SUMMARY

Chapter I

Understanding Language: Identities and Differences

Elena N. Bekasova, Natalya V. Martynenko
**Criteria of Differences of Genetically Correlative Identities
in the History of the Russian Language**

Keywords: church Slavonic language, East Slavic language, Russian literary language, reflexes of Common Slavic combinations, semantics, stylistics, morphonology, morphemics, genesis of the Russian literary language.

This article considers processes of differentiation of the identities existing in the system of Russian as a result of interaction between South Slavic and East Slavic language elements. The genetically relative correlates either break up in favor of the member (time, straw, need, night) defined by the origin, or remain with a certain degree of semantic, stylistic, structural markedness of compliances (poroh-prah, bereg-pribrezhniy, mezha-mezhdu, vozhd'-vozhak, vozhatiy). Specifics of such divergences unambiguously shows the importance of the system of accepting language, and consequently, the primordial nature of the Russian literary language.

Ashot A. Grigoryan, Alla Y. Grigoryan
**Gender Linguistic Theories in the Aspect of Sameness and
Otherness Problem (as Exemplified by the Difference Theory)**

Keywords: gender, language, difference theory, communicative interaction of men and women.

Difference theory – alongside with deficit and dominance ones – is considered to be one of the main theoretical approaches used by scholars in their attempts to analyze and explain gender-specific parameters of language use. Unlike earlier theoretical frameworks, this approach focuses on the assumption that women and men belong to different subcultures and are socialized in the same-sex groups. The article focuses both on the positive features such an approach might have and on the ultimate problems with it.

Svetlana E. Ershova
**On the Issue of Influence of Lexical and Grammatical Means
Actualizing Identity Relations between Dialogue Phrases
on Effectiveness of Communicative Act**

Keywords: dialogue unity, actualization of identity relations, lexical and grammatical means, effectiveness of a communicative act.

The article deals with lexical and grammatical means actualizing identity relations between phrases of dialogue unities and their influence on effectiveness of a communicative act.

Svetlana N. Zaytseva

Development of Orthographic Norms of the Russian Language in the Aspect of Identities and Differences

Keywords: formal-grammatical principle, morphological homogeneity of components, compound words.

The article is devoted to the controversial issues of modern Russian orthography, as it is reflected in the spelling rules of the Russian language, and the influence of the language system and the internal logic of the language on the development of spelling rules.

Yuliya N. Zdorikova

Syntactic Constructions with the Conjunction *BUT:* Aspects of the Problem of Identities and Differences

Keywords: adversative, conjunction *but,* compound sentence, text, opposite of differences.

The article deals with the features of adversative semantics, expressed by the conjunction *but* at the level of a sentence and a text. The article reflects the views of contemporary scholars on adversative relations and structures in coordinating constructions. The article discusses the functions of conjunction *but* at the level of the text.

Daria S. Karaseva

On Functioning of Phonetic Units' in the Context of Identities and Differences

Keywords: phonetics, phonetic units, the problem of identities and differences, system of the language, language and mind.

The article is devoted to the functioning of phonetic units in the context of identities and differences. The author analyzes the formal and semantic aspects of the units actualizing the importance of problem of identities and differences at all levels of the language. This article states that the analysis of similarities and differences in the language promotes the development of thinking. The purpose of this article is to work out the definition of the identity and difference in the functioning of phonetic units.

Erna B. Kromer

The Basic Principle of Russian Orthography in Terms of Identities and Differences

Keywords: phonemic principle, Russian orthography, identity and difference.

Phonemic principle of Russian orthography is considered in terms of identities and differences.

Natalya N. Kedrya

Challenges of the Linguistic Differences and Similarities Adversative-Restrictive Sentences with a Conjunction *But*

(in Women's Prose of the First Half of 19ᵗʰ Century)

Keywords: conjunction, dissimilarity, semantico-syntactic conditions of functioning of a conjunction *BUT*.

The article gives information about the results of analysis of adversative-restrictive sentences with a conjunction *BUT*. The pecularities of their usage in women's prose of the first half of 19th century are observed. The research resulted in determining the status of a conjunction *BUT* as the means actualizing the relations of dissimilarity.

Elena V. Kornilova

The Peculiarities of Functional-Semantic Analysis of Words-Particles in the Aspect of Linguo-Philosophical Problem of Identities and Distinctions

Keywords: linguistic picture of the world, the problem of identities and distinctions, words-particles, semantic actualizator, polyfunctionality, polysemy.

