

CONTENTS

<i>LANGUAGE, CULTURE, SOCIETY</i>	5
Antipina Z. S. LOCAL NEWSPAPERS IN SOCIAL NETWORKS AS INFORMATION AND COMMUNICATION RESOURCES (a Case Study of the Media in Perm Krai)	5
Verina U. Yu. TRACES OF ORIGINAL IDIOSTYLES IN POETIC TRANSLATIONS ('In Memory of the Poet. Variation' by T. Venclova in the Interpretation of J. Brodsky and A. Gerasimova)	13
Gejn K. A. TOPO-IDEOGRAM: THE ESSENCE OF THE CONCEPT AND THE POSSIBILITY OF ITS REPRESENTATION IN THE IDEOGRAPHIC DICTIONARY	20
Krivoshchapova Ju. A., Feoktistova L. A. COMPARATIVE STRUCTURES WITH A PERSONAL NAME AND AN ADJECTIVE DERIVED FROM A TOPONYM IN THE DIALECTS OF THE KOSTROMA REGION	30
Malkova Ya. V. CONTINUANTS OF THE PRE-SLAVIC *BǪDR- IN RUSSIAN DIALECTS: SEMANTIC AND MOTIVATIONAL INTERPRETATION	43
Mashtakova E. I. THE DICTIONARY OF SNOWBOARDERS' SOCIOLECT	53
Rusinova I. I., Shkuratok Iu. A. MOTIFS OF TRANSFERENCE / RECEIVAL OF VERBAL MAGIC AND THEIR REFLECTION IN LEXICAL UNITS (a Case Study of Mythological Narratives of Perm Krai)	59
Sirotkina T. A. ETHNIC IMAGES OF THE PEOPLES OF SIBERIA IN THE NOVEL 'TOBOL' BY A. IVANOV	70
Xuehua Jiang. CHINESE BORROWINGS IN THE LANGUAGE OF RUSSIAN EMIGRANTS IN THE FIRST HALF OF THE 20th CENTURY	79
Chelone Ch. ASPECT-BASED OPPOSITION OF IMPERATIVE VERBS IN PRESCRIPTIVE AND SUGGESTIVE SPEECH ACTS (a Case Study of the Russian Language)	87
<i>LITERATURE IN THE CULTURAL CONTEXT</i>	97
Bochkareva N. S. POETICS AND POETOLOGY: 'THOMAS BERNHARD AND THE MODERNIST METANOVEL'	97
Heller L. M. SELF-PORTRAIT DURING THE BATTLE, WITH A PICTURE GALLERY IN THE BACKGROUND (about Fyodor Glinka)	103
Dzhumaylo O. A. 'VENETIAN TEXT' AND AESTHETICS OF REFLECTIONS IN PAUL SCHRADER'S 'THE COMFORT OF STRANGERS' BASED ON THE NOVEL BY IAN McEWAN	118
Selitrina T. L. MEMORY AND NARRATIVE IN KAZUO ISHIGURO'S 'THE REMAINS OF THE DAY'	125