

SUMMARY

LANGUAGE AND SPEECH IN DISKURSIVE PRACTICES OF MODERN SOCIETY: A STEREOTYPE AND CREATIVITY

Bekasova Elena. Lingvokreativny capacity of Orenburzhye: from Kuyan to the Voucher

Abstract. In this article is considered dynamics of a language situation in the Orenburg region which leaves certain «traces» in antroponym's system that allows to open word creation mechanisms in modern conditions.

Keywords: language situation, functional paradigm of language, language changes, dialects, antroponimika, nicknames.

Gridina Tatiana, Konovalova Nadezhda. «Where are we going? The big question is ... »: pragmatics of creativity in the modern media discourse

Annotation. Pragmatics of evaluative implicatures in the modern language of a newspaper is analyzed in the article. Strategies and techniques of influence on recipient using a linguocreative technique of a language game are picked out.

Keywords: linguocreative activity, media discourse, pragmatics of language influence, a language game.

Gulyaeva Marianna. Communication avoidance strategy

Annotation. Communication avoidance strategy aiming at non-participation in communication process is analyzed in the article, a brief description of the typical tactics relevant for the strategy are suggested.

Keywords: refusal from communication, communication avoidance, silence, neglect of interlocutor.

Ivanova Evgeniya. Receptions of the creative nomination (on the example of names bookstores of Yekaterinburg)

Annotation. This article is executed in line with onomasiologicheskyy researches. The purpose of this publication – to reveal specifics of creative receptions of creation of concrete names of bookstores and to systematize them.

Keywords: artificial nomination, creative receptions of the nomination, informative and pragmatical functions of a language sign.

Korovushkin Valery, Faloju John. Linguocreative potential of Nigerian Pidgin English as an evidence of the present socio-language situation in Nigeria

Annotation. The article reveals some possible resources of verbal creativity of Nigerian Pidgin English speakers in the present sociolinguistic situation in Nigeria, realized by them in speech and registered in substandard dictionaries and texts.

Keywords: linguocreativity, verbal creativity, socio-communicative system, socio-language situation, bilingualism, diglossia, pidgin, pidginization, pidginism, Nigerian Pidgin English (NPE).

Natalya Koshkarova. Reflection of Arab Spring's events in foreign mass-media

Annotation. The paper is devoted to the analysis of speech influence means in foreign mass-media while covering Arab Spring's events. The author describes the repertoire of speech influence means in news genre the information occasion of which being the death of Libyan revolutionary and politician Muammar Gaddafi.

Keywords: Arab Spring, dichotomy «East-West», conflict discourse.

Tonkova Elena, Toktarova Irina. Creative potential of the professional expression «pod kluch» in the contemporary Russian language

Annotation. The article describes the transformation of semantics of the professional expression «pod kluch» in the publicity texts and its novel application in the language of the contemporary press.

Keywords: «pod kluch», semantics, professional expression, phrase, advertisement, lexical combination.

Chizhova Inna. Features of word creation in the speech of the masters of arts crafts of the Middle Urals (on the example of metaphorical names)

Annotation. Features of the metaphorical nominations in speech of masters of art crafts of the Middle Urals are examined in the article. Identifies types of metaphorical transfers and kinds of metaphorical models used by nominators.

Keywords: vocabulary of the Ural art crafts, metaphor, metaphorical nominations, metaphorical transfer, metaphorical model.

Shipitsina Galina. Innovation of business style in the light of creative activities

Annotation. On the linguistic material of ethical codes of Russian banks and companies, the article examines non-traditional for Russian language business style ways of mind expression, not excluding factual inaccuracy of the content and pragmatic-assessment of meanings for the sake of performance statements, taking into account the mentality of the addressee.

Keywords: code of ethics, creative, world view, the recipient, corporate ethics, Russian generations, the dialogue of worldviews, cultural and information gap.

Yunakovskaja Alla. Computer units in the Russian-speaking environment (on a material of Omsk)

Annotation. The short analysis of used computer units is presented in article in the nonprofessional environment by residents in word-formation aspect. The interpretation of a collected material offered by the author shows existence of the Russian component when functioning computer jargons.

Keywords: lingvokreativny opportunities of a computer slang, lingvokulturny basis of transformations, word-formation processes and elements.

**LITERARY TEXT AS A SPHERE OF CREATIVITY
IN LANGUAGE ACTIVITY**

Avdeeva Galina. Stylistically marked (coloured) vocabulary in G.Shcherbakova's works.

Annotation. The question of functioning of stylistically marked vocabulary is investigated on the basis of two stories written by G.Shcherbakova. Attention is paid on the fact that stylistically coloured vocabulary in the works under analysis is used not only as a means of the character's speech characteristics, but also as a means of enhancing the author's speech expression. Stylistically coloured lexemes in G.Shcherbakova's works take on special symbolic significance.

Keywords: stylistically marked (coloured) vocabulary, functionally stylistically coloured vocabulary (bookish, colloquial), slangy vocabulary, emotional, evaluative vocabulary.

Plotnikova Anna. The Speech of a Bilingual in Fiction

Annotation. The paper considers the methods of an imitation of a Bilinguals' speech and something features of language game in fiction. The material is the novel by M. Gigolashvili. The methods of metalanguage reflection of the author of the text are analyzed in the article.

Keywords: Bilinguals' speech, metalanguage reflection, creativity in language activity.

Ustinova Tatiana. Language play in metalinguistic texts by language poets B. Andrews and A. Dragomoshchenko

Abstract. The article focuses on the linguistic mechanisms of language play in the essays of B. Andrews and A. Dragomoshchenko. The author analyzes structural and functional properties of ludic manipulations by means of the Russian and the English languages in the prose of the language poets and distinguishes between the universal and specific (conditioned by the language type) features of linguistic creativity.

Keywords: language poetry, language play, metalinguistic reflection, lexical syncretism, morpho-derivational transformations.