The article deals with the problem of functional-semantic analysis of Modern Russian form words in the light of linguo-philosophical theory of identities and distinctions. Words-particles are presented as actualizators of the given relations – special semantic objects giving the information about the most important principles of the device of language system and the activity of learning consciousness. The author gives as an example a sketch description of polyfunctional word *однако* as a universal actualizator of semantics distinctions and antipode of the word *и*.

Elena A. Larina, Le Thi Duc Hai

Challenges of the Linguistic Differences and Similarities in Grammatical Homonymy

Keywords: grammatical homonyms, homonymous forms, difference and similarity, state words.

In-depth review of the homonymy challenges, different types of grammatical homonyms, specifics of state words homonymy and others parts of speech is given. Analysis is made from linguistic differences and similarities perspective.

Tatiana A. Lobanova, Huang Jing

Conjunction AND as Aktualizator, Emphasizing Meaning of Resemblance

Keywords: conjunction ***and***, resemblance, semantic – syntax condition.

The work is devoted to the study of semantic – syntax condition of using the conjunction ***and*** in the compound sentence. As a result of the investigation we have determined the status of the lexeme ***and*** as a link -word, emphasizing the meaning of resemblance.

Elena A. Sakulina

**The Conditions of Formation of Adversative Semantics in Uniform Rows
with Union *Yes***

Keywords: coordinating conjunctions, simple sentence, adversative semantics, axiological value.

The article discusses a means of forming an adversative semantics of coordinating integration in simple sentences. It is noted that the adversative semantics is organized by the juxtaposition of components along the line of axiological values and modal-temporal channels.

Alexey B. Chernyshev

**Polysemy of the Morpheme in a View of Identity and
Variety Problem**

Keywords: cognitive model, morph, sememe, functional unity, identification.

This paper is devoted to the problem of functioning of morpheme *pri* in the Russian language and morpheme *to* in the English language. Interpretation of the identical invariant meaning of the Russian morpheme *pri* as a preposition and a verbal prefix, as well as of the English morpheme *to* as a preposition and a postposition is stipulated by researching the characteristics of formal and semantic similarity for this category of words, basing on complementary distribution relations. The formal and semantic characteristics forming the invariant meaning associated to a cognitive model of the morphemes *pri* and *to* make the foundations for the research of the universal concept intrinsic to the analyzed Russian and English morphemes. This concept may be interpreted as 'a functional unity of objects caused by their approaching up to the overlap'.

Chapter II

**Language Nomination in the Aspect of the Problem of Identities
and Differences**

Elena A. Vansyatskaya

**Language Nominations of Non-Verbal Components of
Communication with the Key Element "Voice" in Children's
Behavior (Based on Literary Works in English)**

Keywords: non-verbal components of communication, children-speakers, language nomination, vocal type, key element "voice", positive / negative emotional reaction, literary work for children.

The article describes non-verbal components of communication typical of children-speakers. Language nominations of the vocal type with the key element "voice" are represented. The structural elements are analyzed in terms of positive / negative emotional reactions of speakers. The characteristic of the emotional reaction "rising / falling down" is given. The examples are taken from literary works for children.

Ksenia A. Vryganova

Nomination of Means of Non-Verbal Communication in Situations of Masking and Concealing Emotions

*Keywords***:** non-verbal communication, human emotions, non-verbal ways of communication, deciphering of masking and concealing.

The phenomenon of masking and concealing emotions in literary pieces are considered. The most typical ways of successful masking are described.

Armine A. Grigoryan

Terminology of the Sphere of Office-Work in " The Dictionary of Russian" edited by Y. K. Grot (1895)

Keywords: terminology, brief terms, terminological phrases, sphere of office work activity, explanatory dictionaries, entry, versions of terms, structure of the term.

In the article the structure and features of the lexicographic description of office-work terminology in "The dictionary of Russian" edited by Y. K. Grot are considered. The principles of selection of words and groups of words of this sphere, their parametrization and lexicographic reflection in the dictionary are analyzed.

Olga I. Zhmurko, Oleg R. Rostov

Axiological Semantics of Nominations of Clothing (Based on Language Dialects of the Ivanovo Region)

Keywords: lexical nomination, pragmatic nomination, evaluative domain-household lexicon, strong and weak axiological opposition, functionally axiological name-pointers.

