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Problems of Media discourse, Grammar and Intercultural Communication in *Russian Journal of Linguistics* (Review, *Russian Journal of linguistics*, 2018, No 1, 2, Indexed in Web of Science and Scopus)

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Abstract

The article reviews materials published in *Russian Journal of Linguistics* on problems of media discourse, grammar and intercultural communication. The *Russian journal of Linguistics*, 2018, No 1-2 pays attention to many problems of modern linguistics: analysis, especially political media discourse, rhetoric, intercultural communication, language and culture, contrastive linguistics, sociolinguistics, psycholinguistics, cognitive linguistics, pragmatics, grammar, word-formation, intercultural communication, theory and practice of translation. Special importance in *Russian Journal of Linguistics* is attached to media discourse. The expansion of modern linguistics, its interdisciplinarity is an objective phenomenon, which causes, however, criticisms associated with the use of "drifting" from one area of scientific knowledge to another and therefore insufficiently clearly defined concepts. In the article there were used a descriptive method included methods of observation, intra-linguistic comparison, sociolinguistic and linguopragmatic interpretation. There were also used elements of diachronic analysis and historical retrospection. The specificity of the problem area studied in this work has led to the hermeneutic approach, which is characterized by the emphasized installation on the explanation and interpretation. Within anthropocentric linguistics, questions of how a person affects the language he/she uses, what is the measure of his/her possible influence on the language, what areas in the language system are open to linguo-creative activity (which is naturally reflected in the media discourse, and grammar, and intercultural communication) and in general depend on the human factor are actively developed.

Keywords: media discourse, grammar, intercultural communication, interdisciplinarity, psycholinguistics, cognitive linguistics, pragmatics, word-formation.

1. Introduction

The specifics of the outstanding university in many ways determines the priorities of *Russian Journal of Linguistics*: being international in focus, the journal aimed primarily at the analysis of theoretical and practical issues of intercultural communication, however, pays attention to many other problems of modern linguistics (e.g. the headings of the journal: language and culture, contrastive linguistics, sociolinguistics, psycholinguistics, cognitive linguistics, pragmatics, discourse analysis, rhetoric, grammar, word-formation, intercultural communication, theory and practice of translation). Special importance is attached to interdisciplinary research. The expansion of modern linguistics, its interdisciplinarity is an objective phenomenon, which causes, however,

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criticisms associated with the use of "drifting" from one area of scientific knowledge to another and therefore insufficiently clearly defined concepts.

2. Materials and methods

The paper uses a descriptive method that includes methods of observation, intra-linguistic comparison, sociolinguistic and linguopragmatic interpretation. There were also used elements of diachronic analysis and historical retrospection. The specificity of the problem area studied in this work has led to the hermeneutic approach, which is characterized by the emphasized installation on the explanation and interpretation.

3. Discussion

The very understanding of interdisciplinarity (Ivanova, Borisova, 2018: 215-222) not only deepens, but its multiple interpretation is possible, for example: 1) the achievement of new knowledge through the integration of several scientific fields and the formation of a new integrative branch of knowledge (transdisciplinarity); 2) the acquisition of new knowledge at the intersection of disciplines (interdisciplinarity); 3) producing new knowledge as a result of the synthesis of diverse studies (multidisciplinarity), and at last 4) the new knowledge as the result of the interaction of several paradigms within the same scientific discipline (polyparadigmatism). Thus, in the article "The Problem of Translation of Religious and Extremist Texts: Forensic-Linguistic Expert Examination" (Borisova et al., 2018: 448-473) there are implemented at least three of possible manifestations of interdisciplinarity: transdisciplinarity (as there is the integration of translation and linguistic expertology), interdisciplinarity (because new knowledge is acquired at the intersection of theory of translation, linguistic expert examination of the text and linguoconflictology) and multidisciplinary approach (synthesis of legal linguistics, discourse study, translation study and intercultural communication theory).

The study of typological diversity of discursive space in the semiotic, cognitive, communicative, cultural aspects is one of the urgent directions of linguistics in the XXI century, which reached the interdisciplinary level of research.

