


European Proceedings of Social and Behavioural Sciences



Volume 83

Series Editors

Founding & Editor-in-Chief

Zafer Bekirogullari   (PhD)
UK

Associate Editors

Kristi Kõiv   (PhD), Associate Professor
University of Tartu, Tartu, Estonia

Alla Belusova   (PhD), Professor
Don State Technical University, Rostov-On-Don, Russian Federation

Jeya Amantha Kumar   (PhD), Senior Lecturer
Universiti Sains Malaysia, 11800 Gelugor, Pulau Pinang, Malaysia

European Proceedings of Social and Behavioural Sciences (EpSBS) is an open access, peer-reviewed and refereed series. The main objective of the EpSBS is to promote interdisciplinary studies in social and behavioural sciences by providing a platform for international scholars to disseminate their work.

Topics include but are not limited to anthropology, archaeology, psychology, sociology, philosophy, interdisciplinary humanities, economics, political science and additional entries in related fields, including education, legal studies, environmental studies and media studies. The series also welcomes works highlighting the connection between human activities and social interactions.

The EpSBS publishes theoretical, experimental or application-based works with the objective of contributing to a greater understanding and development of social and behavioural sciences. EpSBS publishes either monographs for example, master thesis/doctoral dissertations or edited volumes based on the outcomes of conferences.

Once published, all proceedings are submitted for evaluation and possible coverage in **Web of Science Core Collection™ Conference Proceedings Citation Index - Social Sciences & Humanities (CPCI-SSH)**.

More information about this series at: <https://www.europeanproceedings.com/book-series/EpSBS>

PHILOLOGICAL READINGS

Selected, peer-reviewed papers from the
Philological Readings (PHR 2019), 19-20 September, 2019, Orenburg State University,
Russia

Edited by:

Anna Pavlova 

Editor(s) Affiliation(s):

Anna Pavlova, Ph.D. 

Orenburg State University, Orenburg, Russian Federation



ISSN: 2357-1330 (online).

European Proceedings of Social and Behavioural Sciences

ISBN: 978-1-80296-082-2 (e-book)

PHILOLOGICAL READINGS

[https://doi.org/10.15405/epsbs\(2357-1330\).2020.4.2](https://doi.org/10.15405/epsbs(2357-1330).2020.4.2)



© The Editor(s) and The Author(s) 2020. This is an open access book distributed under the Creative Commons CC License BY-NC-ND 4.0. Unported License, permitting all non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

This book is published by the registered company European Publisher Ltd. which is registered under the ISO London Limited.

The registered company address is:

293 Green Lanes, Palmers Green, London,

United Kingdom, N13 4XS

Reg. Number: 9219513

Table of Contents

No: 1

Title: The Interpretive Dominant In The Cognitive Theory Of Language

Pages: 1-8

Author(s): Nikolay N. Boldyrev

No: 2

Title: Nose Movements: Peculiarities Of Conceptualization And Interpretation

Pages: 9-19

Author(s): Liudmila V. Babina

No: 3

Title: Interpretation And Morphology: A Cognitive Perspective

Pages: 20-28

Author(s): Natalia A. Besedina

No: 4

Title: What Is Cognitive In Discourse?

Pages: 29-38

Author(s): Oksana V. Magirovskaya

No: 5

Title: Subjective Interpretation In Syntax: How The Mind Structures Reality

Pages: 39-47

Author(s): Liudmila A. Furs

No: 6

Title: Euphemization Processes In Light Of Interaction Between Language And Conceptual Semantics

Pages: 48-54

Author(s): Irina A. Solodilova, Tatiana Yu. Sokolova

No: 7

Title: Syntactic And Pragmatic Markers Of Subjectively Charged English Complex Conditional Sentences

Pages: 55-61

Author(s): Olga V. Evstafiadi

No: 8

Title: Language Picture Of The World: The Global Language Monitor Project

Pages: 62-68

Author(s): Antonina A. Kharkovskaya, Evgeniya V. Ponomarenko, Olga V. Aleksandrova

