CONTENTS

Valery A. Mishlanov, Natalya S. Netsvetaeva (Russia, Perm)
COMMUNICATIVE STRATEGIES AND TACTICS IN MODERN POLITICAL DISCOURSE
(BASING ON THE POLITICAL ADVERTISEMENTS OF THE ELECTION CAMPAIGNS

Vladimir I. Konkov (Russia, St. Petersburg)
STYLISTIC PHENOMENA IN MASS MEDIA LANGUAGE…………………………………………………14

Tatyana B. Karpova, Tatyana G. Fibih (Russia, Perm)
DISCOURSE OF NETWORK MASS MEDIA …..........................................................................................19

Natalya V. Danilevskaya (Russia, Perm)
EVALUATION AS A COGNITIVE ACTION……………………………………………………………………..25

Yanina A. Chigovskaya-Nazarova (Russia, Glazov)
TEXT-FORMING CATEGORIES OF PROSPECTION AND RETROSPECTION
IN SCIENTIFIC TEXT (COMPARING WITH FICTIONAL TEXT)………………………………………………31

Galina I. Solovieva (Russia, Perm)
EXPRESSION OF PROBLEM SITUATION IN SCIENTIFIC TEXTS OF XVIII CENTURY
(BASING ON WORKS BY M. LOMONOSOV) .....................................................................................35

Natalia V. Soloviyova (Russia, Perm)
ON ADVERTISING TEXTS STYLE (BASING ON ADVERTISING IN TOURISM)…..46

Tatyana N. Fominikh, Tatyana M. Bazhenova (Russia, Perm)
MYTH IN THE SHORT STORY CATCHING SERENAS BY P.P.MURATOV ........................................51

Svetlana V. Burdina (Russia, Perm)
CHRONOTOPOS PARADOXES IN REQUIEM BY A.AKHMATOVA.....................................................60

Raisa F. Yashenkina (Russia, Perm)
THE «LONG» STORY OF SAUL BELLOW (THE PECULIARITIES OF GENRE AND POETICS)……66

Boris M. Proskurnin (Russia, Perm)
GROWN-UP SON OF «ANGRY YOUN MAN» IN SEARCH OF IDENTITY:
ON HANIF KUREISHI’S «INTIMACY»………………………………………………………………………73

Nina S. Bochkareva (Russia, Perm)
FUNCTIONS OF PICTORIAL ECPIHRASIS IN THE NOVEL THE SHIP OF FOOLS
BY GREGORY NORMINTON ..............................................................................................................81

Rūta Brūzgienė (Lithuania, Vilnyus)
LITERATURE AND MUSIC: TO THE CLASSIFICATIONS OF THE RELATIONS .................................93

ACADEMIC REVIEWS AND SURVEYS

Irina A. Burdinskaya (Russia, Perm)
ALEXANDER N. VESELOVSKY’S COLLECTION IN RARE BOOKS HOLDINGS
OF PERM STATE PEDAGOGICAL UNIVERSITY LIBRARY ................................................................100

TRANSLATION AND COMMENTARY

Elena N. Chernozemova (Russia, Moscow)
THE PLAY CAMPASPE BY JOHN LYLY. THE TRANSLATION AND COMMENTARY………………104