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## LITERARY STUDIES

### SUBTEXTS OF “TRAGEDY”: “A CLOUD IN TROUSERS” BY V. MAYAKOVSKY

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The article analyzes the possible sources for the subtitle of Mayakovsky’s poem “A Cloud in Trousers”, as well as different interpretations based on those. Thus, the tragedy can be understood as a psychological category, which characterizes the hero of the poem. It can also be considered a sociological category emphasizing the opposition of the hero and the world, or a proper theatrical category. It may also be understood as a characteristic of the essence of the hero, the lyrical poet.

**Keywords:** *lyric genres, transformation, addressee, dialogue, poetry of the 20th century.*

### THE HIDDEN PROLOGUE TO “THE GIFT ” BY V. NABOKOV: THE BASIS FOR THE INTERPRETATION

**I. S. Belyaeva**

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The article suggests the foundations to the treatment of the first four episodes of V. Nabokov’s novel “The Gift” as its hidden prologue that implies its main themes and motifs, as well as the distribution of narrative forces in the novel.

**Keywords:** *hidden prologue, content and form markers, paratext, epigraph, dots, author, hero, “ The Gift ” by V. Nabokov.*

### THE NOVEL “THE THIEF” BY L. M. LEONOV IN THE CONTEXT OF THE DEVELOPMENT OF NEW FORMS IN NARRATION, IN THE XXth CENTURY

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L. M. Leonov anticipated a lot of “findings” of postmodernism in constructing the second edition of his novel “The Thief” around complex interrelations between the author and the reader. The author’s figure repeatedly reproduced via his several doubles is bereft of the power of ultimate authority. Thus the theme “The Creator and the creation” is placed in the center of “The Thief”, and not the social and political problems as the Soviet literary criticism stated.

**Keywords:** *L. M. Leonov, “The Thief”, doubleness, the image of the author.*

## HARMONY AND GRACE IN F. N. GLINKA'S SPIRITUAL POETRY

**S. A. Vasileva**

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The article discusses the concept of “grace” and “harmony” in the F. N. Glinka’s spiritual poetry and religious prose.

**Keywords:** *Russian literature of the XIX century, religious philosophy, creativity, F. N. Glinka’s works.*

## THE IMAGE OF “THE CHARACTER OF THE RUMOUR” IN THE POETICS OF THE NOVEL “BIG MEAULNES” BY ALAIN-FOURNIER

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In this paper the poetics of “the character’s of the rumour” image in Alain-Fournier’s novel “Big Meaulnes” is examined in its connection with the poetics of the author’s method of representing the “spiritual reality”. The article also shows the links of the ‘the character’s of the rumour’ image poetics in Alain-Fournier’s novel, with the methods of Dostoevski’s poetics. The development of Dostoevski’s creative experience by Alain-Fournier is also examined.

**Keywords:** *the realism in the highest sense, the spiritual realism, the polyphonic origin of the rumour, the exciting interest, the mystery, the spiritual reality.*

## THE TRAGEDY IN THE CONTEXT OF THE POWER-STRUCTURE THEORY OF THE GENRES

**V. V. Ivanov**

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The poetics of the tragedy is for the first time examined in the context of the power-structure theory of the genres. That permits, firstly, to base the supposition about the presence of the united principle of the triple-based polyphony for the genre of the tragedy and the genre of the polyphonic novel. Secondly, the article reveals the difference between the polyphony of the tragedy and the polyphony of the novel. In the antique tragedy the voice-position of God (of the Truth) predominates. In the tragedy of the Renaissance the voice-position of the person prevails. The tragedy of the classicism returns to the voice-position of God, but this position is complicated by the voice-position of the person. In the polyphonic novel of Dostoevsky the voices-positions of the opponent and of the person vacillating predominate.

**Keywords:** *the principle of the triple-based polyphony, the tragedy, the power-structure kernel of the polyphonic novel, the power-structure kernel of the tragedy.*

## THE LYRICAL NOVELLA BY IVAN BUNIN IN THE CONTEXT HIS PHENOMENOLOGICAL AND EXISTENTIAL QUEST

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<sup>1</sup>*the Department of Journalism History and Literature*

<sup>2</sup>*Governor's multidisciplinary Lyceum*

The article discusses the genre specifics of the lyrical short stories (novellas) by Ivan Bunin. It is proved that the novelistic tendencies in the writer's poetry reflect a new (essentially phenomenological) method of artistic thinking. External pictures of being perform the functions of lyrical introspection. The article also reveals the links between existential attitudes of the author and semantic structure of the short story.