We analyze the reflection of the dynamics of clothing functionality evaluation in the nominations of this thematic group.

Faina I. Kartashkova

Antonymic Metaphoric Nominations in English

Keywords: antonymic nominations, metaphors, implicit, intentionality.

The paper is devoted to the problem of antonymic nominations from the angle of pragmalinguistics. The way implicit metaphoric nominations are formed is shown. In the analysis of the issues under discussion the stress is laid on intentionality.

Lyudmila A. Klimkova

Nomination of Nicknames in the Russian Language Picture of the World: a General View

Keywords: nickname, informality, folklore, tradition, standard, nomination type, motivation, connotation, text, type of text.

This article is devoted to the general estimation of nicknames, as components of informal nomination of people, through the prism of the main aspects of traditional folklore. Special attention is given to the connotative coloring of nicknames in its dependence on the relation to standards and on the type of nomination.

Mikhail M. Kondratenko

The Peculiarities of Nomination of Intellectual Characteristics of A Human in Yaroslavl Region and Alsace-Pfalzdialects

The article is focused on the means of designation of some human characteristics in Nothern Russian and German dialects. The main research method used is the determination of structure of the corresponding semantic fields, comparison of their components, and principles of the semantic motivation of nomination as well. It is concluded that the difference in nomination of the phenomena studied is related to the existence of peripheral semantic components in each dialect, especially different attributes of a defined phenomenon, on which nomination is based.

Irina V. Lebedeva

Semantics of Regional Names of Natural Phenomena in Kostroma Dialects

The article studies semantic and functional peculiarities of regional names of natural phenomena, which are used in Kostroma dialects; it presents lexico-thematic classification of dialectal words, semantic characteristics of lexemes; it indicates some word-forming peculiarities of dialecticisms; the article reveals systematic relationships existing in Kostroma dialects.

Anna N. Lundysheva

Cooperation of Means of Nomination: Standard Vs. Substandard

The article deals with naming peculiarities in substabdard systems of English and Russian, which are conditioned by their typological differences. Naming tendencies of sybstandard systems are more obvious in comparison with those of standard systems. Moreover, substandard systems reveal naming peculiarities not only within the lexical group "Naming of people", but also in its separate areas.

Tatiana A. Taganova

Ethnic Stereotype: Reflection in the Language, Text, Dictionary

The article deals with the issue of ethnic stereotypes. A number of sayings, anecdotes, collocations are analyzed. The sources in Russian and in English are compared. The author comes to the conclusion about the ambiguous nature of ethnic stereotypes. The necessity of qualified approach to the problem is stated.

Chapter III

Semantics, Syntactics, Pragmatics of Language Units

Nataliya P. Galkina

Unity of Lexical and Syntactic Meaning in Complex Sentences with Consequence Clause

Keywords: complex sentence, lexica meaning, syntactic structure, unity, scientific style.

The paper is devoted to the analysis of lexical content level of consequence complex sentences in the unity with their syntactic structure, both serving to expression of certain syntactic relationship.

Dang Thi Hue

Co-occurrence with Words as a Parameter of Description of Indefinite Numeral Phrases in the Russian Language

Keywords: phraseology, category of quantity, indefinite quantity, valency, lexico-grammatical class of phraseological units, phraseological conversion, syntactic model.

In this article, we define the place and significance of the phraseological units valent properties as a specific parameter for characterising Russian idioms with quantitative meaning. It is shown that taking into account the valent opportunities of phraseological units on the principle of common and different features allows to distinguish phraseological units of various lexico-grammatical classes, including the cases of their conversed use, to differentiate the indefinite numeral phrases within a class, and to describe the individual peculiarities of phraseological units in synchrony and diachrony.

Vladimir P. Izotov

Retroscription, Reversor, Palindrome: Identity, Similarity, Distinction

Keywords: retroscription, reverser, palindrome, word formation, poetics, identity, similarity, distinction.

In article such typologically similar phenomena as a retroscription, a reverser and a palindrome are considered. They are compared on the basis of that in the return reading (writing) words (phrases) to the variable degree are identical to the initial ones. Extent of the coincidence between the derive and the derivative defines identity, similarity and distinction of these phenomena.

Alevtina A. Kalinina

Certifying Questions

Keywords: an interrogative sentence, a general question, a stating question, a certifying question, a presumable question, an emotional denial.