Researchers pay special attention to the modern political media discourse: in the first issue of 2018, four articles are devoted to this problem: 1) Minoo Alemi, Ashkan Latifi, Arash Nematzadeh (Tehran, Iran) *Persuasion in Political Discourse: Barak Obama's Presidential Speeches against ISIS*; 2) Tatiana Dubrovskaya (Penza, Russia), Agnieszka Sowińska (Antofagasta, Chile and Toruń, Poland) *Construction of Categories 'Strength' and 'Weakness' in Russian and Polish Foreign Policy Discourse*; 3) O.A. Solopova (Chelyabinsk, Russia), A.P. Chudinov (Ekaterinburg, Russia). *Diachronic Analysis of Political Metaphors in the British Corpus: from Victory Bells to Russia's V-Day*; 4) Flavia Cavaliere (Naples, Italy) *Discursive Mechanisms of News Media – Investigating Attribution and Attitudinal Positioning*.

The first article examines the persuasion strategies used by former President of the USA Obama in his two official speeches against the Islamic state on August 7 and September 10, 2014.

The analysis of these speeches is based on the theory of speech acts and pronoun analysis (to determine the inclusiveness and exclusiveness of their meanings). President Obama's intention to justify the air strikes of the US army on the Islamic state zones in Iraq was clearly manifested in the content of the assertives. The first person singular and plural pronoun analysis in terms of inclusiveness/exclusiveness showed the conservatism of Obama's position (in comparison with other US presidents). Regarding agency, language facts indicate that Obama's has taken a conservative stance, relying on the will of American citizens and subordinating his agency to American ideals and power. This is confirmed by the total number of 34 commissives in both speeches of Barack Obama (Alemi et al., 2018: 278-291).

The article "Construction of categories 'strength' and 'weakness' in Russian and Polish foreign policy discourse" (Dubrovskaya, Sowińska 2018: 292-312) aims to identify the discursive mechanisms of construction of interethnic relations. Based on the speeches of the foreign Ministers of Russia and Poland investigators analyzed the functional value of the categories of "strength" and "weakness" in the construction of international relations in foreign policy practices. It is defined that, although the two categories under consideration are of interrelation, "force" is expressed more explicitly than "weakness", and the axiological component of "force" varies depending on the represented actor, and in the construction of the opposition there involved all the arsenal of

linguistic means. The article demonstrates how the discursive perspective enriches the study of social practices and provides a key to understanding the ongoing social processes.

The article by O.A. Solopova and A.P. Chudinov ([Solopova, Chudinov, 2018: 313-337](#)) is written within diachronic linguistic and political metaphorology. The authors are interested in the issues of diachrony and historiographical potential of political metaphor. The article focuses on the determinism of political metaphor by the historical context of the epoch, reveals the dominant metaphorical models, their pragmatic potential, discursive factors that influenced the activation of metaphors and their meanings, in connection with which the article is of interest not only for linguists, but also for a wide range of humanitarians – historians, sociologists and political scientists.

The fourth article in the section, written by F. Cavaliere ([Cavaliere, 2018: 338-356](#)), shows a socio-critical interpretation of how storylines of ethnic disputes, being interpreted in media, contribute to inflame racial passions and influence public perception of the issue. Special attention in the analysis of media texts is paid to attribution and evidentiality.

In section "Rhetoric, grammar, word-formation" there is placed the article "Rhetoric, grammar, discourse, homeostasis" by Prof. G.G. Khazagerov, a well-known specialist in rhetoric, a permanent author of the RUDN Russian journal of linguistics. The article compares rhetorical, grammatical and discourse approaches to a language. As in his previous works, G.G. Khazagerov attaches special significance to the ability of the system to maintain parameters of its existence within certain limits – to homeostasis. The consistency with which rhetoric deals is based on the category of homeostasis, on the idea of an adaptive system. The consistency of grammar is based on the idea of a controlled system. Grammar deals with the choice of a discrete variant, and rhetoric deals with the construction of continuous metaplasms. The author argues the proximity of discourse and rhetorical approaches, and different interpretations of discourse correspond to different degrees of convergence with rhetoric. The general conclusion is that convergence with rhetoric can deepen the concept of "discourse" and stabilize its investigation. In traditional rhetoric, a successful precedent was fixed in the form of a standard and received a name, which led to an abundance of rhetorical terms, which often did not have a strict definition.