**Keywords:** *phenomenological method, intentionality, lyrical short story (novella), the plot, the existential semantics, the motif of loneliness.*

## ON THE SIMPLICITY OF PUSHKIN'S STYLE

Yu. M. Nikishov

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Pushkin is recognized as the founder of the modern Russian literary language. His innovation is the more significant because it is achieved first of all in the poetry. This article discusses methods that help to achieve the simplicity of style, but keep the work within the framework of poetry.

**Keywords:** *Pushkin, style, poetry, prose, poetry techniques.*

## REFLECTIONS ON THE NATURE AND NATURE WRITING: I. S. TURGENEV AND G. D'ANNUNZIO

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The article compared the image of the hero of the principles in the works of I. S. Turgenev and G. D'Annunzio. The author analyzed the artistic type of the "superfluous man", created by Russian writer and Italian version of the "superman" and showed exceptional role of the landscape in revealing the character's perception of the world.

**Keywords:** *I. S. Turgenev, G. D'Annunzio, Russian literature, Italian literature, "superfluous man", "superman".*

## ANTROPOSOPHIC MOTIFS IN THE POETRY OF MAXIMILIAN VOLOSHIN AND ANDREY BIELY

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The author studies the repeated motifs and symbols, structure and esoteric meaning of several poems by M. Voloshin and A. Biely. The main attention is paid to antroposophic

inclinations which for some time drew together the artistic worlds of two poets.

**Keywords:** *antroposophy, symbol, esoteric, universe, spirit, history.*

### **THE TRADITIONS OF A.A. BLOK IN THE POETRY OF YU. P. KUZNETSOV**

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A. Blok is considered as one of the literary predecessors and teachers of Yu. P. Kuznetsov. Creative continuity between the two great poets is manifested at the level of intertextuality, in the peculiarities of metaphorization and of mythopoetics, in the development of epic and epos principles, in the social focus, in the system of key images and concepts (“bubbles of the earth”, “the way of Christ”, “crozier”, “the nightingale / red garden”, “nature and civilization”, Russia, etc.).

**Keywords:** *A. A. Blok, Yu. P. Kuznetsov, metaphor, intertext, myth-poetics, tradition.*

### **“FRENZY FOR TWO, OR MORE” BY EUGÈNE IONESCO: THE ABSURD IN THE PLAY AND ON THE STAGE**

**N. V. Semenova**

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In the article, E. Ionesco’s works serve as an example for considering the impact of surrealist theatricality upon the dramatic art of the absurd. The role of the verbal and non-verbal in “Frenzy for Two, or More” and its productions is shown.

**Keywords:** *absurd, surrealism, frenzy, theatricality, E. Ionesco.*

### **CREATIVE METHOD “THE TEXT IN THE TEXT” AS A SOURCE OF MODERNIST GAME IN THE NOVEL “THE GIFT” BY V. NABOKOV (WITH THE EXAMPLE OF THE INSERT NOVEL “THE BIOGRAPHY OF CHERNYSHEVSKY”)**

**L. Yu. Strelnikova**

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The article examines the meaning of the method “the text in the text” in the game’s concept of the novel “The gift” by V. Nabokov. The author includes the biography of Chernyshevsky in the main text of the novel, reinterpreting true events of his biography through the prism of a parody for the sake of carrying out a philological game which exposes the stylistic method. The results of the study is the conclusion that the method “the text in the text” functions as the element of game poetics which demonstrates diversity of the literary text as the method of modeling art space.

**Keywords:** *the text in the text, formalism in arts, game poetics, parody, synthesis, V. Nabokov.*

**THE IMAGE OF THE BUFFOON (SCOMOROKH)  
IN THE POETICAL WORKS OF N.I. TRYAPKIN**

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The subject of the article is the image of the buffoon in the poems of N. Tryapkin. In Russian literature the image of the scomorokh has been preserved as a historical image of unsurpassed artistry, dexterity, cunning, wit, cynicism. In the poet's works the image of the scomorokh is transformed into that of a clown, jester and Joker, the embodiment of the Russian national character.