In the article the semantic originality, modal specifics and the functional load of one of rather private kinds of a general question having the meaning of stating by the speaker of quite real, more often directly observed by him fact of reality is considered; these are the questions such as *Sitting?; You are already leaving?* and so on. The stating question is possible only in a direct situation of communication and can be addressed to the interlocutor only about the actions made by him.

The primary function of stating questions is the function of the establishment of a speech contact with the interlocutor. In their secondary functions the stating questions are used for the expression of the emotionally-estimated reaction to the fact which is negative, as a rule. The texts of advertizing messages are one of the spheres of functioning of the questions of this type.

Anastasia A. Knyazeva

Linguistic Description of Non-Verbal Components
in Situation of Flirtation

Keywords: communicative genre, non-vernal components, flirtation, linguistic description.

The article is devoted to a communicative genre – flirtation. The non-verbal components analysis is given from the point of view of linguistic analysis of units, used for expressing these components in the text.

Kira I. Kovalenko

Semantic Description in the Glossaries and Lexicons of the 16th and 17th Centuries: Succession and Innovation

Keywords: glossary, azbukovnik, lexicon, definition, semantics.

The first glossaries, known in Russia from the 13th century, played the crucial role in the Russian lexicography as they formed the basis for manuscript lexicons, which were widespread in the 16-17th centuries. Some glossary entries were taken without any changes, but more often the extension of the semantic description took place due to use of new literary and lexicography sources. Main types of additions, made by compilers, are described in the paper.

Vera O. Kozyreva

Pragmatic Functions of the German Word "Aber" in the Speech of the Moderator in Talk Show "Anne Will"

Keywords: aber, talk-show, public communication, communication strategies, communication tactics, communicative move.

The article is written in the framework of discourse analysis and is devoted to communicative interaction within the media discourse. The author of the article focuses on the use of the word "aber" by moderator in conditions of public

communication, namely on the basis of the genre of the talk show. The result shows the contrast between the expectations of the moderator and the real course of the communication process.

Elena V. Kolosko

The Metaphorical Meanings of the Combinations
with a Quality-Possessive Adjectives

The article is devoted to figurative senses of steady combinations with qualitative and possessive adjectives. The metaphorical meanings characterizing the person are realized in Russian in the form of comparative structures, metaphors, and also steady combinations with adjectives. In the article material from dictionaries of the Russian literary language and the dictionary of the Russian national dialects is used. The author compares figurative steady combinations with possessive adjectives formed from names of animals in literary texts and in dialects. The author also compares Russian set expressions similar by the key image to set expressions in Chinese. Thereby the wide potential of comparative research on material of set expressions with qualitative and possessive adjectives is defined.

Elena A. Krasina

Multidimensional Classification
of Simple Russian Sentences

Sentence is being treated both as a semiotic and predicative language unit having a structure and semantics governed by its model and nominative characteristics which depends on the logic and semantic sentence type. Communicative features are involved as additional characteristics to the three-level presentation including semiotic, semantic and structural aspects. Thus sentence reveals its multilateral organization. The chosen approach lets construct a new hierarchy or paradigm of a Russian simple sentence as an SVO language.

Ksenia S. Krukova

Specification of the Meaning of the Occasional Versions
of the Proverb *Water Doesn't Flow under the Lying Stone*
(on the Material of Internet Journalistic Texts)

The article deals with the occasional versions of the proverbs 'water doesn't flow under the lying stone', transformed by the authors for the purpose of specification of the meaning. The internal opposition of the elements' meaning and correlated with them components of the proverb are determinative to achieve the specificity of the meaning of the proverb in different contexts. There are some

groups of occasional components, replacing language components of the proverb based on paradigmatic and associative relationships of words.

Elena V. Kudryavtseva

"Staraya Klyacha" in the Mirror of Time (from the Dictionary of Vladimir Dal to the Present Day)

Keywords: phraseological unit, occasional transformations, occasional phraseology, transformational potential.

The article analyzes the lexeme nag in the article of V.I. Dal's dictionary and in the phraseological unit *an old nag*. The paper reveals similarities and differences in the denotations and it also displays the transformational potency of the phraseological unit with the zoonym-component.

Ndoye Mame Saye

Structural Organization Semantic Field of "Perception" in the Lexical System of the Russian Language

Keywords: semantic field, sema, microfield, perception, structure, paradigm, relation feeling.

