Contemporary Problems of Philology and Pedagogical Linguistics
Quarterly journal
№ 4 (20) 2015

CONTENTS

STUDIES IN THEORETICAL LINGUISTICS

PUZYREV A. V.
What is the Difference between Language Consciousness and Language Subconsciousness? .................................................. 7

SHUSTOVA S. V.
Grammaticalisation: from lexical to grammatical sign (as Exemplified in German) 17

DZHIOEVA V. P.
The language of political strategy of the government............................... 27

KARASIK V. I.
Self-presentation in advertising discourse............................................. 32

KOZHEVA V. D., ALUMAADOVO, A., RODGEVA, V.
Some structural and word-formative models of the English-language legal terminology ......................................................... 44

MANAFENKO S. A.

COMMUNICATION AND DISCOUSE STUDIES

Anthropocentric characteristics of the analytical text of the publicistic discourse... 56

CONCEPTS IN CULTURAL STUDIES

DOZDOEVA B. G.
The objectification of representations of the Wunder (Miracle) in the ordinary picture of the world (based on the German cultural antropologie) .........................61

DOZDOEVA M. S.
The cognitive features of the symbolic component of the concept «Number» .......... 70

LEVCHENKO I. A., OLYANYCH, A. V.
Lingua-semiotics of gluttony and agriculture in the habitat of British aristocracy (V-XV centuries) ......................................................... 77

MOREL, MOREL D. A.
Parsing-featured patterning of stimulus-reaction entities: medium-term dynamics 87

TAMERYAN T. Y., KACHMAZOV, A. U.
Nominitive name field concept "Kudarets" ............................................. 94

TSAGOLOVA V. A.
The image of German Chancellor Angela Merkel (based on the German political metaphors) ......................................................... 111

SHVAYKO V. D., SAVAGE J.
The Sportiveness of English...

COGNITIVE SEMANTICS STUDIES
WHAT IS THE DIFFERENCE BETWEEN LANGUAGE CONSCIOUSNESS AND LANGUAGE SUBCONSCIOUSNESS?

A. V. Puzyrev,
Ph.D., Professor of Communication and Linguistics, Faculty of Foreign Languages and Training
Institute of International Relations of the Ulyanovsk State University

The article deals with pointing out the main difference between the phenomena of language consciousness and language subconsciousness. Language consciousness is a man's knowledge about the world, combined with the knowledge of his existence in it, the existence of his self-image, which are expressed in the language. According to this point of view performatives, speech manifestations of optimism/pessimism of the speaking subject, some modal words, I-and-we-messages are referred to phenomena of language consciousness. The author states that modern psychologists are generally focused on studies of language consciousness, but not on ones of language subconsciousness.

Key words: language consciousness, language subconsciousness, the forms of language consciousness representation, performatives, optimism, pessimism, I-and-we-messages.

References

12. Tumina L. E. Performative [electronic resource] // http://ped_recheved.academic.ru/152/d%09/d0%85%0d%11%0d%84%0d%80%0d%0b%0d%81%0d%82%0d%8b%0d%82%0d%8b%0d%82 (Date of access: 16.03.2015).

GRAMMATICALISATION: FROM LEXICAL TO GRAMMATICAL SIGN (as Exemplified in German)

S. V. Shustova,

DS in Philology, Professor of Advertising, Public Relations and Humanities Department, Perm Institute of Economics and Finances; Professor of Theoretical and Applied Linguistics Department, Perm State National Research University

The paper examines the questions connected with processes of grammaticalisation in German. Grammaticalisation makes actual the certain degree of variation of the categorical meaning of the verb. It is taken into account that the more grammatical characteristics the verb possess the less concrete in lexical meaning.

Key words: lexical sign, grammatical sign, verb, grammaticalisation, functional and grammatical causative.

REFERENCES

The language of political management of the government of South Ossetia is well grounded in this article. We studied characteristic traits of the functioning of political communication in the framework of Russian- Ossetian bilingualism. We analyzed the following aspects of political communication:  

1. The role of political communication in the functioning of the government of South Ossetia.  
2. The specific features of political communication in the context of the political situation in South Ossetia.  
3. The impact of political communication on the formation of public opinion. 

Source literature: 


The Language of Political Strategy of the Government

Varvillna Pavlovna Jioeva, senior lecturer of the English Chair, South Ossetia State University

Actuality of studying and analyzing the language of political management of the government of South Ossetia is well grounded in this article. We studied characteristic traits of the functioning of political communication in the framework of Russian- Ossetian bilingualism. We analyzed ne-
cessity of systemic account and discursive review of South Ossetian political communication and social: personal concepts of its leaders.

Key words: social and political discourse, the Ossetic language, the language of political management, Ossetk-Russian bilinguality.

