2017. Volume 9. Issue 1

CONTENTS

LAN	GUAGE, CULTURE, SOCIETY	5
	Andrey E. Bochkarev FEELINGS AND EMOTIONS IN THE RUSSIAN LINGUISTIC WORLD VIEW	5
	Elena G. Vlasova, Natalya I. Muratova INTERNET-ORIENTED TECHNIQUES IN NEWSPAPERS OF MEDIUM-SIZED AND SMALL TOWNS OF THE PERM REGION	15
	Maria D. Korolkova FELTING CRAFT VOCABULARY IN TERMS OF LINGUISTIC GEOGRAPHY (a Case Study of Dialects of the Prisurie Area of the Volga Region)	25
	Natalia V. Logunova, Larisa L. Mazitova A PROVINCIAL WOMAN IN PRE-REVOLUTIONARY RUSSIA: SPEECH PORTRAIT	38
	Svetlana L. Mishlanova, Maria V. Suvorova EVALUATION OF METAPHOR IDENTIFICATION PROCEDURE VU (MIPVU) BY THE CRITERIA OF A TRULY SCIENTIFIC METHOD	46
	Anastasiya G. Mosinets ALTERNATIVE MOTIVATION SENTENCES WITH THE CONJUNCTION A TO AND THEIR EQUIVALENTS IN THE BULGARIAN LANGUAGE	53
	Evgeniya A. Naugolnykh ON DELINEARIZATION OF MODERNIST LITERARY TEXT (Based on <i>Ulysses</i> by James Joyce)	63
	Ekaterina V. Ryakina THE COMMUNICATIVE APPROACH TO THE ANALYSIS OF POETIC TEXT (a Case Study of Vysotsky's Early Lyrics)	68
	Olga G. Tverdokhleb PREDICATIVE USE OF THE COMPARATIVE IN THE POETRY BY A. A. AKHMATOVA	77
	Qing Yang FIRST-PERSON AND SECOND-PERSON PRONOUNS AS A MEANS OF DIALOGIZATION IN LECTURE COMMUNICATIVE PRACTICE	87
	Cong Yaping ON THE NATIONAL SPECIFICITY OF COLOR SYMBOLISM IN THE RUSSIAN AND CHINESE LANGUAGES	93
	Cheng Chen A BREAK AS A HESITATION PHENOMENON IN RUSSIAN SPEECH OF THE CHINESE	98
	Svetlana S. Shlyakhova OUTDOOR ADVERTISING IN A LARGE INDUSTRIAL CITY: THE CONTENT AND PERCEPTION	108
LITE	ERATURE IN THE CULTURAL CONTEXT	122
	Alexander V. Markov LATINISMS IN <i>THE WILD ROSE</i> BY O. SEDAKOVA AND <i>WORKS AND DAYS OF NUN LAVINIA</i> BY E. SCHWARTZ	122
	Darya A. Sukhoeva THE IMAGE OF ITALY IN WORKS BY V. F. KHODASEVICH	130
ACA	DEMIC REVIEWS AND SURVIEWS	138
	Liudmila V. Kushnina STAVROPOL SCHOOL OF LINGUISTICS OF K. E. STEIN IN THE MODERN LINGUISTIC SPACE	138
ON 7	THE 100th ANNIVERSARY OF PERM STATE UNIVERSITY	144
	Alexey V. Pustovalov CONCEPT AND STRUCTURE OF THE PHILOLOGICAL HYPERTEXT OF PERM UNIVERSITY	144