The article analyzes the lexical units of the semantic field of visual perception and is aimed at identifying its structural organization and relations between units. It is shown that this field includes the words of different parts of speech − nouns, verbs, adjectives. Specific relationship of words within the field are defined on the one hand, by presence of the common, the similar in their semantics, on the other – by lexical and grammatical properties of the words themselves. This indicates that the semantic content of the conceptual field is expressed differently.

Nosková Milena

The Issue of Semantic Development of the Lexical Units

Keywords: vocabulary; semantics, neologism.

The vocabulary of a language can be defined as a subsystem consisting of words and phrases which are subject to continual changes and development. This paper is focused mainly on selected neoligisms, i.e. new words, words with new meanings, or words with a semantic shift.

Natalja R. Rogoza

Features of the Semantics of the Czech-Russian Interlanguage Homonyms Meaning 'Wardrobe Items'

Keywords: interlingual homonymy, benchmarking, transfer of meaning, the concept of change in volume tokens specification values.

The article discusses the types of semantic change, which is formed as a result of the Czech-Russian pair interlanguage homonyms (specification values, expansion or contraction values, different translations).

Natalia N. Suvorova

Slavic Color Names in the Aspect of the Problem of Identities and Differences (in the Russian and Polish Languages)

Keywords: koloronim, color terms, structure, semantics, identical and different accordance, universal features, cultural specificities.

This article describes the features of the structure and semantics of the Russian and Polish koloronimov (color terms), called components of the light spectrum, in order to identify universal features and cultural specificities.

Elena D. Taucci

Terms of Kinship in the Russian and Bulgarian Languages (Structural-Semantic Aspect)

Keywords: kindred terms, thematic group, semantics, structure, manner of production, general and specific features.

The article is dedicated to the comparative analysis of the nouns with the meaning "relative" functioning in the Russian and Bulgarian languages. There are examined general and specific features of the Russian and Bulgarian kindred terms systems. The author makes a conclusion that in both languages there exists a big quantity of words of the given thematic group, however the correlation of the given lexemes is different from the point of view of structure and semantics.

Irina V. Tolkacheva

Peculiarities of the Contemporary Dialect Lexical and Semantic Systems Development (by the Example of Nizhegorodsky Voskresensky Dialects)

Keywords: dialect lexical and semantic system, thematic group, formal variation.

The paper is devoted to the analysis of the thematic group «Mushrooms. Berries» in the quantitative and qualitative aspects in nizhegorodsky voskresensky dialects. The lexical and semantic content of the group is compared by two chronological periods: 1980-90 and the XXI cent. beginning. The purpose is to point out the main development and functioning characteristics of these very words. They are: extension/contraction of the number of words in the group, semantic and formal variation modifications etc.

Natalia Y. Khoretskaya

The Functioning of the German Synonymous Lexemes *Ja* and *Gar* from the Perspective of Linguistic Pragmatics

Keywords: pragmatics, logical particle, axiology, synonymy.

The article is devoted to pragmatic semantics of German logical particles ja and gar in the meaning of "even". Differences in the functioning of these lexical units are identified on the basis of their axiological meaning.

Elena V. Tsvetkova

Geographical Term *ВАЛ* in Kostroma Toponymy

Keywords: toponymy, microtoponymy, microtoponyms, Kostroma patois, local geographical terminology, geographical term *вал*.

Characteristics of the geographical term *вал* and of Kostroma land's microtoponyms formed on its basis, which confirm, as well as disclose and supplement data on this term's distribution, semantics and functioning in patois, is given in the article.

Chapter IV
Functioning of Linguistic Units in Speech

Pavel A. Lekant

Grammatical Means of Subjectivity and Expression in the Poetic Language of M. Y. Lermontov

Keywords: subjectivity, modality, rhetorical statement, expression, oratorical style.

The article argues the relevance of the research of the M. Lermontov´s poetic language in terms of subjectivity, emotionality and expression. It also discusses the grammatical means of its figurativeness, such as verb forms, predicate and syntactic structures.

Larisa P. Batyreva

The Role of Morphological Factor in the Development of the Usage of Retention of Unstressed «Я» in the Central Russian Dialects with Retention of Unstressed «О» (Based on the Private Correspondence of Shuya Peasant Kovalkov N.G. of Mid XX century)

Keywords: dialectology, natural written language, spelling, phonetics, incomplete retention of unstressed «о» (okanye), retention of unstressed «я» (yakanye).