**Keywords:** *clown, tradition, folklore, N. I. Tryapkin.*

## LINGUISTICS

### **“THE CATHEDRAL CLERGY” BY N. S. LESKOV: COMMUNICATIVE REACTIONS TO THE SERMON AS AN INDICATION OF THE SOCIETY’S SPIRITUAL CRISIS**

**Yu. V. Belousova**

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An examination of the system of congregation reactions to the sermon by Savely Tuberosov – the main character of the novel by N. S. Leskov – allows to identify differences in the secular and religious moral.

**Keywords:** *sermon, N. S. Leskov, novel “The Cathedral Clergy”, subjective scale, reaction, linguistic opposition, formality, spiritual crisis.*

### **PHILOLOGICAL ECOLOGY: VERBAL CULTURE, LANGUAGE, VERBAL AND LINGUISTIC ENVIRONMENTS**

**V. V. Volkov**

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*the Department of Russian Language*

The article puts forward the idea that in our time the richness of content and its appropriateness must be characterized as basic features of verbal culture, but not the correctness or purity; philological ecology is treated as an interdisciplinary area of scholarship and practice with the ecology of consciousness and the ecology of person being its final objects; specific subjects of philological ecology are language, verbal and linguistic (meta-language) environments.

**Keywords:** *ecology, Russian philology, philological ecology, environment, verbal culture, school grammar, ecology of person, ecology of consciousness.*

### **ON THE MAIN TRENDS OF ANTHROPONYMICAL NOMINATION PRE-NATIONAL PERIOD (ON THE MATERIAL OF THE TVER BUSINESS MANUSCRIPTS XVI–XVIII CENTURIES)**

**I. M. Ganzhina**

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The article analyzes the composition and structure of the anthroponyms recorded in the monuments of the Tver business manuscripts pre-national period left by the representatives of two social classes – landlords and peasants. Major trends in the methods

of nomination and qualitative composition of the components of naming are identified.  
**Keywords:** *Christian personal name, qualitative, non-calendar name, patronym, patronymic, family name, naming, method of naming.*

## **AN ESSAY IN THE MAKING OF THE IDEOGRAPHIC DICTIONARY OF OCCASIONALISMS (ON THE MATERIALS FROM M. E. SALTYKOV-SCHEDRIN'S WORKS)**

### **Article 1**

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The objective of the article is the making of the ideographic dictionary. The materials of the study comprise the occasionalisms found in the texts by M. E. Saltykov-Schedrin. Semantic groups were classified, their content being brought into correlation with the ideology conveyed in the texts and the aesthetic system the writer adheres to. Every lexicographic slot is followed by a commentary which includes the semantization of the occasionalism under study, as well as the sufficient context of its use.

**Keywords:** *lexicography, ideographic dictionary, occasionalism, semantics, poetics.*

## **THE EQUIVALENCE RATE OF PHRASEOLOGICAL UNITS WITH TRANSPARENT INNER FORM IN THE ENGLISH AND RUSSIAN LANGUAGES (COMPLETE AND PARTIAL EQUIVALENTS)**

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The article juxtaposes phraseological units with transparent inner form on the levels of semantics, grammatical structure, and lexical components. The equivalence rates for semantically equal phraseological units in English and Russian are defined, the result of the study being the identification of complete and partial equivalents. The translated phraseological units either coincide with the original ones on all levels, or differ slightly on one or two of those.

**Keywords:** *phraseological correspondences, equivalency, semantic level, grammatical structure, component formation.*

## **SPHERE OF CONCEPTS "DISEASE" IN THE WORKS OF F. M. DOSTOEVSKY**

**V. M. Mirzoeva, N. N. Tolkacheva**

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*the Department of Russian Language*

The subject of this article is a lexical-semantic analysis of the concept of "disease" in the works of F. M. Dostoevsky. The article defines the lexical meaning of the word and

its contextual associative links; it describes the specifics of the author's interpretation of lexical items presented in the aspect of ideological and artistic intent of the writer.

