

SUMMARY

CHILDREN'S SPEECH AS SPACE OF LANGUAGE CREATIVE IDEA

Pavlova Natalya. Orthographic personality of a child

Annotation: The observation of the process, which helps schoolchildren to master spelling, confirms assumption, that children have some periods, which are alike periods of mastering of spoken language. The most expressive evidence of it are spontaneous child's texts. The choice of the strategy of spelling (the use of rules, remembering of spelling of the concrete word, orthographic intuition, or all these factors) in this case isn't actual.

Keywords: Lingual personality, transcriptional spelling, morphological spelling, rule, intuition spelling, mastering of literacy.

Salnikova Olga. Without rules but correctly: normative writing preschool children.

Annotation: The article considers the features of the writing preschool children from the point of view of the impact of language intuition. The author analyzes the normative morphological writing preschool children like the manifestation of a spontaneous assimilation morphological character of Russian orthography.

Keywords: writing children of preschool age, language intuition, morphological writing, natural writing.

Samigulina Fanira. Word-making innovations in children's discourse on the basis of the specificity of the perception in the ontogenesis of perceptually ambiguous words.

Annotation: Special features of a projection of specificity of the children's thinking onto the speech and thinking activity of a child are examined in the article. There is indicated the necessity of an analyze of a children's discourse because of the peculiarities of children's cognitive growth. The article points out the significance to take into account the specificity of the organization of children's brain activity when researching the ontogenesis of a speech, particularly researching children's word creation.

Keywords: ontogenesis of a speech, children's discourse, interhemispheric asymmetry of the brain, graphic and imaginative thinking, perception, children's innovations.

LITERARY TEXT AS A SPHERE OF CREATIVITY IN LANGUAGE ACTIVITY

Avdeeva Galina. Onomastic play as the implementation of a word play allusive principle in a fiction text: a case study of 'An uyezd town of N' by M. Naumenko.

Annotation: The usage of onomastic play technique in lyrics of a song «An uyezd town of N» by M. Naumenko is analyzed in the article. The author draws attention to the fact that the combination of various onyms in one context is of «collage», illogical and ironical character and demonstrates breaking the myths and stereotypes.

Keywords: word play, onomastic play, intertextuality, collage (pastiche), precedent name.

Vorobieva Natalia. Modelling of virtual reality in mysticism of A. Pogorelskiy

Annotation: Analysis of Pogorelsky's short story «Posetitel magika» is undertaken in the report with the purpose to reveal the features of reflection magic and ritual practices of traditional folk culture in a literary work. Stereotypes of the «virtual» reality in the author's fiction projection are analyzed.

Keywords: traditional culture, literary text, ritual.

Gerasimchuk Mariya. Object-situation in the cognitive model of visual perception in the stories of Boris Yekimov (cycles «Memory of Summer» and «The worldly stories»)

Annotation: This paper examines the components of the visual perception of the situation relating to the characteristics of the object of perception, in a literary text. The visual perception of a character is holistic in nature. The language units affirms that. Emphasis within the object placed in the situation according to the author's creative installation.

Keywords: object-situation, observer, cognitive model, the subject of visual perception, the context of perception.

Golovacheva Olga. Realization of category of an okkazionalnost in early publicism of N.S. Leskov

Annotation: In article occasional units, eksplitsirovanny in N.S. Leskov's early articles are analyzed. Owing to an expressional and semantic saturation composites and the usual lexemes which have undergone semantic transformation act as an effective remedy of impact on the reader

Keywords: N.S. Leskov, early journalism, nonce words.

Kuzina Yulia. The Wizard of Oz's artistic image as a representation of archetypes the Spirit and the Trickster

Annotation: The article presents the results of elicitation of metaconcepts the Spirit and the Trickster obtained within the comparative lingvocultural research of artistic images in the fairy story by L.F. Baum «The Wonderful Wizard of Oz», its translation into Russian by S. Belov and the literary interpretation by A.M. Volkov.

Keywords: archetype, metaconcept, the Sage, the Trickster, lexemes' definition analysis.

Mikhaylova Julia. Character's pluralism of speech manner as a feature of author's creativity

Annotation: The article analyses the speech peculiarities of the character from S. Minaev's novel «Дyxless», reveals character's heteroglossia, which is specified by social environment and communication aims.

Keywords: heteroglossia, speech culture, sublanguage, foreign lexis.

Korovyonkova Aleksandra. On the comic potential of proper name Kuz'ka in the novell of Strugatsky brothers «Tale of the Troika»

Annotation: A try to detect comic potential of proper name Kuz'ka, which refers to the fantastic character – pterodactyl – in the novell of Strugatsky brothers «Tale of the Troika». The author advances an idea, that perception of the proper name and its referent as comic is based on their discrepancy.