Analysis of private correspondence materials of the middle of the XX century indicates a significant role of morphological factors in the development of usage of retention of unstressed «я» (yakanye) in the dialects with retention of unstressed «о».

Alexandra V. Belozerova

Communicative Behaviour of Conflict Initiator in Non-Cooperative Communication (in English Fiction)

Keywords: non-cooperative communication, conflict initiator, non-verbal communication, vocabulary, pragmatics.

The article is devoted to the communicative and pragmatic analysis of the fragments of the texts portraying the behaviour of conflict initiator in non-cooperative communication. The special attention is given to the lexical peculiarities of the conflict initiator speech and non-verbal behaviour.

Tamara N. Volkova

**The Role of Parts of Speech in a Poetic Framing
of the Texts of Russian Romances**

Keywords: the role of parts of speech, the aesthetic function of language, Russian romance.

The article describes the role of parts of speech in creating the imagery and the realization of the aesthetic function of the language in the Russian domestic romances.

Elena Y. Ivkova

**Multicomponent Complex Sentences as an Element
of the Speech Characteristic of the Character
(on the Material of the Novel «War And Peace» by L. Tolstoy)**

Keywords: multicomponent complex sentence, communicative situation, speech of the character, internal speech.

The article is focused on the peculiarities of functioning of the multicomponent complex sentences in the communicative space of the novel «War and Peace » by L. Tolstoy. Special attention is paid to complicated structures that characterize the speech of Pierre Bezukhov. The author reveals the productivity of their structural models and examines the peculiarities of their application in different speech situations.

Ekaterina A. Kolobova

**Text-Forming and Concept-Forming Role of Phraseological Units
(in the Narrative "Bury Me Behind the Baseboard" by Pavel Sanaev)**

Key words: phraseologism, phraseological configuration, text-forming function, concept-forming function.

Phraseological units in their usual and transforming forms carry out text-forming and concept-forming functions: to connect text elements with each other, to participate in organizing the artistic space and in making the main meaning of a work. The article analyzes functions of the phraseologism *heavy cross* in the structural and meaning organization of the narrative "Bury me behind the baseboard" by Pavel Sanaev. The phraseological unit, used in its usual and transformed form, participates in structural and meaning organization of the narration; the lexeme *cross* forms the lexico-phraseological field which represents the theme of hard lot.

Elena A. Koltsova

**Peculiarities of Functioning of Anthroponymic Nominative Units
in a Spoken Language (on the Material of the English Language)**

Keywords: anthroponymic nominations, pragmatics, interpersonal communication, speech acts.

Anthroponymic nominations are viewed as human-referred indirect names used by the speaker / nominator. Anthroponymic nominations are widely used in interpersonal communication and are chosen in accordance with speaker's intention. Their structure can also depend on nominator's illocutionary aim.

Irina V. Kurazhova

The Functioning of Zoonyms in English Fairy Tales: Linguocultural Aspect

Keywords: English folk tales, ornithonyms, values, English ethnos.

The article is devoted to analysis of functioning of ornithonyms in English folk tales with the purpose of defining their behavioral qualities that represent the values of the English ethnos.

Natalya G. Lavrentyeva

On the Functioning of Compound Terminological Units in Oral Professional Discourse

Keywords: professional discourse, LSP, terminology, terminological unit.

The article describes the peculiarities of functioning of special terms in oral professional communication. The research is based on the data obtained as a result of the study of the languages of Economics, Medicine and Nanotechnology. The article focuses on compound terminological units of LSP.

Natalya D. Milovskaya

Cognitive Clashes of Object-Referent Contents in the Humor of German Ethnos

Keywords: German language common anecdote, a cognitive clash-awareness against the background of one another, cognitive correlation, object-referent content.

Multiplication of cognitive clashes of object-referent contents of one and the same lexico-semantic variants of polysemantic words or of one and the same homonyms in series of German language common anecdotes with the same basic component proves that the German ethnos is very well aware of the given correlations, which is connected with the partial loss of their humorous potential. One-time treatment of such type of cognitive clashes displays the small degree of how the German ethnos is aware of them which enables them to preserve bright humorous potential.

Svetlana I. Moskaleva

Occasional Variation of the Lexical Meaning of a Reference Component as a Source of Unintentional Violation of Cooperation in the German Linguistic Everyday Jokes

Keywords: non-cooperative communicative interaction, unintentional violation of cooperation, misunderstanding, basic lexeme, occasional variation of lexical meaning, neutralization of semes.

