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## Associative-semantic field of "nravstvennost" in modern Russian language

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## **Abstract**

The article demonstrates the results of the associative experiment, conducted among the Kazan Pedagogical College graduate students in respect of stimulating words-morality and morals. The obtained responses of recipients are classified into thematic groups, organizing associative-semantic field "morality" in modern Russian language. Nuclear, perinuclear and peripheral thematic lexical-semantic groups actualizing the newly-formed structural semes of the notion "morality" recorded in dictionaries. The first place in the hierarchy of semes is occupied by those which refer to the standards of conduct established by society, the second important place is occupied by the lexemes verbalizing the internal qualities of contemporary language personality. The lexeme "morality" in modern Russian language is used increasingly used to refer the oral exposure methods. The article presents the data of an associative experiment carried out on the basis of GAPOU SPO "Kazan Pedagogical College", which became an innovative platform MO and N RT. It attracted our attention during experiment place selection. Also, the conclusion takes place that the associative-semantic field of "morality", built after the analysis of the associative experiment, is a system with its functional characteristics, the components located in different kinds of relationships with each other.

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## **Keywords**

Association, Associative experiment, Associative field, Keywords, Morality, Morals