**Keywords:** *literary works of F.M. Dostoyevsky, sphere of concepts "disease", Russian verbal picture of the world, lexical meaning of the word, frequency of the word.*

## STYLISTIC CHARACTERISTICS OF PREPOSITIONS IN THE DICTIONARY OF THE LANGUAGE M.E. SALTYKOV-SHCHEDRIN

**I. L. Popova**

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The article is devoted to the specifics of stylistic marking of derived denominative prepositions functioning in fiction and nonfiction works of M. E. Saltykov-Shchedrin, and features of the stylistic representation of the information in the Dictionary of M. E. Saltykov-Shchedrin's language.

**Keywords:** *derived preposition, author's lexicography, dictionary of the writer's language, dictionary entry, idiosyncrasy, functional style*

## SEMANTICS OF THE PERFECT IN RUSSIAN DEVERBAL NOUNS DENOTING ACTION

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The aspectual potential of Russian deverbal nouns denoting action is investigated in the article. The analysis shows that deverbative can express shades of the stative perfect semantics. The conditions for the realization of this meaning were revealed.

**Keywords:** *verbal noun, deverbative, semantics of the perfect.*

## **JOURNALISM AND ADVERTISING**

### **THE GLOBAL NETWORK INFORMATION RESOURCES' COMPETITION WITH THE CLASSIC MEDIA, AND "THE END" OF GUTTENBERG'S EPOCH**

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In the article the differences between classic mass media and web information resources are analyzed, the conditions for the successful redeployment of classic mass media to the world web being grounded. The main condition of success for all mass media, including Internet resources, is the professionalism of the editorial staff, as well as the quality of information supplied for new generations of readers.

**Keywords:** *Classic mass media, WEB-media, professionalism, information quality.*

### **THE ROLE OF PRECEDENT LITERARY PHENOMENONS IN JOURNALISM OF V.I. NOVODVORSKAYA ("THE NEW TIMES" MAGAZINE)**

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The article analyzes journalism V.I. Novodvorskaya in the magazine "The New Times". Precedential literary names, sayings, quotations are often found in journalism of V.I. Novodvorskaya here they are used for one purpose: to confirm, to illustrate her political views. Therefore, the precedency contributes to the loss of some semantic components and the creation of others, transferring the material from the literary discourse into journalistic and ultimately – into the political one.

**Keywords:** *V.I. Novodvorskaya, journalism, precedency, discourse.*

### **THE ISSUES OF MIGRATION AND RELIGIOUS IDENTITY IN GLOBAL MASS MEDIA DISCOURSE**

**A. B. Boushev**

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In the paper the methods of discourse analysis are applied to the studies of the migration crisis discourse which is being formed now as the outcome of the political changes of 2015. It is closely linked with the religious identity discourse, which is, in its turn, is connected with the terrorism discourse. The paper also analyzes the role of mass-media in both stigmatizing migrants and creation of the migration pattern.

**Keywords:** *mass-media, discourse, political discourse, axiological assessment, interpretation, discourse analysis, migration crisis.*

## THE IMPACT OF SOVIET SOCIAL AND POLITICAL CONTEXT ON THE SPORT PHOTOGRAPHY IN THE 1950-1990s.

**M.A. Vashchuk**

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*the Department of Photography*

The article deals with the impact of social and political context on sport photography in the 1950–1990s. The author highlights the most significant factors, and investigates their influence on subjects and visual methods used by the Soviet photojournalists.

**Keywords:** *photography, mass media, sport, history.*

## CONTROL OF NEWSROOM PROCESSES QUALITY

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This article presents the conceptual investigation of the tools used in the control of the newsroom's processes aimed at the creation of media-texts. The author offers the description and classification of methods used to identify, study, and measure the journalistic routines. This knowledge can be helpful in managing newsrooms within the process of the transformation of media environment influenced by the convergence factors.

**Keywords:** *control, quality, tools, newsrooms, management, routines.*

## ADVERTISING CAMPAIGNS OF THE BUILDINGS ORGANIZATIONS DURING CRISIS (ON THE EXAMPLE OF "ROSOKNA", TVER)

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*the Department of Journalism, Advertising and Public Relations*

In the article features of advertizing of the buildings organizations in the period of an economic crisis are considered by authors. Advertizing development for "RosOkna" firm is given; results of the carried-out campaign are analysed; the following advertizing and marketing solutions for this construction organization are proposed.