In the German linguistic everyday jokes the situation of non-cooperative communicative behavior is discussed, based on an unintentional violation of the principle of cooperation of one of the participants of the interaction. Unintentionally the principle of cooperation in the verbal communication is violated as a result of misunderstanding between the participants of interaction. Source of unintentional violation of cooperation can be an occasional variation of the lexical meaning of the basic lexeme, which occurs as a result of the neutralization of potential semes.

Alla E. Pavlova

Axiological Phraseology about Happiness in Balzaminov's Trilogy and Comedy "The Truth is Good, but Happiness is Better" by A. N. Ostrovsky

Keywords: phraseologisms, phraseological field, axiological aspect of study, comedy, A.N. Ostrovsky.

The article is dedicated to research of phraseological units in the axiological aspect in the dramas "Holiday Dream before the Lunch", "When our Dogs are Fighting, a Strange Dog doesn't Stick", "What You Go for will Found" (Balzaminov's marriage), "The Truth is Good but Happiness is Better". In the issue of comparative analysis of axiological phraseology in the comedies by A.N. Ostrovsky basic cultural values are revealed; the author's and characters' views are decoded. Axiological connotation of the key phraseologisms, which appears as the result of disclosing figurative phraseological basis, allows to understand the author's values.

Elena V. Rumyantseva

Polyphonic Concept of Text of the Aphorism in Newspaper Discourse

Keywords: newspaper aphorism, precedent text, isomorphism, discursive model, polyphonic concept of intertextuality.

The article deals with the perception and interpretation of texts of different isomorphism plan of expression and content plan. The model of discursive aphoristic text contributing to the process of dialogue and the creation of polyphony text structures is reasoned. The dynamics of any text is conditioned by the fact that it is the most difficult unit , capable of qualitatively new transformations, and representing the phenomenon of semantic nature.

Irina Y. Tretiakova

Occasional Transformations of Russian Proverbs (Communicative-Pragmatic Aspect)

Keywords: occasional transformations of proverbs, author's intentions, occasional phraseology.

The research is dedicated to description of proverbial transformations in the communicative-pragmatic aspect. The article presents occasional variants of

proverbs as the result of structural and semantic changes of sustained phrases. It reveals the transforming conditionality through the author's intentions.

Chapter V

Linguistics of Translation and Practice of Language Education

E. M. Markova

The Common Fund of the Slavic Languages in the Aspect of Divergence and Convergence

Key words: isomorphic lexemes, the semantics of linguistic units, interlinguistic homonymy and polysemy, a word-formation family, a phraseosemantic family, linguistic cultural component.

The report is dedicated to the diversity of manifestations of iso- and heteromorphism and iso- and heterosemy of linguistic facts in modern Slavic languages. From this standpoint it touches upon word-formational and phraseosemantic families of words, interlinguistic homonyms and polysemantic units the syntagmatics of common lexemes and their linguistic and cultural differences, it highlights the necessity of special grouping of the vocabulary in the process of studying of the Russian language as a foreign Slavic having taken the above mentioned phenomena into account.

Ludmila I. Ivanova**,** Ksenya B. Kuznetsova

Comparative Analysis of Adjectives "Сладкий" and "Sweet' in the Russian and English Languages

Key words: sweet, adjective, comparative analysis, meaning, semantics, taste, flavour, smell.

The article is devoted to a comparative analysis of adjectives «сладкий» and "sweet" in the Russian and English languages. The analysis is based on the defining dictionaries of the Russian and English languages, works of fiction by modern writers and Russian National Corpus, British National Corpus and Corpus of American Contemporary English.

Asiyat G. Iskakova

Functional-Semantic Approach to Vocabulary Learning in the Practical Course of the Russian Language

Keywords: lexis, functional and semantic approach, lexeme sematisation, lexical and grammatical categories, semantic collocability, thesaurus, competence.

The article studies the main problems of learning lexis in the Russian language learning process that plays an essential part in foreign learners' adaptation in a new language environment and enables forming the communication competence in different social spheres. The norm of mastering the Russian lexis in the course of studies is determined with the purpose of the receptive and reproductive level of acquisition. The lexis presentation is used in every stage of learning the

Russian language in lexical micro-topics, functional and semantic fields, lexical and grammar units, lexical and semantic groups, etc.