Rhetoric, according to G.G. Khazagerov, "differs from grammar in the most essential features that can differ things in this world: relation to discreteness and continuity, relation to the absence/presence and the nature of consistency. In grammar, we deal with the system and only indirectly – with the interlocutor, and in rhetoric, we are responsible to people directly. Rhetoric reveals deep relationship with the category of "discourse"; rhetoric works in the same field with discoursology. In communication between people, in a natural way the power of controlled systems ends and the area of adaptive, ecological systems begins. It is necessary to take interlocutor into account, whose social status and reputation are important, which are formed outside of the "here and now" of the specific speech act. The reputation of the speaker, his/her status, language image are formed in the course of other speech acts outside of this speech act. Therefore the definition of discourse "text + situation" is not complete.

The article summarizes: grammar and rhetoric deal with systems of different types: controlled and adaptive. The controlled system is connected with the language standard, the second one operates through a system of updated nominations and recommendations, its systematics is based on fuzzy logic and is stabilized by the concept of "homeostasis". A discursive approach to the language phenomena is much closer to rhetorical approach than to grammatical one. And rapprochement with rhetoric can deepen the discursive approach and the notion of "discourse". A language, immersed into life, is a language, immersed into something that tends to self-preservation, has the feature of homeostasis ([Khazagerov, 2018: 357-372](#)).

In the same section there is an article by the famous grammarian I.G. Miloslavsky "On fundamental differences between Russian grammars for reception and for products" ([Miloslavsky, 2018: 373-388](#)).

In recent years, many linguists (O.G. Revzin, V.A. Plungian, T.B. Radbil, etc.) wrote about necessity of creation of a new Russian grammar. The reason is not only in the tremendous growth of opportunities to attract and investigate very diverse material, in the achievements of corpus linguistics. A popular idea is that the creation of a new academic grammar should be based on a new scientific ideology. It was suggested that the new grammar should be more "soft", tolerant to the norm ([Norman, 2016](#)), it should include cultural information ([Maslova, 2016](#)), because even in the traditional genre at the present stage of science, the most relevant are the works with

interdisciplinary understanding of phenomena. It is natural to expect from the new grammar movement in the direction (in accordance with general scientific vectors) to expansionism, anthropocentrism and explanation.

Explanation at the grammatical level has always caused great difficulties. But after 1980 there were many works that shed light on the nature of grammatical meanings. With anthropomorphic categories A. Wierzbicka (Wierzbicka, 1997), Corbett (Corbett, 2000; 2012), O. Lyashevskaya (Lyashevskaya, 2004) could explain non-trivial, "whimsically casual" numeric forms of a noun.

The category of verb transition is associated with the development of property relations (Epstein, 2016); Russian impersonal sentences often become the object of ethnogrammar (A. Wierzbicka, D. Tarlanov and so on), etc.

It is well known that "Russian grammar"-80 has become a fundamental list of formal paradigms. It is possible to find in it an information about all the atypical forms of accident, but semantics and especially pragmatics of grammatical forms are still not realized and not presented. Grammar, created at a new level of the development of linguistics – in its cognitive and anthropocentric paradigms – is the main task of our time. Therefore, the ideas presented by one of the most authoritative grammarians of our time Professor I.G. Miloslavsky on the pages of Russian journal of linguistics about principles of creating a new grammar is extremely important.

In his opinion, the Russian grammar (as well as dictionaries) should not only provide information about the language, but also give clear answers to the questions that arise during speech activity. Grammar should help make to choose in the text the appropriate meaning of word form in reception, and also to choose means of linguistic expression adequate to the idea during production. The purpose of receptive grammar is not limited to the traditional school and university grammatical analysis; the purpose is to provide a complete and accurate identification of the author's objective and subjective content, which is in these word forms, phrases, sentences, statements. Grammar for productive speech acts, in terms of meaningful specifications for their implementation with language means, finally deals with the same essence, which there opens up, going from words, idioms, phrases, sentences, and statements, grammar to speech-receptive action.

Language, combinable characteristics, which, as a rule, are not essential for the reception, provide adherence to language norms during producing the statement and thereby facilitate communication for the addressee (and complicate it for the addresser). These ideas correlate with the ideas of the plurality of grammars by V.B. Kasevich. Compare the statement that in addition to the natural requirements of completeness, consistency of grammar, its synthetic nature (balance in terms of taking into account existing theories), it is necessary to clearly understand the prescriptive nature of grammar for the speaker/writer; but, along with this, there should be developed descriptive grammars, it means grammars primarily for the listener/reader (Kasevich, 2016: 30). Special thematic issues of *Russian Journal of Linguistics* are devoted to the most urgent problems of science of the XXI century.