REFERENCES


Oleg Alimuradovich Alimuradov,
Abstract of the article: The article is devoted to the consideration of the structure and some word-formative models of the English-language legal terminological units. On the basis of the terminological selection the author carries out the analysis of component ratio of terms, reveals morphological, morpho-syntactical and syntactical models of legal terms. Some attention is paid to the abbreviated terminological units, as well as compound legal terms.

Keywords: word-formative model, structure, terminological unit, legal terminology, morphology, syntactical model.

REFERENCES


THE OBJECTIFICATION OF REPRESENTATIONS OF THE WUNDER (MIRACLE) IN THE ORDINARY PICTURE OF THE WORLD (based on the German cultural antropologie)

B. G. Dzeboeva,
Senior Lecturer, Department of Foreign Languages of the North Caucasus Mining and Metallurgical Institute (State Technological University). Graduate of the Department of Foreign Languages for the Faculties of Natural Sciences Faculty of Foreign Languages VPO "North Ossetian State University" K. L. Khelagurova"

The article is dedicated to the objectification of the Wunder (miracle) in the German ordinary world picture on the material of the proverbs. Studying the concept «Wunder» («miracle») as a cultural linguistics phenomenon, which shows the national world picture of the German people is supposed to be one of the most perspective research tasks.

Key words: concept "Wunder", conceptual component, cultural linguistics, ordinary world picture, concept, proverbs, metaphor.
REFERENCES


PARSING-FEATURED PATTERNING OF STIMULUS-REACTION ENTITIES: MEDIUM-TERM DYNAMICS

Dmitry A. Morel Morel,
Candidate of Philology, Associate Professor, Department of Foreign Languages and Professional Communication
Belgorod State University

The article shows differences in the parsing-featured distribution of responses in associative fields fixed at different times: 1988-1990 ("Russian Associative Dictionary" data) and 2013-2014 (author's associative experiment). The chosen stimuli are the descriptors of corresponding universal concepts being slots of "security perimeter" frame. The main changes and trends in parsing-featured pattern of stimulus-reaction entities over 25 years are revealed.

Key words: associative experiment, associative field, parsing-featured pattern, stimulus, response.

REFERENCES

This article discusses the linguocultural type "kudarets". It reveals its nominative field on lexicographic sources and Internet materials. Russian and Ossetian synonymous nominations are displayed, its masculine, feminine, generalized representatives, hyponyms and hyperonyms. The article identifies also lexical innovations of the lexeme "kudarets".

Keywords: a nominative field, a concept, a linguocultural type, ossetian, kudarets.

REFERENCES


LIST OF USED DICTIONARIES

THE GERMAN CHANCELLOR A. MERKEL’S IMAGE (on the
German political metaphor)

Viktoriya A. Tsagolova,

Post-graduate Student of the Chair of Foreign Languages of Natural Sciences Faculties, Faculty of Foreign Languages of the North-Ossetian State University n.a. K. L. Khetagurov, Teacher of German Language of the North Caucasian Suvorov Military School

The article is devoted to analyses of dominant metaphors in modelling of image of German Chancellor A. Merkel in German press.

Key words: political metaphor, metaphorical model, dynamics of metaphorical activity, cognitive symptoms of the sociopersonal concept “Chancellor Angela Merkel”.

REFERENCES


THE LIST OF INTERNET SOURCES

35. Ossetia: the dialectic of myth - Rudeness in life and online [electronic resource]: URL: http://ru.wikipedia.org/wiki/OSSETIA (data obrash-

THE GERMAN CHANCELLOR A. MERKEL’S IMAGE (on the
German political metaphor)

Viktoriya A. Tsagolova,

Post-graduate Student of the Chair of Foreign Languages of Natural Sciences Faculties, Faculty of Foreign Languages of the North-Ossetian State University n.a. K. L. Khetagurov, Teacher of German Language of the North Caucasian Suvorov Military School

The article is devoted to analyses of dominant metaphors in modelling of image of German Chancellor A. Merkel in German press.

Key words: political metaphor, metaphorical model, dynamics of metaphorical activity, cognitive symptoms of the sociopersonal concept “Chancellor Angela Merkel”.

REFERENCES

The article points out the fact that the culture of sports influences the general lifestyle of the English speaking world while the language of sports is a source of new words and imagery for the general English. The tendency to use fixed language units such as metaphors and set expressions by speakers of any language results in the fact that many of such sports images become ready-made linguistic expressions which may present difficulty in decoding their transferred meaning by international speakers of English.

Keywords: sport, culture of sport, sporting metaphor, idiom, set expression, the linguistic aspect.