No: 9

Title: State As A Cognitive Dominant Of Linguistic Cognition

Pages: 69-76

Author(s): Nikolay N. Boldyrev, Anna V. Pavlova

No: 10

Title: Memorial Plaque Text: Cognition, Communication, Multimodality

Pages: 77-84

Author(s): Elena A. Besedina, Tatyana V. Burkova, Roman A. Nalivaiko

No: 11

Title: Interpretation Of Propositional Meaning In English Attributive Phrases

Pages: 85-96

Author(s): Nikolay N. Boldyrev, Olga G. Dubrovskaya

No: 12

Title: Supply Agreement In The English Discourse Of The Oil And Gas Industry

Pages: 97-104

Author(s): Evgenia V. Turlova, Ekaterina I. Tolmach

No: 13

Title: Discursive Markers Of Webinars On Teaching/Learning English

Pages: 105-117

Author(s): Inna V. Drabkina, Anastasia S. Tanchuk

No: 14

Title: Characteristics Of Author'S Individual Style In The Mode Of Text Formulating

Pages: 118-126

Author(s): Evgenia A. Goncharova

No: 15

Title: Cognitive Dominants And Shifts In Sociocultural Perspective In Literary Translation

Pages: 127-139

Author(s): Kseniya I. Leontyeva

No: 16

Title: Poetic Imagery Transformations In Translation

Pages: 140-153

Author(s): Elena D. Andreeva

No: 17

Title: About Digital Texts Significant In Text Classification

Pages: 154-159

Author(s): Elena V. Komleva

No: 18

Title: Optimizing Potential Of Information And Communication Technologies In Students' Communicative Skills Development

Pages: 160-167

Author(s): Olga M. Osyanova

No: 19

Title: Language Play And Lexical Innovation Of The 21St Century English

Pages: 168-179

Author(s): Tatiana A. Guralnik, Anna V. Pavlova

No: 20

Title: Educator In The Space Of Linguistic Culture

Pages: 180-192

Author(s): Aida V. Kiryakova, Oleg V. Frolov

No: 21

Title: Creative Competence As A Forming Condition Of The New Type Of Teacher

Pages: 193-199

Author(s): Irina E. Bryakova

No: 22

Title: The Formation Of The Adolescentreadingexperiencein Russia: Problems And Solutions

Pages: 200-207

Author(s): Nadezhda V. Inozemtseva

No: 23

Title: Opportunities And Challenges Of Information And Communication Technologies In Foreign Language Teaching

Pages: 208-215

Author(s): Evgeniy B. Popov, Polina E. Popova

No: 24

Title: Subject-Orientated Technologies In Professional Education

Pages: 216-223

Author(s): Tatyana A. Olkhovaya, Evgeniya D. Platova

No: 25

Title: Functional And Stylistic Particularities Of English Partnership And Proposal Letters

Pages: 224-231

Author(s): Olga M. Osyanova, Anastasiya A. Volnova

No: 26

Title: Categorical Characteristics Of Professional Computer Discourse

Pages: 232-240

Author(s): Julia S. Elagina

No: 27

Title: Phobia As Dominant Of Modern Political Narrative

Pages: 241-254

Author(s): Sergey V. Mangushev, Olga V. Epshtein, Anna V. Stepanova

No: 28

Title: The Development Of Bachelors' Professional Competences By Means Of A Foreign Language

Pages: 255-260

Author(s): Arina V. Banartseva, Irina V. Vlasova

No: 29

Title: Stereotypes Of Russian Students About Great Britain And France

Pages: 261-270

Author(s): Lubov A. Lasitsa

No: 30

Title: Pragmatic Peculiarities Of Insincere Speech Acts In Z. Smith's 'On Beauty'