Thus, twice (in 2015 and 2018) the journal represented problem of discursive expression of emotions. Foreign scientists took part in the 2018 issue. The issue opens with an introductory article "Language and emotions: a discourse-pragmatic perspectives" (Alba-Hues, Larina, 2018: 9-37). The authors note that in the XX century linguistics was mainly engaged in the study of the referential function of the language and linguistic code. The language was understood as an abstract and logical tool for working with factual information, and the fact that the language is inseparable from emotions was not taken into account. And only by the end of XX century, it became obvious that pragmatic (emotional) aspects of communication should become the object of linguistics (in its broad sense), and thus linguistics made the so-called "emotional turn". A new interdisciplinary field, which combines psycholinguistics, cognitology, linguopragmatics and cultural linguistics, is called the linguistics of emotions, or emotiology. The thesis that emotions influence mental, verbal and nonverbal human activity and permeate all levels of the language became the axiom of the new interdisciplinary direction.

The highlight of the issue was the article by A. Wierzbicka "Emotions of Jesus", which analyzes the Manifesto of Christianity – Sermon on the Mount and raises the question of the translatability of emotional concepts, in particular the concept of "anger". There are many lines devoted to anger in the Bible: "being angry, do not sin: the sun will not go down in your anger", which can be understood as "do not keep anger in the soul, do not push it deep into, and

immediately find out the reason and investigate angry feelings. In theory, anger, like any other feeling, itself can be neither "right" nor "wrong." Violent actions or damage to property as expressions of anger are harmful.

Tenacity in anger, its permanent presence in heart, when person lives in constant annoyance and anger is harmful, too. Jesus equates hostility to a crime: evil feelings are destructive to the soul, in anger people often insult each other. Anger is a feeling, an emotion that is not a sin, but it is a danger that it can lead to. Anger opens the door to outpouring evil that has accumulated in the heart. Many places in the Bible say that a person has power over this feeling, he/she can allow it to go out, or, more pleasing to God, to extinguish anger in him/herself: everyone should be quick to hear, slow to speak, slow to anger, as anger of a person does not create the truth of God. That is, person's anger will never lead to righteousness.

Many researchers – theologians, historians, writers, including Leo Tolstoy, believed that the commandment "do not be angry for no reason, in vain" was subjected to later inclusions. At first it was just "not be angry". In the process of editing the sermon, the text was distorted.

By the V century, the word *εικη* was inserted into the original unconditional statement, meaning "useless" or "without cause". Naturally, the original and the modified version represent different moral axioms. The scientific pathos of A. Wierzbicka's article is: in order to truly understand the teaching of Christ about "anger", it is necessary to go beyond individual words of a particular language – Aramaic source, Russian "anger", English "anger", Greek *orgizomai*, etc. It is important to try to formulate simple sentences using universal words, that is, words that have exact equivalents in all the languages. The natural semantic metalanguage developed by the author allows to replace direct formulations like "What did Christ say about anger?" with more subtle questions, which make it possible to get more accurate and meaningful answers (Wierzbicka, 2018: 38-53).

In the article by the theorist of emotive linguistics V.I. Shakhovsky "Cognitive matrix of emotional-communicative Personality" (Shakhovsky, 2018: 54-79) there is shown the direction of scientific thought to the modern understanding of "linguistic personality". If until the 70-s of the XX century emotions were completely excluded from the sphere of linguistic attention, in the anthropocentric paradigm emotions were investigated as the center of human personality. The pathos of the article is in affirming the communicative importance of the emotional component in the structure of linguistic personality.

As V.I. Shakhovsky wrote in his earlier work, in the beginning, there was not a Word, but an Emotion, because in the basis of primary and secondary nominations always, from the very beginning there lay human emotions, not yet of *Homo loquens*, but already of *Homo sentiens* (Shakhovsky, 2008: 10). V.I. Shakhovsky prove the need for a new term "emotional and communicative personality".

Currently, we can talk about the formation of a new interdisciplinary direction of linguistic research – linguistics of emotions, or emotiology. This term has already entrenched in the Russian scientific discourse. Emotiology is based on the concepts and theories of emotions: philosophical, biological, cognitive, psychological, social, neurological, informational, educational, functional, existential, etc. (Shakhovsky, 2008: 21). Thus, linguistics of emotions is interdisciplinary in nature, as it crosses a number of paradigms of modern linguistics and science in general – communicative, cognitive, pragmatic, discursive, cultural, etc.