**Keywords:** *building, the economic crisis, advertising campaigns, the company "RosOkna".*

## THE PROBLEMS OF THE TRADITIONAL AUDIOVISUAL MEDIA CONTENT CONVERGENCE WITH THAT OF NEW MEDIA RESOURCES

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*the Department TV and Radio Journalism*

At the same time with the economic crisis of 2009 there began to develop the phenomenon of social networks. 2012 marks the peak of the active distribution of traditional

media content in the web. Thus, the consumer hardly noticed the crisis of underproduction of content, which was by that time already announced by the managers of federal television. Nevertheless the pace and the quality of the content convergence leave much to be desired, which makes the viewers and listeners move from the traditional media to the new ones.

**Keywords:** *content distribution, IPTV, cloud technology, monetization, new quality of Audiovisual Media.*

## **THE CONCEPT OF “CAPITAL” AND “WAR” IN JOURNALISM RICHARD SORGE**

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St.-Petersburg State University  
*the Department of the Periodical Press*

The journalistic legacy of Richard Sorge has been hardly paid attention to by researchers due to a number of reasons, including ideological. Meanwhile, as a scientist and journalist-analyst he was one of the brightest representatives of his time, having made a unique contribution to the development of journalism, primarily international. The article discusses some aspects of journalistic activities of Sorge, investigating the use of concepts ‘capital’ and ‘war’ in his texts.

**Keywords:** *journalism, publicism, text, newspaper, the Nazi regime, the concept of “capital”, the concept of “war”, the analytics, article.*

## **RUSSIAN PR: FORMATION OF THE MARKET OF SERVICES**

**M. G. Shilina**

National Research University Higher School of Economics  
*Integrated Communications Department*

The article presents the key market characteristics of the Russian market of PR services in 2007–2015. The author identifies the growth of strategic specializations, such as External Relations and GR, financial communications and Investor Relations, etc., which should positively affect the PR-services market and the whole industry.

**Keywords:** *public relations, market, budget, the economic crisis, PR-service.*

## RESEARCH RECORDS AND REPORTS. TEACHING PROBLEMS

### WHY SCHOOL-LEAVERS DON'T KNOW ENGLISH LANGUAGE

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Tver State University

<sup>1</sup>*the Foreign Languages Department of the Humanity Faculties*

<sup>2</sup>*the Department of Fundamental and Applied Linguistics*

A few problems of learning English language at high schools are considered in the article.

**Keywords:** *English language, speaking, text, vocabulary.*

### THE ISSUES OF THE WRITTEN LANGUAGE AND OF THE AUTONOMY OF THE TVER KARELIANS' SUB-ETHNIC COMMUNITY IN THE FIRST HALF OF XX CENTURY

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*Department of Russian Language*

The article discusses a number of issues related to the initial stage of the development of a written language by the Tver Karelians, in the pre-revolutionary and post-revolutionary period. Also, an attempt to consider the establishment of the Karelian National District on the territory of the Kalinin region as the highest point of the evolution of linguistic and ethno-cultural component among the indigenous population of the Tver Karelians is made.

**Keywords:** *Tver Karelians, Tver dialect of Karelian language, Karelian National District, writing.*

### ANTINOMY "THE SOLDIER – THE OFFICER" IN "RED WHEEL" BY A. I. SOLZHENITSYN

S. V. Glushkov

Tver State University

*the Department of Philological Basics of Publishing and Literary Creation*

The article puts forward and gives grounds for the hypothesis concerning the motif of the internal contention which makes the core of the whole of the epic "Red Wheel". The main idea of the author, according to the researcher, is that the death of the Russian Empire was predetermined at the moment when this internal contention struck the Russian army.

**Keywords:** *motive of internal contention, art methodology, A. I. Solzhenitsyn.*

**ON THE ISSUE OF DOCUMENTALISM  
IN S.S. SMIRNOV'S LITERARY WORKS**

**I. A. Kazantseva**

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*the Department of Journalism, Advertisement and Public Relation*

The article studies the genre forming features of non-fiction. Literary works by S. Smirnov prove to be an ideal model of the documentary genre. Smirnov's works play an important role in the elaboration of the systems of categories important for the development of this theoretical problem.