Keywords: proper name in the literary text, literary proper name, poetonim, comism, comics.

Pitolin Danil. Metaphorical modeling of the concept «alien» within the dichotomy «one's own-alien» in the short story collection «Drown» by J. Díaz

Annotation: In this article the matter of metaphorical modeling of the concept «alien» in the short story collection «Drown» by J. Díaz is considered.

Keywords: conceptual metaphor, dichotomy «own-alien», Spanglish, literature in Spanglish

Shebalov Roman. Proper Names' Semantics in Short Stories by A. Chekhov

Annotation: Some issues of play on proper names in A. Chekhov's short stories are observed.

Keywords: proper name, semantics, play on words, A. Chekhov.

Vidanov Evgeny. Semantic and derivative potential of the epoch key-word, or passion for the Olympics.

Annotation: The article discusses speech neologisms, which got active dissemination in the media language and Internet discourse in connection with the Winter Olympics in Sochi. The word Olympics, having received status of the epoch key-word, became the basis for the implementation of speakers` lingua creative opportunities.

Keywords: epoch key-word, semantic potential, derivation, estimation, the Olympics.

Koshkarova Natalya. Foreign mass-media about Sochi`s opening ceremony: speech creativity and politics viewpoint

Annotation: The paper is devoted to the analysis of speech influence means in foreign mass-media while covering Sochi`s opening ceremony. The author comes to the conclusion that speech creativity in mass-media is closely connected with the geopolitical world situation.

Keywords: the Olympic Games, speech creativity, geopolitical world situation

Sokovnina Veronika. Lingua-creativity of the adult world: games on the «social network»

Annotation: The article is dedicated to the concept of the «game» and the role of it in the realms of the adult culture. Author analyzes the origins and development of the internet meme poetical pieces as the variatons of the lingua-creative activity of the adult; one also tries to display it`s psychological and social functions.

Keywords: lingua-creative activity, linguistic game, nonsensical literature, meme poetry, the linguistic joke mechanism

Tonkova Elena. New words with the root *mono-* in the language of the press

Annotation: The article is devoted to analysis of the new words with the root *mono-* in the language of the contemporary Russian press. The author tries to explain the reasons of activity of this rood in Russian word-formation.

Keywords: word-formation, the language of the press, new words.

Tsyplyakova Ksenia. Typology of language play in XX century periodicals

Annotation: the article analyses the facts of language games in the media of the twentieth century. Material in the periodical press of the three

periods (1900-1920, 1930-1950 and 1960-1980) maps to the private allocation of constructive principle, the Foundation of the Association and operational mechanism of YaI.

Keywords: language game, constructive principle, operational mechanism, the associative context, journalism of the 20th century.

MECHANISMS OF SPEECH CREATIVITY: NORM AND ANOMALY

Boreyko Tatiana. Realization of different types of metaphorical transfer on a material of the adjectives designating signs of tactile perception

Annotation: In article various ways of emergence of figurative senses of the adjectives characterizing process of tactile perception are considered. The directions of metaphorical transfers, ways of updating of language metaphors in texts of the Russian speech are analyzed.

Keywords: ways of emergence of figurative senses, expansion of semantic compatibility.

Vakulenko Diana. About language status and speech properties of phraseoscheme «Чтоб + V finit (np.b.)!»

Annotation: This article is devoted to the description of phraseosyntactic schemes of modern Russian language with the compulsory component *чтоб* which are the linguistic units of the phraseological subsystem, characterized by the reproductiveness, stability, structural and semantic integrity, idiomacity and expressiveness. These phraseosyntactic schemes possess an unchangeable structure which helps to create other sentences-utterances with the same meaning. They can express both subjective and evaluative shades of meaning. The use of these phraseoschemes in the colloquial speech makes the communication better and add the unconstrained character to the communication process.

Keywords: Syntactical phraseology; fixed phrase scheme; phraseological subsystem; stability; Russian language.

Vaulina Irina. Phonosematic projections in the perception lexical meaning *ekspressemj*

Annotation: In article experimentally verified the semantic content of the phonetic shape *zvukosimvolicheskoy ekspressemj* in the aspect of its ability to model the conceptual content of the token and call attendant, not audio sensations of different modalities of perception.

Keywords: expressiveness, *zvukosimvolicheskoe* word, psycholinguistic experiment, linguistic consciousness.

Vepreva Irina, Petkau Alexandra. The concept *Health* through the prism of zoomorphic metaphor

Annotation: The article presents the results of the directional associative experiment held among the native Russian-speaking people with the intention of identifying and describing of the concept *Health* metaphorical zoomorphic image.