According to researchers emotions have both universal and specific features: every person, regardless of the nationality and the native language, experiences the emotions, but the manifestation of emotions, their expression, functions, pragmatic meaning, vector direction, etc. have their own characteristics, which are realized in discourse and form communicative ethnostyles, the study of which will help to reduce ecological risks, to avoid communication interference and failures in different types and genres of intercultural communication.

In his article George Lachlan Mackenzie (Amsterdam, Netherlands) examines the discursive functioning the words *sentiment* (mood) and *confidence* (trust), meanings of which in media texts on finance is peculiar and does not coincide with the standard use. Based on the analysis of the Hong Kong Financial Services online corpus, it is found that although the words *sentiment* and *confidence* in common use are very different and have different valencies, they are often used as synonyms in financial discourse. And the way these words are used indicates the role of emotions as a decisive factor in the process of making a decision by investors (Mackenzie, 2018: 80-93).

Francisco Yus (Alicante, Spain) in the article "Attaching Feelings and emotions to Propositions. Some Insights on Irony and Internet Communiation" tells how emotions are linked to the propositions in an ironic and Internet discourse. Although emotions are generally not propositional, they play an important role in the possible interpretation of the respective propositions.

Although emotions are generally not propositional, they play an important role in the possible interpretation of the relevant propositions. That is, non-positional emotions are important for communication not only when they can be a part of a possible interpretation (the addressee's emotional attitude), but also when they involuntarily flow from the act of communication (what the author calls "affective effects" – "emotional effects") (Yus, 2018).

A comparative study by A.A. Gornostaeva (Moscow, Russia) is devoted to ironic metaphors in discourse of Russian, British and American politicians. The author defines the conceptual spheres, which most often become the sources of modern metaphors, and comes to the conclusion about the high frequency of ironic metaphors in the modern political discourse. The author defined specific, culturally determined features of the use of metaphors in the Russian, English and American political discourse (Gornostaeva, 2018: 108-125).

Emotional prosody is analyzed in the article by K. Sancho-Guind (Madrid, Spain). The author investigates the alert about the risks and clarifies how the National Transportation Safety Board of the United States of America (NTSB) has emotional impact on consciousness and behavior of the people to prevent risks. An electronic corpus of more than 500 instructions on the mortal danger in aviation transport (for the period 2010-2015), published annually on the website of NTSB was involved for analysis. According to the author, the emotional prosody used by the NTSB relies more on rhetoric than on vocabulary, and narrative strategies of accentuation and speech representation play a key role (Guinda, 2018: 126-143).

S. Kaul de Marlageon writes about new trends in communication between media stars and the audience. The author characterizes the concept of *extimacy* as a form of intentionally aggressive relations used to promote Ego of the speaker through a kind of exhibitionism – notification of the details of his/her own intimate life (this was absolutely unthinkable just a few decades ago) (Marlaugeon, 2018: 161-174).

In addition to scientific articles, *Russian Journal of Linguistics* regularly publishes a chronicle of scientific life, including scientific reviews, information about conferences and scientific projects. Chronicle section is characterized by intellectual urgency and informational saturation.

In the review of T.V. Kharlamova on the monograph by T.V. Dubrovskaya, E.K. Reva, E.A. Kozhemyakin (Dubrovskaya et al., 2017) it is noted that the interdisciplinary nature of the study allows to link together the social context and discursive practices, as well as to understand the mechanisms of construction of interethnic relations and show their representation in a variety of language material. The involvement of the conceptual apparatus of various sciences does not lead to an imbalance; on the contrary, the authors managed to organically combine the achievements of sociology, political science, law and linguistics (Kharlamova, 2018: 480-488).

In the review of N.L. Chulkina on the monograph by I.A. Bubnova, I.V. Zykova, V.V. Krasnykh, N.V. Ufimtseva (Bubnova et al., 2017) it is emphasized that the reorientation of linguistics to interdisciplinarity requires a serious "reset" from researchers, i.e. the need to change the view of the object of study and to revise the methodology of linguistics, the center of which is the "Homo loquens" (Chulkina, 2018: 200-209). Among other tasks, authors write about the prospects of psycholinguistic studies of the Homo loquens formation as a person who is able to resist manipulation and behave in accordance with his/her own system of life orientations in different situations.