*Keywords: documentary, genre, image of the author, composition, essay .*

**EBERGARD LILIE AS "THE MASTER OF SCENES FROM FOLK LIFE":  
FROM THE HISTORY OF BOOK PUBLISHING  
IN TVER REGION IN 1860–1870**

**E. G. Kiryanova**

Tver State University

*the Department of Philological Basics of Publishing and Literary Creation*

The subject of the article is the hitherto unknown episodes of Tver publishing history, as well as the creative works of Tver book makers in 1860–1870s. A special attention is paid to the legacy of one edition – the first historical biography of the grand duke Mikhail Yaroslavich Tverskoy and the first Tver lithography book. In this connection we examine the creative works of an almost unknown illustrator and lithographer of the XIX-th century, Ebergard Lilie.

*Keywords: Tver publishing, lithography, illustration, Mikhail Yaroslavich Tverskoy, Ebergard Lilie.*

**TEACHING TERMINOLOGYS TO FOREIGN SERVICEMEN  
WHITHIN THE WORK AIMED AT BUILDING  
THEIR COMMUNICATION COMPETENCE**

**E. S. Knyazeva, S. A. Andreeva, S. I. Nepomnyashchaya**

Military Academy of Air-space Defense

*the Department of Russian Language*

This article is devoted to the problem of teaching terminology to foreign servicemen, as well as the methods of its semantization in the Russian language classes. The problem of creating bilingual terminological dictionaries is also discussed.

*Keywords: Terms, Russian as a foreign language, Military High School.*

**FOLKLORE EXPEDITIONS OF THE PHILOLOGICAL FACULTY  
OF TVER STATE UNIVERSITY IN THE FIRST HALF OF THE 1990s**

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<sup>1</sup>*the Department of Fundamental and Applied Linguistics*

<sup>2</sup>*the Department of History of Russian Literature*

At present the philological faculty of Tver State University is conducting active field works collecting and studying folklore and dialects of the Tver region. However, until now there has been no work which would generalize these researches. The article describes the results of the folklore-ethnographic expeditions conducted in the region in the first half of the 1990s. Most of the texts that are given as examples, are published here for the first time.

**Keywords:** *folklore, ethnography, traditional culture, ceremonies, expeditions, history of science.*

**REPRESENTATIONS OF THE EXTRAORDINARY FUTURE  
IN THE TEXTS BY VLADIMIR SOROKIN (“BLUE FAT” TO “TELLURIE”)**

**S. F. Merkushev**

Tver State University

*the Center of Russian Language and Culture*

“Novels about the future” by Vladimir Sorokin are supposed to be reviewed from different angles: as texts that are destructuring the literary and writer’s discourse; as texts, demythologizing the «Russian archetype»; as alternative futurology texts, etc.

**Keywords:** *Sorokin, dystopia, novels, future.*

**VERBAL AND COGNITIVE ASPECTS IN THE PROCESSES OF  
UNDERSTANDING THE DIALOGIC TEXT BY FOREIGN STUDENTS**

**V. M. Mirzoeva, V. Y. Skakovskiy, N. V. Ryumshina**

Tver State Medical University

*the Department of Russian Language*

The article debates the problems connected with the verbal and cognitive processes relevant for perception of dialogic texts by foreign students. The process of dealing with a dialogical text by foreign students is associated with the peculiarities of perception, semantization and understanding of the information provided, as well as the development of skills aimed at direct construction of monologues, and indirect, based on the principles of reasoning by analogy.

**Keywords:** *verbal process, cognitive process, international students, dialogic text, perception, awareness, understanding, communicative relations.*

**THE CONCEPT “MIRROR” IN THE POETRY  
OF YU. P. KUZNETSOV AND B. L. PASTERNAK**

**S. Yu. Nikolaeva, V. A. Redkin**

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*the Department of Philological Basics of Publishing and Literary Creation*

The article discusses the peculiarities and artistic features of the concept “mirror” in the poetry by Yu. P. Kuznetsov and B. L. Pasternak, identifies the significance of this concept for the formation of the system of views on the goals of art which those poets shared. The emphasis is laid on the controversy between the two poets; the conclusion is made about anthropocentricity of the conception art created by Boris Pasternak and theocentricity – by Yu. P. Kuznetsov.