Nadezda N. Kolesova, Gotta Akessa Algin Ofely

Lexical Features of Professional Speech
of Health Professionals

Keywords: Russian as foreign language, foreign students of medical universities, professional speaking, lexical peculiarities.

The article is devoted to teaching foreign students of medical universities and other institutions of higher education lexical features of professional up-to-date speech in the course of the discipline "Russian as a foreign language" (RCT).

Svetlana A. Manik

Socio-Political Media Texts: Challenges While Translating
from English into Russian

Keywords: socio-political media texts, translation transformations, linguistic theory of translation, interpretative theory of translation.

The article deals with the translation of socio-political media texts from English into Russian. Following the analysis of Obama's 2015 State of the Union Address there is an attempt to define "socio-political media text", to distinguish its peculiarities and describe translation transformations implemented to reflect, on the one hand, cross-cultural elements, including an ideological one, and, on the other hand, to lessen the manipulative influence. Both Russian and foreign theory of translation propositions are taken into consideration that is why the translation of socio-political media texts is examined in the framework of linguistic theory of translation in relation to equivalence and theory of lexical variants, as well as in the framework of interpretative theory of translation.

Irina A. Sotova

Awareness of Differences of Stylistic Mistakes and Stylistic
Devices as the Problem of Teaching Good Speech

Keywords: speech culture, stylistic mistakes, stylistic devices, ways of distinguishing mistakes and techniques, stylistic exercises.

The object of this article is the work at the distinction of differences of stylistic mistakes and stylistic devices. The article is aimed to show the main methods of the work and to presentate some techniques.

Asiat A. Filatova

Onomastic Xenonymic Russisms in Modern German
(on the Basis Usage of Proper Names in the Directory on Lacquer Miniature)

Keywords: interlinguoculturology, culturonyms, xenonymic Russisms, proper name, xenonymic proper names (onomastics), anthroponym (personal name).

The article focuses on proper names included in the lexical-semantic field "Russian folk crafts" based on German language. The main attention is paid to the names of the historical heroes, fairy-tale characters and epic. The author concentrates on the linguoculturological aspect, highlights the problems associated with the translation of xenonymic Russisms into German.

Alfons Hoecherl

**Up-to-Date Problems of Translation of Journalistic Texts
from German into Russian**

Keywords: German language, journalistic texts, present-day tendencies of composing journalistic texts, difficulties in translating into Russian, attempts to solve that problem.

For the last decades certain tendencies in composing journalistic texts have been taking place which complicate the translation of the latter into Russian. In this connection clumsy formation of sentences and unbalanced terminology must be mentioned together with excessive use of unmotivated neologisms. The article tries to characterize these phenomena and to provide some solutions to the problem of their translation.

Sonya N. Hristova

**Semantic and Syntactic Features of Speech Act of Compliment
in Russian and English Languages
(Based on Example of Literary Works of the XIX Century)**

Keywords: speech act; expressive; compliment; illocution; semantic and syntactic aspects; pragmatics.

The present research is dedicated to the compliment as a class of expressive speech acts, which play a very important role in the social interaction and everyday speech communication. There is an attempt to explore and identify specific signs of compliments in Russian and English languages, similarities and differences in semantic and syntactic aspects in the present research.

Nikolay V. Tsvetkov

**Problems of Teaching Foreign Students-Philologists Theory
and Practice of Translation**

Keywords: theory of translation, identical translation, classification of translation, evaluation of translation, initial language, language of translation.

The article is devoted to the problems of teaching «Theory and Practice of Translation» for philological masters. Some variants of evaluation of the quality of various texts translation performed by students are discussed.

Gulnara I. Shakirova

Translations of the Poetry: the Semantic Identity and Semantic Inconsistency

Keywords: translation; translation principles; semantic identity; poetical compositions.

The article focuses on the most arguable points of translation of Tatar literature classic Gadulla Tukay's poetry into Russian. Individual cases of semantic identities and difference between the original texts and translation are discussed too.

Šimková Ivana

Teaching Elementary Reading and Writing Skills at Czech Primary School

Keywords: Czech primary school; transformational approach to teaching; alternative methods of reading and writing skills; teaching system.

The explicit aim of this paper is to outline the changing attitudes towards teaching elementary reading and writing skills at Czech primary school which has undergone substantial alterations from the traditional concept of developing these skills to the present-day – transformational – approach. Also included is an updated overview of contemporary alternative methods of teaching reading and writing skills at Czech primary school.