Information about the conference "European Philology and Societal Issues" (Donauwörth, Germany, 29 September – 1 October 2017) is presented by Joachim Grzega (Germany). Philological disciplines, especially borderline, interdisciplinary areas of Philology are becoming more practice-oriented, they are actively involved into the discussion and solution of vital social problems.

In the review by S.V. Ivanova and A.S. Borisova, devoted to the 3-d Annual Firsova Readings (Moscow, Russia, 14-15 November 2017), it is noted that the plurality of areas of modern linguistics, research interdisciplinarity became the main subject of the International scientific and practical conference "Linguistics Today: from Interdisciplinarity to Transdisciplinarity", which was held under the auspices of the RUDN University on November 14-15, 2017.

The conference was attended by 150 scientists from leading universities and linguistic research centers. Linguistic pragmatics as a transdiscipline was discussed in the report of Gunter Senft (Max Planck Institute of Psycholinguistics, Nijmegen, Netherlands). Modern pragmatics draws its data and conclusions, not limited to the study of traditional European languages and languages of North America (Ivanova, Borisova, 2018: 215-222).

According to Arto Mustajoki's report (Helsinki University, Helsinki, Finland) linguistics is exempt from reductionist interpretation of communication processes. They cannot be adequately analyzed only within linguistic categories, they require a broader – multidisciplinary – approach and methods. The driving forces that determine the process of communication can be comprehended only when taking into account a variety of factors: linguistic, sociological, cultural, mental, cognitive.

O.A. Leontovich addressed to the special manifestation of interdisciplinarity (Volgograd State Socio-pedagogical University, Volgograd, Russia), she analyzed the positive and negative consequences of transformations in the process of intersemiotic translation of Russian classic literature into the "language" of domestic and foreign cinematography and stage works. Interest to this view of interdisciplinarity is due to the importance of artistic and semiotic problems in modern science.

International scientific conference "India and Russia: Cross-Cultural Synergy" which took place on 22-23 February 2018 in Delhi was dedicated to a memorable date – the 70th anniversary of the formation of the Department of the Russian language in Delhi University and the 70-th anniversary of the establishment of diplomatic relations between India and Russia. The reports focused on interdisciplinarity and comparative research in the field of language and literature, methods of teaching Russian as a foreign language and Russian literature in India, teaching Hindi in Russia, as well as problems of modern translation studies.

4. Results

Moving the focus of linguists' attention from the issues of internal structure of the language to its pragmatic aspect caused the importance of a whole complex of problems of linguistic influence. In modern linguistics, with its anthropocentric focus, the attention is concentrated on all the circumstances of the formation, development and functioning of linguistic units and categories, including social circumstances. Traditionally, the problem of social conditionality of the language was studied in two aspects: 1) the social differentiation of the language in connection with social stratification of society; 2) social conditions of the language development and functioning.

The process of social determination of the language can be investigated on different levels of social and socio-ethnic structure – from nations and classes to the primary level – the speech act, analyzed in the context of the social situation.

Today, linguistic-cultural sphere of scientific research becomes prospective, it is focused on the identification of the essence of the relationships between language, ethnic mentality and culture.

Linguoculturology proceeds from the recognition of the fact that three phenomena – language, mentality and culture – are organically linked, suggest each other, none of them can be excluded and none of them can be considered as dominant one. The subject of linguoculturology is a language as the realization of the creative principle of the human spirit, as a reflection of the cultural values of the ethnic community. The central problem is the study of the language picture of the world, specific to each language group, which is the objectification of the mental picture. The main task of linguoculturology is the modeling of knowledge about the material and intangible objects of culture of an ethnic group through a comprehensive analysis of its language and vocabulary. A person creating a language and created by a language is in the center of the language theory by A. Wierzbicka (Wierzbicka, 1997).

Her anthropocentric approach to lexical and grammatical semantics makes it possible to reveal those deep characteristics that form the native speaker's idea of this or that object or situation of the world. On the basis of the differences that are found in the system of personal names, employees for treatment, A. Wierzbicka investigates intercultural differences: in the culture represented by the English language, the manifestation of emotions in personal relationships is not encouraged, and in cultures represented by Russian and Polish languages, on the contrary, expression of strong emotions is encouraged. The language, according to the concept of

linguoculturology, actively participates in all the most important moments of cultural creativity – the development of the world representation, their fixation and subsequent understanding.