Pages: 271-280

Author(s): Irina V. Kozhukhova, Oksana L. Zabolotneva

No: 31

Title: Postcrossing Project: Postcards As A New Form Of Speech Communication

Pages: 281-293

Author(s): Ulyana S. Baimuratova, Anna V. Lyulina (Antonova)

No: 32

Title: Genetically Correlative Reflexes Of Proto-Slavic Combinations In Avvakum And Patriarch Nikon's Petitions

Pages: 294-302

Author(s): Elena N. Bekasova

No: 33

Title: Rhetoric Devices As A Means Of Effective Speech In Business Presentations

Pages: 303-310

Author(s): Irina S. Butyrkina, Vera L. Temkina

No: 34

Title: Maker-Technology As A Means Of Student-Philologist Linguistic Competence Formation And Diagnosis

Pages: 311-319

Author(s): Anna V. Osyanova

No: 35

Title: Corporate Standard Of Flight Attendants' Communication: Complex Linguistic Analysis

Pages: 320-330

Author(s): Oksana A. Hrushcheva, Darya V. Valyavina

No: 36

Title: Gastronomic View Of The World In English Neology: Linguocultural Aspect

Pages: 331-341

Author(s): Veronika V. Katermina, Natalia S. Solovyeva

No: 37

Title: The Strategies And Tactics Of Business Interaction In The Orenburg Region

Pages: 342-349

Author(s): Evgeniya D. Platova

No: 38

Title: Media Coverage Of Transgender Discourse

Pages: 350-357

Author(s): Natalia N. Koshkarova, Liliya S. Polyakova, Olga V. Tomberg

No: 39

Title: Associative Recognition And Coding Of Intonation Units Joins

Pages: 358-365

Author(s): Irina A. Gorbachyova

No: 40

Title: Enjambements Of I. Turgenev's Poems In The Context Of Russian Poetical Epos

Pages: 366-372

Author(s): Svetlana A. Matyash

No: 41

Title: Grapho-Semantic Modelling Of Concept Society: Case Study Of Russian Newspaper'S Headlines

Pages: 373-379

Author(s): Lyudmila V. Anpilogova, Irina A. Dymova

No: 42

Title: Assessment As Motivation Of Foreign Language Learning For Non-Linguistic University Students

Pages: 380-385

Author(s): Anna V. Blokhina, Konstantin M. Kalinin, Amalia L. Kyuregyan

No: 43

Title: Occasional Collocations As A Carrier Of Implicit Information

Pages: 386-395

Author(s): Irina G. Gorovaya, Natalya V. Egorova

No: 44

Title: Anthropocentric Character Of Number, Space And Time Language Interpretation

Pages: 396-405

Author(s): Elena V. Fedyaeva, Marina A. Ivleva

No: 45

Title: Information Blocks And Their Key Language Units In Term Definitions

Pages: 406-412

Author(s): Maxim N. Latu, Aleksey V. Razduyev, Maria V. Konovalova

No: 46

Title: Emotive Verbalisation Of The Concept School: School Students View Point

Pages: 413-418

Author(s): Irina Yu. Moiseeva, Valentina Remizova

No: 47

Title: Russian Classic Literature In Modern Advertisement

Pages: 419-427

Author(s): Olga S. Kudryavtseva, Natalya A. Annenkova

No: 48

Title: Communicatve Failures In Advertising Texts Of Orenburg Town

Pages: 428-437

Author(s): Irina G. Gorovaya, Natalya V. Egorova

No: 49

Title: Modern Russian Advertising Discourse: Semiotics, Mentality, Manipulation

Pages: 438-446

Author(s): Veronika V. Katermina, Lyudmila Yu. Buyanova

No: 50

Title: "New Woman" In Late Victorian Fiction

Pages: 447-455

Author(s): Natalia D. Sadomskaya, Nataliya V. Lashtabova

No: 51

Title: Semantic Codes Of Folklore And Modern Folklore Texts

Pages: 456-462

Author(s): Larisa E. Ilyina, Elena V. Golovina, Tatyana Yu. Sumtsova

No: 52

Title: Linguocultural Features Of Russian-Chinese Communication In The Field Of Jurisprudence