**Keywords:** *Yu. P. Kuznetsov, B. L. Pasternak, the concept of “mirror”, aesthetics, axiology.*

## YOUNG RESEARCHERS

### PETERSBURG AS AN IMAGE-SYMBOL IN DMITRY MEREZHKOVSKY'S TRILOGY "THE KINGDOM OF THE BEAST"

**E. A. Antonova**

Moscow State Pedagogical University  
*the Chair of Russian Literature*

The article highlights the way the features of Petersburg's image in Dmitry Merezhkovsky's trilogy "The Kingdom of the Beast" are conveyed. The traditions of Russian literature classics in portraying the "Northern Capital" are also viewed in this article, special emphasis being laid on the continuation of these traditions in Merezhkovsky's trilogy. Special role of symbolism in revealing the historiosophical ideas of the author is also highlighted: the symbolic image of the city unites fictional space of single novels into a joint supertext. This article designates major types of myths, included into trilogy's texts, and reveals the importance of the myths in creating historiosophical mythopoeics.

**Keywords:** *Dmitry Merezhkovsky, historiosophy, "The Kingdom of the Beast", Petersburg, myth, mythopoeics.*

### LITERATURE AND POLITICS IN THE WORKS OF GERMAINE DE STAEL

**P. A. Goncharuk**

Tver State University  
*the Department of Political Science*

This article review social and political ideals of Germain de Stael – one of the famous European women-professional writer and the author of several political writings published in the XVIII century. Madame de Stael's ideas on the importance of political institutions for the development of literature, as well as of the importance of civic education for civil liberties remain highly relevant in the XXI century, and are virtually unknown to Russian readers.

**Keywords:** *political thought, politics, government, literature, arts.*

### PUBLIC AGENDA IN MASS-MEDIA'S MIRROR: EXPERIENCE OF BELGOROD REGION

**S. A. Zakharova**

Belgorod State National Research University  
*the Department of Journalism*

The mechanisms of mass-media's influence on public consciousness are surveyed seen in the article. The correlation of political, public and media agendas is investigated, too.

For the first time the investigation is made with due attention to the regional aspect, on the example of Belgorod Region.

**Keywords:** *mass-media, communication, information, agenda.*

## **THE POETICS OF THE FANTASTIC IN V. F. ODOEVSKY'S STORIES**

**A. O. Zimileva**

Tver State University

*the Department of Philological Basics of Publishing and Literary Creation*

The subject of the article is the features of the secondary fictionality in V. F. Odoevsky's stories. Odoevsky's fantastic stories, in contrast to his satirical short stories («the tales»), which inherit the features of the "Peterburgskie povesti" by N. V. Gogol, are based on complex theoretical foundations and are characterized by artistic singularity.

**Keywords:** *V. F. Odoevsky, tale, fantastic, romanticism, secondary convention.*

## **THE ETIQUETTE FUNCTION OF THE CAPITAL LETTER**

**M. I. Karpovich**

Tver State University

*the Department of Russian Language*

The article is devoted to the etiquette function of the capital letter. In certain thematic groups of the vocabulary – in pronouns *You, Your*, conventional names, names of group of persons and personal proper names – the capital letter helps to express the sense of respect for the addressee. The author considers modern trends in the use of the capital letter in the business etiquette.

**Keywords:** *capital letter, speech etiquette, the pronouns You, Your, proper name, conventional names.*

## **ABOUT THE LANGUAGE OF "THE COLLECTION OF CHILDREN'S STORIES" BY A. S. SHISHKOV**

**T. N. Krivko**

Moscow State Pedagogical University

*the Department of General Linguistics*

The article analyzes stylistically coloured vocabulary in A. S. Shishkov's works meant for children. The author of the research identifies the basic functions of Slavonic lexemes and vernacular vocabulary, considering the peculiarities of combination of various stylistically marked elements within one text. The article shows how A. S. Shishkov's linguistic views affected his creative work in the field of children's literature.