In the era of classical ("humanitarian") culture, such as Renaissance, people realized that scientific, philosophical or religious values were higher than the values of everyday life or entertainment. Today, media create conditions in which the value of information about an important scientific discovery becomes equal to the value of information about the release of a new chocolate dessert. According to A. Moles (Moles, 1973), advertising is the most important source of formation of "mosaic" culture.

The expansion of the linguistic research context (its appeal to the external pragmatic situation, to cognitive processes, psychological, sociocultural rules and strategies of speech understanding and generation) is associated not only with the actual scientific significance of the phenomena under consideration, but also with fundamental changes in the social order in modern conditions. Standardized metaphors, replicated by media, become for the average native speaker a form of interpretation of the world, and in turn, linguistics helps to answer this questions.

Within anthropocentric linguistics, question of how a person affects the language he/she uses, what is the measure of his/her possible influence on the language, what areas in the language system are open to linguocreative activity (which is naturally reflected in the media discourse, and grammar, and intercultural communication) and in general depend on the human factor is actively developed. The study of the typological diversity of discursive space in the semiotic, cognitive, communicative, cultural aspects is one of the important issue of linguistics of the XXI century, which reached the interdisciplinary level of research.

5. Conclusion

Today, in the context of globalization, there is a problem whether national cultures can become so close and can form single world culture. Along with linguistic imperialism, the most important component of cultural imperialism is media one, or informational "media imperialism". This term conveys the unequal value of informational interaction, in which the dominant influence on the world media space is exerted by strong leading countries. The expansion of English-language mass culture (which is manifested, for example, in the fact that many popular projects of Russian television are analogues of famous Western TV shows; these are the TV games *Field of Miracles*, *Guess the Melody*, etc.) is inevitably accompanied by a reduction in the share of the national media product in the domestic market.

There are three answers to this question. According to the first one (radically globalist point of view) national cultures will increasingly converge, forming single common culture. There is another approach (moderately globalist one), according to which such a convergence will occur, but at the same time there will be an oppositely directed process, so with an increase of commonality in culture, own national cultures will remain. Finally, there is an anti-globalist view that globalization only reinforces the demonstration of differences between cultures and can cause conflict between them. Many scientists believe that globalization not only does not make the world common and its culture universal, but on the contrary, creates a "new world of new worlds". It is clear that globalization is a complex process; on the one hand, the processes of globalization link distant local communities and contribute to their transformation through the intensification of global social relations; and on the other hand, the same processes increase the pressure on the regional cultural identity. Globalization can increase the number of identical cultural forms. The main postulate of modern linguistics is considered to be expansionism, because linguistics is looking for answers to its questions outside the actual linguistics, borrowing the methods of analysis inherent in other areas of knowledge. New knowledge can be obtained at the intersection of sciences, and then interdisciplinary research can be formed on its basis. In modern Philosophy of science there are three stages of the development: disciplinary science, the research at the intersection of science and interdisciplinary research. The development of communicative Linguistics in the second half of the XX century meant the exit of the science about the language from the crisis and return to problems about a person, that is, the recognition of its humanitarian essence.

The study of media communication is a further development of anthropo-oriented language learning, as a result not only the linguistic new knowledge can be obtained, but also new knowledge in the field of related sciences about a person. Linguistics in the anthropocentric paradigm gets a new stimulus, new goals and prospects for the application of its efforts to the study of language communication. Today, advanced study of "a person in the language" is unthinkable without taking

into account the study of the problems of media communication. Linguistics has developed clear criteria of elite linguistic personality. We think that an important feature (obligatory, necessary, but, of course, not exhaustive, insufficient one) of the elite linguistic personality is the possession of the entire arsenal of linguistic means that will enrich media communication, which has a huge impact on the speech behaviour of society as a whole.

Thus, review of the *Russian Journal of Linguistics* shows that in many parameters – the importance of discussed problems, the breadth of the material and the level of its presentation – this edition is close to the canonical ideal of a scientific linguistic journal that deserves international interest. "The subject of linguistics steadily extends, and no linguistic problem disappears. ... The trivial image of the spiral is still valid" (Alpatov, 2015: 14). The modern *Russian Journal of Linguistics* analyzes scientific problems on top of the spirals.

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