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DRINKS IN NATIONAL AND GROUP PICTURES OF THE WORLD

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The present paper shows the differences in representation of drinks at the level of the national and different age-gender group pictures of the world. Analysis of collected lexicographical and empirical material reveals a wide discrepancy between national and group-level systems of drinks denominations.

Key words: national picture of the world, group picture of the world, lexicography, empirical methods, age-gender group, concept, drink, trademark.

Being highly organized complex systems concepts can be classified according different criteria (q.v.: [8]) one of them being a degree of standardization by a linguocultural community. From this angle they can be nationwide (standardized), group (belonging to a social, age, gender or other group), and personal [9].

It is rather logical to suppose that systems of lexical means representing a given concept at the above-mentioned levels of standardization—fragments of national, group, and personal linguistic pictures of the world—would somewhat differ from each other.

The aim of the present study is to contrast Russian linguistics pictures of the world, notably national and group ones. Here we are not to go into particular sublanguages—argots, jargons—confining to common public lexicon of widely opened age-gender groups. The object of the present study is the system of Russian denominations of drinks. The subject is represented by two corpora: lexicographic and empirical ones. The first one representing the corresponding fragment of the national picture of the world has been built using lexicographic material (definitions of reliable Russian explanatory dictionaries [2; 3; 7; 11] and some additional lexicographic resources [1; 4; 10]) and different methods of its collecting (q.v.: [6]).

The second corpus corresponding to group—age-gender—pictures of the world embraces the results of a two-stage survey of 6 age-gender groups of respondents:

- A (teenagers, 13-15 years old)—52 female (Af) and 48 male (Am) ones;
- B (youth, 19-20 years old)—50 female (Bf) and 50 male (Bm) ones;
- C (adults, 30-45 years old)—55 female (Cf) and 45 male (Cm) ones.

Two empirical methods were used to collect data for this corpus: open questionnaire survey and free association experiment.

The lexicographical corpus consists of 488 denominations of drinks.



The empirical corpus consists of 563 reactions (11 of them are not denominations of drinks—*brom. denaturat, krov', odekolon, polirol', pokhlyobka, sup, tormoznaya zhidkost', uksus, yad, yajtso*—and were mentioned occasionally).

The corpora under study coincide in their minor part: only 132 denominations can be found both in analyzed lexicographical resources and respondents' answers. Thus 76,6% of empirical corpus representatives are not fixed in analyzed dictionaries at all or as denominations of drinks proper. On the other hand 73,0% of the lexicographic corpus is not reflected in any way in respondents' answers.

The results of contrasting different groups' and national-level means of the concept "drink" representation (see Table 1) are also meaningful.

Table 1

Denominations of drinks in age-gender groups' answers

	Af	Am	Bf	Bm	Cf	Cm
Mentioned denominations	145	161	165	190	255	279
Percent of mentioned denominations fixed in any of analyzed lexicographical resources	36,6%	38,5%	35,8%	38,4%	38,4%	36,2%
Percent of mentioned denominations fixed in 75-100% of main analyzed dictionaries	19,3%	19,9%	17,6%	18,9%	21,2%	17,9%
Percent of trademarks	37,9%	38,5%	43,0%	41,6%	25,9%	38,7%
Percent of word combinations	31,7%	26,7%	43,0%	22,6%	27,8%	27,6%
Percent of denominations given in Latin letters (mostly in English)	9,7%	10,6%	10,3%	12,1%	8,6%	8,6%.

In the given answers the share of lexicographically fixed denominations is rather stable for all surveyed groups and do not reach 40%-level. The percentage of denominations stably reproduced in most analyzed dictionaries is far lower.

The principal distinction of all groups' drinks denominations systems is their abundance of trademarks and collocations that are not typical for this fragment of the Russian linguistic picture of the world at the national level (q.v.: [5]) where such representatives are occasional—0,08 and 8,61%—respectively. In the answers of different groups shares of trademarks and collocations (they can combine) vary in a rather wide range but in any circumstances they remain considerable being comparable to those of lexicographically fixed denominations.

Another salient difference of the representation of drinks by the examined groups is stable presence of a significant—up to 12,1%—share of denominations anglicized in writing irrespective of whether they have official Russian spelling—*fanta, kola, pepsi*—or not.

Thereby we could come to the following conclusion.

I. Representation of drinks in national and group pictures of the world differs obviously.



2. This difference is primarily manifested in disproportion in number of trademarks and collocations as well as in frequent occurrence of anglicized denominations in all examined group pictures of the world.

3. A major part of the fragment under study of the national linguistic picture of the world is neither relevant for respondents nor actualized in their group pictures of the world.

4. The degree of actualization of national-level means in group pictures of the world is low and not age-gender depending.

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СИНТАКТИКО-СТИЛИСТИЧЕСКИЕ ОСОБЕННОСТИ ВЫСКАЗЫВАНИЙ САМОИДЕНТИФИКАЦИИ

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В статье рассматриваются синтактико-стилистические средства. Усиливающие выразительность высказываний самоидентификации в парламентском дискурсе. Раскрываются функции данных средств в