CONTENTS

LINGUISTICS

Svetlana S. Shlyakhova (Russia, Perm)
RESEARCH OF SOUND ICONICITY IN PERMIC LANGUAGES:
PROBLEMS AND PERSPECTIVES. Article one  .................................................................7

Nadezhda V. Kabinina (Russia, Yekaterinburg)
METAPHORICAL PLACE NAMES IN SUBSTRATE TOPONYMY
ON THE TERRITORY OF ARKHANGELSK POMERANIA .................................................17

Julia V. Zvereva (Russia, Perm)
THEMATIC GROUP “NAMES OF FOOD”
IN “DICTIONARY OF RUSSIAN DIALECTS OF THE NORTH OF PERM KRAI”.....................25

Natalya V. Khorosheva (Russia, Perm)
REGIOLECT AS AN INTERMEDIATE IDIOM IN FRENCH AND RUSSIAN..................................................32

Ekaterina N. Kiseleva (Russia, Perm)
SEMANTICS AND REPRESENTATION OF THE SUBJECT-EXPERIENCER
IN ENGLISH AND RUSSIAN LINGUISTIC MIND...............................................................37

Alla A. Kozhinova, Ataollah Sonoukesh Bashiri (Belarus, Minsk)
ON ANALYTISM AND SYNTHETISM IN THE SPHERE OF DERIVATION
OF VERBAL INTERNATIONALISMS IN THE RUSSIAN LANGUAGE.................................46

Alexey A. Chervyakov (Russia, Vologda)
SEMANTICS OF “SHOULD” AND SEMANTICS OF INFINITIVE VERB....................................52

Yadviga L. Berezovskaya (Russia, Chelyabinsk)
GENERAL PRESENTER AS A BUSINESS TEXT OF BUSINESS COMMUNICATION.................58

Inna P. Romashova (Russia, Omsk)
CORPORATE LANGUAGE POLICY ......................................................................................64

Vladimir A. Salimovsky, Liana M. Ermakova (Russia, Perm)
EXTREMIST DISCOURSE IN RUNET COMMUNICATION....................................................71

Ludmila V. Kushnina (Russia, Perm)
TRANSLATION AS A SYNERGETIC SYSTEM.......................................................................81

Larisa M. Alekseeva, Natalya V. Shutemova (Russia, Perm)
ON THE EXISTENCE OF POETIC TRANSLATION ...................................................................87

Lubov A. Golyakova (Russia, Perm)
RHYTHM OF THE WORK OF ART: COMMUNICATIVE AND PRAGMATIC ASPECT ...............94
LITERATURE IN THE CULTURAL CONTEXT

Irina M. Udler (Russia, Chelyabinsk)
SPECIFICITY OF INTERPRETATION AND FUNCTIONS OF NATURE
IN AFRO-AMERICAN SLAVE NARRATIVES OF THE 18–19th CENTURIES ............................................. 100

Polina A. Ziza (Russia, Moscow)
TRADITION AND INNOVATION IN CREATING THE IMAGE OF EPIC HERO
IN INDOENSIAN LITERATURE.............................................................................................................. 106

Michael N. Nedoseykin (Russia, Voronezh)
SCIENCE, ERROR AND GAME IN THE NOVEL «DISCIPLE» BY P. BOURGET ..................................... 115

Dmitry V. Larkovich (Russia, Surgut)
FORMATION OF G.R. DERZHavin’S AUTHOR’S CONSCIOUSNESS
AND SUMAROKOV’S POETIC TRADITION ............................................................................................ 121

Margarita I. Vaysman (Russia, Perm)
PROBLEMS OF INTERPRETATION OF THE NOVEL «WHAT IS TO BE DONE?»
BY N.G. CHERNYSHEVSKY IN ACADEMIC AND LITERARY CRITICISM (1863-2010) ....................... 130

Alexander A. Zhitenev, Tatiana A. Ternova (Russia, Voronezh)
ARTISTIC INNOVATION IN "MEMORIAL" PARADIGM:
"MARGINAL" IN UNDERSTANDING RUSSIAN POSTMODERNISM..................................................... 139

Tigran N. Amiryan (Russia, Moscow)
THREE APPROACHES TO TYPOLOGY OF DETECTIVE GENRE TODAY ........................................... 146

Valery A. Pesterev (Russia, Volgograd)
WESTERN LITERARY PROSE
OF THE LATE 20TH AND EARLY 21ST CENTURIES. Article one ............................................................ 155

Nina V. Gasheva, Boris V. Kondakov (Russia, Perm)
RESEARCH STRATEGIES IN THE EARLY 21ST CENTURY. Article one ................................................ 167

Vera S. Prikhodko (Russia, Rostov-on-Don)
SCREEN VERSIONS OF THE PICTURE OF DORIAN GRAY:
INTERCULTURAL INTERPRETATIONS ...................................................................................................... 176

Dmitriy S. Tulyakov (Russia, Perm)
POETICS OF LANGUAGE POLYPHONY IN THE NOVEL BY R. KIPLING «KIM»
AND ITS TRANSLATIONS IN RUSSIAN: A LOOK AT PERMIAN VERSION ........................................... 185

Nina S. Bochkareva (Russia, Perm)
MODELLING THE DIALOGUE BETWEEN VISUAL PORTRAIT OF THE WRITER
AND ARTISTIC WORLD OF HIS WORKS (on Perm book) ....................................................................... 193

JOURNALISM

Laila A. Mardieva (Russia, Kazan)
COLLECTIVE CULTURAL MEMORY OF SOCIETY
(precedent visual images and phenomena) ............................................................................................... 202

FROM LITERARY HERITAGE

Tatiana N. Fominykh (Russia, Perm)
STORY “WAR OF THE BIRDS” BY P.P. MURATOV
(preparation of the text, introductory remarks) ....................................................................................... 210