Pages: 463-471

Author(s): Khristina P. Nikiforova

No: 53

Title: Christian Values Preservation Within Modern Information Challenges

Pages: 472-479

Author(s): Irina A. Dymova, Julia V. Kudashova

No: 54

Title: Authentic Literary Text As The Subject Of Linguistic And Stylistic Analysis

Pages: 480-486

Author(s): Anna V. Osyanova, Anastasia S. Kuleshova

No: 55

Title: Function Words In Stative Format Of Linguistic Knowledge: Aspects Of Domination

Pages: 487-491

Author(s): Irina N. Tolmacheva, Anna V. Pavlova

No: 56

Title: Specificity Of Russian Naturalism. Naturalistic Tendencies In A. P. Chekhov Works

Pages: 492-500

Author(s): Olga N. Provatorova

No: 57

Title: Functional Aspect Of Speech Etiquette In Runet

Pages: 501-506

Author(s): Olga A. Agarkova, Lyudmila V. Putilina, Ekaterina A. Melnikova

No: 58

Title: Combining Spatial Models In "The Terracotta Old Woman" Novel By E.Chizhova

Pages: 507-513

Author(s): Yuliana G. Pykhtina, Margarita A. Konova, Elena I. Krasnova

No: 59

Title: Categorical Stratification Of Academic Notions In The Domains Of Nanotechnology, Political Science And Ecology

Pages: 514-522

Author(s): Maxim N. Latu, Aleksey V. Razduyev

No: 60

Title: Hypertextual Relations In The Works Of K. Vonnegut Jr. Of 1952-1969 Period

Pages: 523-534

Author(s): Natalya S. Olizko, Mariya S. Zhurkova

No: 61

Title: Internet Neologisms As Youth Slang Supplementation: The Main Ways Of Formation

Pages: 535-542

Author(s): Lyudmila A. Pasechnaya, Valentina E. Shcherbina

No: 62

Title: Ekphrasis In Cognitive-Communicative Interpretation

Pages: 543-551

Author(s): Olga B. Ponomareva, Elena Yu. Ponomareva

No: 63

Title: M. Y. Lermontov'S Art Space Of The Genre Of Invective

Pages: 552-559

Author(s): Natalia A. Annenkova, Olga S. Kudryavtseva

No: 64

Title: Human-Sizedness As A Principle Of Existence For Literary-Artistic Image

Pages: 560-567

Author(s): Igor A. Belyaev

No: 65

Title: The Dictionary Study Of The Variant Paradigm Verbs

Pages: 568-574

Author(s): Elina N. Shekhtman

No: 66

Title: Comparative Modelling Of Lexico-Semantic Fields Of Fear In Russian And English Languages

Pages: 575-582

Author(s): Marina Yu. Romanyuk

No: 67

Title: Reading Competence Formation Of University Students

Pages: 583-589

Author(s): Tatiana V. Sapukh

No: 68

Title: Lexico-Grammatical And Derivational Language Units In Linguo-Cognitive Aspect Of Study

Pages: 590-599

Author(s): Irina A. Solodilova, Irina V. Gulyayeva, Larissa V. Ivanova

No: 69

Title: Cultural Identity Shift In The Internet Meme Loans

Pages: 600-605

Author(s): Olga M. Sedliarova, Juliia A. Nenasheva, Natalia S. Solovyeva

No: 70

Title: Integrity In Intellectual Property: The Linguistic Problems Of Legal Terminology

Pages: 606-612

Author(s): Dmitriy V. Murzin

No: 71

Title: Lexical Transformations In The French Translation Of A. S. Pushkin'S "The Captain'S Daughter"