Keywords: concept, health, associative experiment, metaphor, linguistic consciousness, zoomorphic image.

Geyko Elena. Metaphorical potential pro-position components olfactory perception

Annotation: In article possibilities of compensation of poverty of lexicon of olfactory perception through the metaphorical potential of all components of a pro-position of olfactory perception on a material of the statements containing information on smells are considered.

Keywords: pro-position, basic components of a pro-position, smell source, subject of olfactory perception, process of perception of a smell, parametrical / categorial word, metaphorical reconsideration.

Zoueva Tatiana. Lingual Creative Potential of Unofficial Urbanonyms of Ekaterinburg: From *Bush* to the *Tortoise*

Annotation: The article describes creative techniques of nomination of unofficial Urbanonyms of Ekaterinburg.

Keywords: an unofficial Urbanonyms, creative techniques of nomination, the play of words.

Ryabushkina Svetlana. About the Stylistically Marked Usage of Russian Collective Numerals

Annotation: In modern Russian literary language collective numerals are a small number of lexical units, within the first tens. Speech yields collective numerals for larger numbers as a realization of the word-building potential of the numeral system (*odinnadtsatero*, *dvadtsatero*, etc.); their usage is stylistically marked. Wider combinability of collective numerals also provokes stylistic effects, in particular, in cases of personification, for aesthetic purposes (examples deal with combinations of collective numerals with animals).

Keywords: the Numeral, stylistics, syntagmatics, category of animacy, category of person, active processes in Modern Russian.

Shlyahova Svenlana, Shestakova Olga. Lingvocreative potential of onomatopoeia in German and in Russian

Annotation: This article describes the linguocreative potential of onomatopoeia on a level of scientific terminology and advertising texts. In German presented mechanisms of linguocreation considered as the norm i, in the Russian language – as an anomaly.

Keywords: creativity in language activity, onomatopoeia, terminology, advertising, German, Russian

Yunakovskaja Alla. Functions of urban word-formation activity (on material of Omsk)

Annotation: In the article are examined the methods of formation of units, used habitants Omska. The derivatives collected within bounds of city serve as material for research. Primary purpose of research – to select the word-formation functions used by a mass native of city speaker, and facilities used for their display. Consideration of derivatives allows to select the basic tendencies of word-formation activity of habitants of city.

Keywords: «city language», colloquial city word-formation, word-formation functions and facilities, word-formation activity of habitants of city.

CREATIVE PRACTICES OF A LANGUAGE PERSON

Gogolina Tatiana. Communicams semantics of doubtfulness linguocreative activity of a speaker

Annotation: Changes which are happened in a group of *communicams* with the meanings of dubious (as a demonstration of linguocreative activities of a speaker) discussed in the article. The author analyzes the results that have been obtained by him in the course of a series of psycholinguistic experiments on this material.

Keywords: communicams, semantics of doubtfulness, psycholinguistic experiment, linguocreative activity of a speaker.

Ivanova Evgeniya. Creative methods of impact on the addressee in business letters of the historic language personality

Annotation: The article considers the methods of formulating orders in business letters 18th century Analyses the implementation of influencing a person's needs in the text.

Keywords: precedent text, business writing, the rules officially-business style, language personality.

Kirilova Irina. The notion of evil spirits in the minds of speakers

Annotation: The article contains a description of the psycholinguistic experiment to identify the perception demonological modern vocabulary

native speakers.

Keywords: psycholinguistic experiment demonologema principle nomination associative field, linguistic consciousness.

Lappo Marina. Creative resources of dialogue participants: communicative and meaningful aspects (based on conversations of V. D. Duvakin and M. M. Bakhtin)

Annotation: The article analyzes verbal behavior of Bakhtin, the interviewee of V.D. Duvakin. The author proves the idea that partial or complete lexical and grammatical repetition in responses plays some special role as a marker of a short distance with the person and attention to his words, as well as aspirations to dynamise dialogue process.

Keywords: dialogue, communicative strategy, verbal priming, elitist language personality, Bakhtin.

Mul Irina. The technics of language play in a modern tongue-twister, or a new outfit of an old acquaintance

Annotation: The article analyses playing features of a modern tongue-twister in the aspect of its comparison with the traditional tongue-twister; imitative principle of language play is recognized as a leading one in emulation of modern tongue-twister texts.

Keywords: mechanisms of language play, media discourse, imitative principle of language play.

Nikolenko Olga. Semantics of kinship terms as a basis of text math problems.

Annotation: The article deals with the text math problems containing kinship terms. The organization of the semantic field of kinship terminology and semantic features of a single term allow using them as material for logical analysis.

Keywords: terms of kinship, semantics, seme, component analysis.