

CONTENTS

Elena N. Polyakova (Russia, Perm)DRINKING AND SMOKING CULTURE IN PRIKAMYE OF THE XVI – THE FIRST THIRD
OF THE XVIII CENTURIES (on the lexics data of Perm written monuments) 5**Lidiya S. Nechaeva** (Russia, Perm)THE CONCEPT “DISEASE” IN TRADITIONAL CULTURE
(on the lexics of Perm region spoken dialects)..... 12**Tamara I. Erofeeva** (Russia, Perm)

SOCIALECT AS A METHOD OF A LINGUISTIC SITUATION OF A REGION DESCRIPTION..... 21

Irina G. Ovchinnikova (Russia, Perm)HOW FREQUENCY OF COLLOCATIONS INFLUENCES ON RELATIONS OF UNITS
IN THE MENTAL LEXICON..... 26**Viktoria V. Begun** (Russia, Perm)

ADVERTISING SLOGANS AS CULTURAL STEREOTYPES TRANSFORMATION..... 31

Nadezhda N. Menshakova (Russia, Perm)

THE CATEGORY OF FANTASTICITY IN SCIENTIFIC TEXT..... 38

Larisa M. Alekseeva (Russia, Perm)

TRANSLATION AS A REFLEXIVE ACTIVITY..... 45

Irina A. Tabunkina (Russia, Perm)«OUTSIDER WORD» IN ENGLISH LITERATURE: FROM REALISM TO *FIN DE SIÈCLE*..... 52**Natalia J. Bartosh** (Russia, Novosibirsk)

POEM «CHARMIDES» BY OSCAR WILDE AS EROTICA?..... 59

Boris M. Proskurnin (Russia, Perm)

POLITICS AND PSYCHOLOGY IN «NOSTROMO» BY J.CONRAD..... 66

Cristina V. Zagorodneva (Russia, Perm)PICTORIAL AND LITERARY REMINISCENCES
IN P.MURATOV'S SHORT STORY «MORTO DA FELTRE»..... 76**Inga V. Suslova** (Russia, Perm)

GENRE SPECIFICATION OF THE NOVEL «MAD LOVE» BY A.BRETON..... 89

Svetlana V. Burdina, Olga A. Mokrushina (Russia, Perm)

ON THE SEMANTICS OF THE "WINTER" LINE IMAGES IN A.AKHMATOVA'S POETRY..... 95

Natalya A. Polyakova (Russia, Perm)SOVIET CULTURAL LOCI IN THE NOVEL BY E.POPOV
«THE REAL HISTORY OF GREEN MUSICIANS»..... 100

ACADEMIC REVIEWS AND SURVEYS

Irina I. Rusinova (Russia, Perm)

PERM DIALECTS LEXICOGRAPHY: RESULTS AND PERSPECTIVES..... 106

Nina S. Bochkareva (Russia, Perm)

EDUCATION AS A WAY TO FREEDOM: THE ORIGINS OF AFRO-AMERICAN LITERATURE....113

TRANSLATION AND COMMENTARY

Elena N. Chernozemova (Russia, Moscow) John Lyly. *CAMPASPE*. Translation and commentary..... 116