Pages: 613-618

Author(s): Alexey V. Fedorinov, Elena V. Golovina

No: 72

Title: Language Game And Its Intepretation In Media Texts

Pages: 619-626

Author(s): Olga P. Simutova, Irina A. Shidlovskaya

No: 73

Title: Linguo-Cognitive Approach In Foreign Language Teaching

Pages: 627-634

Author(s): Irina A. Solodilova, Tatiana V. Zakharova

No: 74

Title: The State Of Regional Economics: Specificity Of Linguistic Interpretation

Pages: 635-641

Author(s): Galiya G. Aralbaeva, Nadezhda V. Solopova, Natalia G. Kharitonova

No: 75

Title: Functional Characteristics Of Concept Medicine In The English Educational Discourse

Pages: 642-651

Author(s): Anastasiya A. Golubykh, Antonina A. Kharkovskaya, Vera L. Temkina

No: 76

Title: Image-Related Format Of Knowledge About Quantity As A Quality Interpretation Tool

Pages: 652-659

Author(s): Elena V. Fedyayeva

No: 77

Title: Multi-Level Conceptualization Of Quantity In Modern English

Pages: 660-671

Author(s): Svetlana N. Stepanenko, Tatiana A. Perelygina

No: 78

Title: Organizational Model Of Teaching Grammar

Pages: 672-679

Author(s): Galina S. Strenadyuk, Olga M. Snigireva

No: 79

Title: English Language Teaching Materials Titles: Linguopragmatic And Functional Aspects

Pages: 680-687

Author(s): Evgenia V. Turlova

No: 80

Title: Organizational Structure Of Hypertext Space (On The Example Of World Travel Inc. Website)

Pages: 688-693

Author(s): Anna O. Kolykhalova, Tatiana V. Sapukh

No: 81

Title: The Phenomenon Of Doppelganger And Types Of Doubles In Literature

Pages: 694-698

Author(s): Vera L. Temkina, Elena V. Ena

No: 82

Title: Syncretism In Word-Building As Language Economy Principle Embodiment

Pages: 699-704

Author(s): Oksana A. Hrushcheva

No: 83

Title: Verbalization Of The Concept Woman In The Russian And English Orthodox Discourse

Pages: 705-716

Author(s): Ulyana S. Baimuratova, Anna A. Korobeynikova

No: 84

Title: Phraseological Units As Means Of Creating Colloquiality In The Literary Text

Pages: 717-724

Author(s): Liudmila N. Kozlova, Galina V. Tsareva

No: 85

Title: English Announcements Of Cultural Events: Structural And Semantic Approach To Expressiveness

Pages: 725-732

Author(s): Marina V. Cherkunova, Julia S. Starostina

No: 86

Title: The Language Of Law: Concept And Specifics

Pages: 733-739

Author(s): Anatolii T. Karasev, Aleksandr V. Savoskin, Ekaterina N. Chufarova

No: 87

Title: The Role Of Blended Learning In Foreign Language Teaching For Engineering Students

Pages: 740-746

Author(s): Irina G. Bakanova, Evgeniya A. Elizarova, Irina G. Sysueva, Viktoriya V. Dobrova

No: 88

Title: Contemporary Legal Regulation Of Language Policy In Russia And Its Constituent Entities

Pages: 747-756

Author(s): Oleg A. Kozhevnikov, Alexandra S. Morozova, Maria N. Vilacheva

No: 89

Title: Linguistic Support Of The Healthcare Legal Regulation

Pages: 757-763

Author(s): Marina Yu. Fedorova

No: 90

Title: Cognitive Dominants In Conceptualization Of Related Events

Pages: 764-772

Author(s): Svetlana G. Vinogradova

No: 91

Title: Legal Collisions In Labour Law: Problems Of Translation And Use Of Foreign Terminology

Pages: 773-780

Author(s): Irina V. Shesteryakova, Igor A. Shesteryakov, Aleksandr A. Zraiskiy

No: 92

Title: Emotions: Stative Formatting Of Knowledge About The World In Business Communication

Pages: 781-787

Author(s): Anna V. Pavlova, Yelena D. Pogrebovskaya