social and/or biological factors on language acquisition

**Annotation.** This article focuses both on biological, and on social reasons that influence child language acquisition. These reasons are considered in connection with the main factors that determine variability of language acquisition – gender, typological, socio-cultural factors and the factor of presence/absence of an elder sibling of a child.

**Keywords:** ontolinguistics, language acquisition, variability in language acquisition, biological and social reasons, gender factor, referential children, expressive children, socio-cultural status of family, linguistic creativity.

**Eliseeva Marina.** Acquiring of polysemy and homonymy: to a question of the relation of the child to asymmetry of a language sign

**Annotation.** Perception and production by children of early and preschool age of figurative senses of words and homonyms are analyzed in the article. The author advances the thought of the

ambiguous relation of children to a phenomenon of asymmetry of a language sign.

**Keywords:** perception and production of speech by childrens and adults, polysemy and homonymy, language reflection.

**Plotnikova Svetlana.** Dynamic processes in the lexicon school-children.

**Abstract.** On material of the associative dictionary of the schoolchildren of 1–11 classes dynamic processes in the structure of the inner lexicon schoolchildren is considered.

**Keywords:** lexicon of schoolchildren, structure of the inner lexicon, associative field.

#### **EXPERIMENTAL RESEARCHES OF FUNCTIONING OF A LINGUISTIC SIGN IN THE CONSCIOUSNESS OF MODERN SOCIETY**

**Bekasova Elena.** Psycholinguistic aspects of normalization of Russian.

**Summary.** In this article are analyzed data of psycholinguistic experiment on research of features of realization of one from «weak» links of language system – a shape of 1 face of singular of the present (the simple future) time, representing syntagmatic and paradigmatically caused potential options which in some cases have «different interpretations» in normalizatorsky practice.

**Keywords:** language system, language personality, shape of 1 face of singular prezense, alternations, codification.

**Vaulina Irina.** Aspects of functioning of the sound symbolic evocative word *for dybachit* in the modern Russian language.

**Abstract.** Features of functioning of a sound symbolic lexeme *for dybachit* in the modern Russian language is considered in this article. Aspects of expressiveness of the words are experimentally verified, which associated with sound symbolic nature of its phonetic shape.

**Keywords:** expressiveness of a sound symbolic evocative word, language consciousness, psycholinguistic experiment.

**Voroshilova Maria, Zlokazov Kirill.** Russian lotto 18 of 1488: the experience of the complex psycho-linguistic expertise

**Annotation.** Experience of complex psychological and linguistic research of a creolized text (videotext) in order to identify it as an extremist text is presented in the article.

**Keywords:** extremism, extremist materials; destructiveness; creolized text.

**Gogolina Tatiana, Ibraimova Ekaterina.** Models of construction of *kommunikems* with dubious meaning: experimental data

**Annotation.** The most frequent models of *kommunikema's* construction with dubious meaning which are identified experimentally are considered in the article. *Kommunikems* with this meaning are transformed by theme-rheme model when developing it to parting proposals, in the process the *kommunikema* contains the rheme.

**Keywords:** kommunikema, doubtfulness, psycholinguistic experiment, the actual division of a sentence.

**Maksimova Irina.** The Ural oykonym learning in the aspect of psychology.

**Annotation.** The article includes the description of the psycholinguistic experiment on identifying of the Ural oykonym perception by modern dialect speakers. The author offers one of the possible options of fragmentary recreation of the regional linguistic worldview with the help of the toponymic system analysis.

**Keywords:** psycholinguistic experiment, toponym, oykonym, toponymic worldview, mental toponymic stereotypes.

**Alexandra Petkau.** The Concept *Health* Olfactory Image in the Russian Language Consciousness.

**Abstract.** The article presents the results of the psycholinguistic experiment held among the native Russian-speaking people with the intention of identifying and describing of the concept *Health* olfactory image.

**Keywords:** concept, health, image, associative experiment, linguistic consciousness.

**Chernyak Valentina.** Modern Music in a Variety of Associations.

**Abstract.** The paper deals with the associative field *Music* as a significant fragment of the linguistic personality vocabulary. Basing on the associative dictionaries and on the data obtained in a special experiment the author describes the general association directions within the structure of the associative field.

**Keywords:** Associative field, associative dictionary, linguistic personality, associative experiment, vocabulary dynamics.

#### LINGUOCULTUROLOGICAL AND SOCIOLINGUISTIC ASPECTS OF RESEARCHES LEXICAL AND PHRASEOLOGICAL SEMANTICS

**Abramova Nadezda.** Mythologeme of a road as a basic semantic component language world picture.

**Abstract.** The article analyses the characteristics of the functioning of the myth of the *road* in the minds of Russian speakers. Results directional associative experiment allowed the author to identify the specific ethnocultural information provided in idiom and stereotypical formulations with a token *road*.

**Keywords:** mythologeme, language picture of the world, directional associative experiment.

**Bobrova Mariya.** People's phraseology of the theme group «Talking» in semantic-axiological aspect

**Annotation.** Descriptions of the utterance are emerged in the article on the basis of phraseology of Russian dialects of Perm Region. The author concludes about the specifics of effective utterance criteria which are relevant for traditional folk culture.

**Keywords:** perm dialects, dialect phraseology, the theme group, talking, semantic-axiological aspect.

**Danilova Olga.** Metronimy in contemporary linguoculture of Mountain Shield.

**Annotation.** The presented lingvocognitive and lingvocultural description of metonyms' (kinship terms) on the basis of receptive and associative experiments conducted in the village of Mountain Shield Chkalovsky district of Ekaterinburg. The important characteristics of such essential linguistic phenomenon like family are revealed in the research.

**Keywords:** receptive language experiment designed and free associative experiment, giperonim *family*, kinship terms, terminology.

**Sedykh Arkadiy.** A language person and intercultural competence.

**Annotation.** The paper deals with problems of optimizing the cross-cultural competence based on the mastering of key concepts and events of other cultures. It is proposed to determine the parameters of intercultural competence in relation with the four levels of functioning of the linguistic identity: cognition, semantic, pragmatic and communication. Ways to optimize cross-cultural competence are seen in line with formation of a new type of language personality, able to perceive other cultures, while remaining in positions of creativity in relation to their own cultural roots.

**Keywords:** linguistic identity, intercultural competence, national concept, cultural event, linguistic creativity, communicative behavior.

**Chechulina Lubov.** Construction is a technology for the kinesthetic learners.

**Annotation.** Types of exercises for construction, which aimed at activating the kinesthetic modality of students in the study of the topic «Morphemics and word formation» are presented in the article. Implementation of the proposed tasks in the practice of teaching the Russian language should facilitate the development of analytical abilities of the students.

**Keywords:** pedagogical technology, kinesthetic learners, tasks, construction, morphemics, word formation.

***Shebalov Roman.*** The Discursive Oppositions Modelling as an Author's Appraisal Method.

***Abstract.*** The article analyses linguistic and cultural markers creating the author's appraisals in V.A.Shenderovich's works. The author focuses on the journalism created in 2012-2013. He finds out discourse oppositions of the reality modelling of Russia and abroad.

***Keywords:*** discourse, linguistic and cultural (linguo-cultural), V.A. Shenderovich, opposition.

***Shipitsina Galina.*** The lexicographical representation of the dynamics of lexical connotation

***Abstract.*** On a material of past and modern dictionaries the article traces the evolution of values and connotative and pragmatic meanings of ideological lexicon under the influence of changing social assessments, information and cultural environment and the very consciousness of Russian speakers.

***Keywords:*** evolution, thesaurus, dictionary definitions, the semantic structure, sema, connotation, ideological interpretations.