**Keywords:** *A. S. Shishkov, children's literature, Russian literary language of the late 18th century, Slavonic adoptions, vernacular.*

## **GAMING SHORT SHORT TEXT: AN ATTEMPT OF CLASSIFICATION**

**M. N. Lebedeva**

Tver State University  
*the Department of Theory of Literature*

The article describes the short short text as a phenomenon of the modern prose. In the article we try to set up a typology of fictional texts on the basis of text-generating principle (literature of formal restrictions, graphic game, genre game).

*Keywords: genre, modern literature, micro-literature, short short story, game.*

## **«HUMILITY» IN THE WORKS BY N. V. GOGOL**

**A. V. Nekrasova**

Tver State Medical University  
*the Department of Russian Language*

The subject of this article is to identify the characteristics of the lexical meaning of the word *humility* in the works by N. V. Gogol in comparison with the definitions of this phenomenon in etymological, explanatory and orthodox dictionaries of the Russian language. The study of the word *humility* allows to make some conclusions about the specificity of the author's understanding of this concept.

*Keywords: humility, author's understanding, definition, lexical meaning, dictionaries.*

## **THE LOWER DEPTHS BY MAXIM GORKY AND VLADIMIR GILJAROVSKY: THE PORTRAIT AND ITS ORIGINAL**

**G. K. Olkhovoy**

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*the Chair of Russian Literature*

In his play "The Lower Depths" Maxim Gorky described the life of the underclass, drawing general attention to them. However a few decades before that Vladimir Giljarovsky wrote about slum-dwellers in his works. Despite the fact that both authors derived their materials from life, they did it in very different ways. The article analyzes who of them truly described this social phenomenon, and who better understood its causes. Mr. Giljarovsky actually created a chronicle of that time. Mr. Gorky wrote "a hymn to a man", a philosophical parable about the life of tramps.

*Keywords: Maxim Gorky, Vladimir Giljarovsky, slum, documentary.*

## **THE BIBLICAL MOTIFS IN THE DYSTOPIAN NOVEL "GALAPAGOS" BY K. VONNEGUT**

**O. S. Ratnikova**

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*the Department of Theory of Literature*

The dystopian novel "Galapagos" by K. Vonnegut is analyzed in the context of biblical motives and mythology on various textual levels. The study includes such aspects

as the author's version of the Four Horsemen of the Apocalypse myth, combined with negative futuristic forecasts, ironic perversion of Noah's ark and man's creation stories. Christian symbols treated on the basis of postmodernist irony point out the fragility of our culture destroyed by consumerism and materialistic laws of chance and natural selection.

**Keywords:** *dystopia, biblical motives, Christian mythology, "Galapagos", K. Vonnegut, transformation, apocalyptic story, perversion, postmodernism.*

## **THE ST. PETERSBURG'S FIRE IN THE NOVEL "AT DAGGERS DRAWN" BY NIKOLAI LESKOV**

**L.S. Romanova**

The Tver State University

*the Department of History of Russian Literature*

The article describes the features of the literary and socio-political life of Russia of the era of 1860-s. Particular attention is paid to the influence of the St. Petersburg's fires in 1862 on the Nikolai Leskov's literary biography. On the basis of the analysis of the novel "At Daggers Drawn" we show Leskov's attempts to answer the question about the causes of the famous fire.

**Keywords:** *history of Russian literature, Leskov's oeuvre, "At Daggers Drawn", Saint Petersburg studies.*

## **THE IMAGE OF AN INTELLECTUAL HERO IN M.A. BULGAKOV'S SERIES OF SHORT STORIES "A YOUNG DOCTOR'S NOTEBOOK"**

**Tang Meng-wei**

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*the Department of History of Modern Russian Literature and Literary Process*

The article is devoted to the research of an intellectual hero's image in the series of short stories "A young doctor's notebook" by M.A. Bulgakov. These series were inspired by the writer's own experience while working as a country doctor in Nikolskoe. The image of the main hero, who is a young doctor, is interpreted in the context of the life's harsh, historical realities. However, the main hero succeeded in growing up both professionally and personally. He finally realizes his role in society and history, becoming aware that he is an integral part of life.

**Keywords:** *M.A. Bulgakov, "A young doctor's notebook", intellectual hero, country doctor, kaleidoscopic life.*