

## ISSUES OF PHILOLOGY

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UDC 81.42

### COGNITIVE CHARACTERISTICS OF SYNESTHETIC METAPHORS IN ADVERTISING DISCOURSE

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*In the article the characteristics of sinestetic metaphor are considered. Semantics and pragmatics of a sinestetic metaphor of different structure are analyzed and manipulative specifics of its functioning in advertizing communication are revealed. As a result of the analysis the importance and relevance of a phenomenon of a sinestetics is proved. On the basis of the conducted research the author highlights the features of interpretation and influence of similar metaphors on formation of attitude and interests of the addressee.*

**Keywords:** *metaphor, sinestetics, modality of perception, polymodal metaphor, sinestetic metaphor, manipulation, advertizing discourse.*

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UDC 80 (470.64)

## ON THE ARTISTIC APPROACH TO THE TOPICS OF THE GREAT PATRIOTIC WAR IN KARACHAY-BALKAR PROSE OF 60 – 80-IES OF XX CENTURY

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*The article is devoted to the analysis of the Balkar and Karachay prose of the 1960 – 1980. The main aim is to identify the specifics of the artistic solution of the Great Patriotic War topic. Considering the national prose of this period the author of the article explores the theme, ideas, principles of historical and psychological logic in the literary works of M. Batchayev, A. Teppeev, A. Keshokov, etc. The role and place of Karachay and Balkar prose in the solution of the Great Patriotic War realization in literatures of the peoples of the North Caucasus are defined in the article as well.*

**Keywords:** *national prose, principles of historicism, military subject, genre, fact and fiction, conflict, psychological motivation.*

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*Поступила в редакцию*

*3 июля 2014 г.*

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UDC 811.512.142'282

## PROBLEMS OF DIALECT VOCABULARY IN KARACHAY-BALKAR LANGUAGE

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*The article is devoted to the vocabulary of the modern dialect of Karachay-Balkar language. The authors examine the structure of the language in the two territorial variants: Karachai and Balkar. The article considers specific ratio of regional variation and dialect. Comparative analysis of «cokaûshi» (clicking) the most ancient dialect, which has a very rich vocabulary and literary Karachai-Balkarian language, is given. In addition, different techniques of dialectisms in fiction and oral folk art are estimated.*

**Keywords:** *local dialect, written language, dialectal word, linguistic norm, epenthesis, stratification, commonly-spoken language.*

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UDC 811.161.373

## PREFIX *OT-*: SEMANTIC CLASS OF VERBS «SET TIME PERIOD» IN RUSSIAN XI – XVII CENTURIES

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*The article deals with the historical derivation: we investigate the dynamics of development of semantic class «departure time» verbs with the prefix *ot* of Russian-language pre-national period, which is divided into three subclasses (post, employment contract and lease). Based on the analysis of the structure of the denotative platformers verbs developed by N.B. Lebedeva we specify situations of verbs of this semantic class: an obligatory adverbial *fatsienta* 'set time period' and the need to perform action by subject- agents within this time limit.*

**Keywords:** *historical derivation, verb prefix *ot-*, separators, semantic class, denotative structure verbs *situatema*.*

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UDC 81.1

**CELEBRATORY CLOTHES OF THE DON REGION RESIDENTS:  
ETHNOLINGVOCULTUROLOGICAL ASPECT  
(BASED ON THE WORKS OF M.A. SHOLOKHOV)**

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*The article considers the celebratory clothes of residents of Don in the ethnolinguoculturological aspect based on works by M.A. Sholokhov. Fragment of language world view of M.A. Sholokhov which Cossack aesthetic traditions of dress is described; names of male and female festive clothing are classified. Clothing in the works M.A. Sholokhov is regarded as a reflection of those days fashion, Russian Cossack culture, moods and emotions of the characters.*

**Keywords:** *Dialects of Don, festive clothes, M. A. Sholokhov, ethnolinguistics.*

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