REFERENCES

1. Considine. Tim 'The Language of Sport'.
3. HardawayFrancine. 'Foul Play: Sports Metaphors as Public Doublespeak'. In:
THE NOOSSPERIC TERMINOLOGY (on A. I. Subetto’s Book “Noospheric Breakthrough in Russian in the Field of the XXIth Century’s Future”)
Valery Danilenko,
Doctor of Philology, Professor at Irkutsk State Linguistic University

The notion of noosphere can be revealed through the research directed at the terminology concerned with this notion. It is studied specifically proficiently in A. I. Subetto’s book. The central role of the notion plays the terminology entitled noospheric one. The purpose of this article is its brief analysis.

Key words: terminology, V. I. Vernadsky, noosphere, noospherism, noospherogenesis, noospheric, antinoospheric.

REFERENCES
2. Danilenko V. P. Universal evolutionism - the path to humanity. SPb.: Ale-Theia, 2013. 496 c.

THE SPECIFICS OF FUNCTIONS OF THE CERTAIN CLASSES OF LEXICAL UNITS IN A COMPLEX SENTENCE
Svetlana A. Manaenko,
Candidate of Philology, Associate Professor, Department of Culture of Russian Speech of the North Caucasus Federal University

The article deals with the traditional grammatical qualification of individual classes of lexical units in their implementation in a complex proposal and deconstructed in their description. It proved commonness of their functions as a lexical-semantic concrete one, which gives other grounds - discursive - to classify particles, adverbs and input modal word.

Keywords: particle, water-modal word, complex sentence, the function of lexical-semantic concrete one.

REFERENCES
ETYMOLOGY AND HISTORY OF THE TERM IN THE TERMINOLOGY DICTIONARY: STATEMENT OF THE PROBLEM

Natalia V. Pyataeva,
Doctor of Philological Sciences, Professor of Russian Language and Style of Journalism Stavropol State University

At the present stage of development of terminology and terminography the author considers it necessary, terminological dictionaries in addition to aid understanding, to develop a diachronic terminological dictionaries, which must be described etymology and history of the formation of the semantics of the term. As an example, examines the origins and development of the term изящная словесность in the history of Russian language and culture.

Keywords: Terminology, Terminograph, term, terminological system, historical terminology dictionary, the etymology of the term, the history of the term.

REFERENCES

In the article, devoted to the study of the structural organization of the poetic discourse in the aspect of literary translation, it is made an attempt to consider enjambement, which is aroused as a way that affects the rhythmic and melodic formalization of the poetic text. Through the analysis of the free rhythms by J. W. Goethe and their translations into Russian and Ossetian languages, the rhythm forming capability of the two types of enjambement - rej et contre-rejet - are considered, the data of the statistical analysis of the frequency of use of enjambements in the original texts and their translations are given. As a result it is concluded, that by storing the quantity and «quality» of the enjambements in the translations the translators seek to transfer the peculiarities of the rhythm and the metric of the original verse.

Keywords: literary translation, poetic language, enjambement, poetic text, free rhythms, rhythmic and melodic formalization, statistical analysis.

REFERENCES

1. Goethe J. V. Bisttsony tyhdymgsyy zarag / translation Ossetian language Husova A. (not published on 25.05.2015g.)

METHODS FOR OF ACTUALIZATION THE COMMUNICATIVE CENTER OF A SIMPLE SENTENCE IN THE STORY I. A. BUNIN'S "THE GENTLEMAN FROM SAN FRANCISCO"

Oscar B. Kunavin,
Ph.D., Assistant Professor of Russian and Ossetian Philology Medical University, "North Ossetian State Pedagogical Institute"

Inna Igorevna Kunavina,
Ph.D., Art. Ven, Department of Russian and Ossetian Philology Medical University, "North Ossetian State Pedagogical Institute"

The article analyzes the ways and means of actualization of the communicative center of a simple sentence in I.A. Bunin's story "The Gentleman from San Francisco" the actualizing position of inter-phrase connection and relationships as well as means of expression of these relations are revealed.

Keywords: communicative center, logical stress, lexical repetition, word order, actualizing position.

REFERENCES


CONCEPTUAL METAPHORS AS A METHOD FOR RECONSTRUCTION OF THE WORLD PICTURE I. EICHINGER

(Based on the Short Story «Das Vierte Tor») G. M. Zaseeva,
Candidate of Philological Sciences, Assistant Professor, Head of the German Language Chair at FGBOU "North Ossetian State University Named after K. L. Khetagurova"

The article is an attempt to reconstruct a fragment of the worldview of the classic of modern Austrian literature Ilse Aichinger «Das vierte Tor» based on the author's conceptual metaphor of the cemetery as a rescue / life. Existential antinomy "life - death" that stands behind the author's metaphor, implements in the antithesis Cemetery / Friedhof - the city as a world of people / Stadt sheds light on the author's vision of the Second World War and the tragedy of the children of non-Aryan origin.

Keywords: conceptual metaphor, worldview, antithesis, semantic field.

REFERENCES

3. Ilse Aichinger // http://www.literaturnetz.at/oberoesterreich/medium_64/Aichinger_Ilse_653.html