

/SLOVO
2000

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(*grapho*),

(*logos*),

/

— *philos.*

: *communication communis* —

, *homo sapiens.*

?, ? ? ? ?
« »?
20% 80% —
§1.
().
().
().
1
10

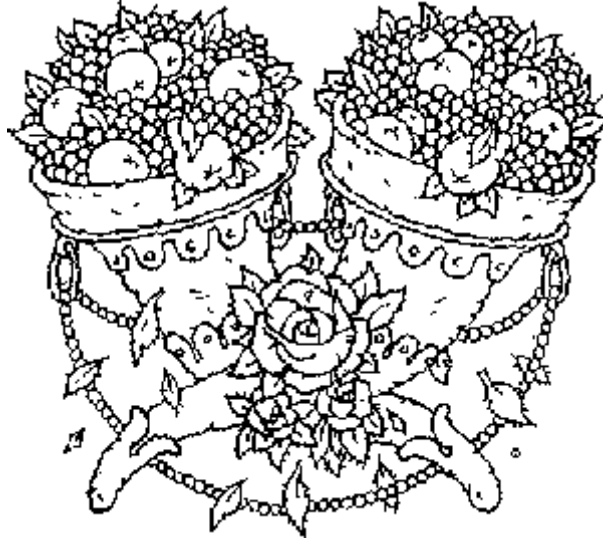
Language. A vocabulary and way of using it prevalent in one or more countries (DEAD ~); (transf.) method of expression (<i>finger-</i> , talk by conventional signs with fingers); words and their use; faculty of speech; person's style of expressing himself (<i>bad</i> ~, or vulg. ~, oaths and abusive talk; <i>strong</i> ~, expressing vehement feelings; professional or sectional vocabulary; literary style, wording; <i>-master</i> , teacher of (usu. mod. foreign) ~or-s(COD).	~); (); (~ ; (; ; ~ ;) ~
Language — A system of communication consisting of a set of small parts and a set of rules which decide the ways in which these parts can be combined to produce messages that have meaning. Human language consists of words that are usually spoken or written (CIDE).	— ;
A language is a system of sounds and written symbols used by the people of a particular country, area, or tribe to communicate with each other. <i>Many have English as a first or second language.</i>	— ;
Language is the ability to use words in order to communicate. <i>This research helps teachers to understand how children acquire language.</i> You can refer to the words used in connection with a particular subject as the language of that subject. ... <i>the</i>	— ;

<i>language of sociology.</i>	
The language of a piece of writing or a speech is the style in which it is written or spoken. <i>I admire the directness of the language.</i>	
Language is also used to refer to other means of communication such as sign language, computer languages, and animal language. <i>The way that they usually communicate with others is by using sign language</i> (BBCED).	
Language. 1. the system of human expression by means of words. 2. a particular system of words, as used by a people or nation (LDCE).	

2 // 1993, . 211.

Communication. Act of imparting (esp. news); information given; intercourse (COD).	
Communication is the activity or process of giving information to other people or living things. <i>Insects such as ants have a highly effective system of communication... There was poor communication between officers and crew.</i>	
Communications are the systems and processes that are used to communicate or broadcast information. <i>Communications inside the country have also been seriously disrupted...</i>	
A communication is a letter or telephone call; a formal use <i>a secret communication from the Foreign Minister</i> (BBCED).	
Communications are the various methods of sending information between people and places, esp. official systems such as post systems, radio, telephone, etc.: <i>Less than 2% of all overseas aid is going to improve communications.</i>	
Communications are also the ways which people use to form relationships with each other and understand each other's feelings: <i>Communications between parents and children are often difficult</i> (CIDE).	

1. (—):
- 12



- 2.
3. []
4. ().
- ».

culture:

<p>Culture — the way of life, especially general customs and beliefs of a particular group of people at a particular time. <i>Youth / working-class / Russian / Roman / mass culture</i> (CIDE).</p>	<p>— / / / /</p>
<p>Culture. 1) Culture or a culture consists of the ideas, customs, and art that are produced or shared by a particular society (e.g. <i>He was a fervent admirer of Roman and Greek culture... the great cultures of Japan and China</i>). 2) A culture is a particular society or civilization, especially one considered in relation to its ideas, its art, or its way of life (e.g. <i>the rich history of African civilizations and cultures</i>) (COBUILD).</p>	<p>. 1) (:) . 2) — (:)</p>
<p>13 Culture — 1) the customs, civilization, and achievements of a particular time or people (<i>studied Chinese culture</i>) (COD).</p>	<p>— 1) () .</p>

Culture — the customs, beliefs, art, music, and all the other products of human thought made by a particular group of people at a particular time (*ancient Greek culture, a tribal culture, pop culture*) (DELC).

(-).

The term **culture** is taken from the technical vocabulary of anthropology, wherein it embraces the entire way of life of members of a community insofar as it is conditioned by that membership ³.

beliefs, *culture*, *customs*, *the way of life*

§2.

14

³ R. . Robins. General Linguistics. An Introductory Survey. London, 1971, p. 27.

⁴, 1990, . . 26.

«
»⁵
(.)

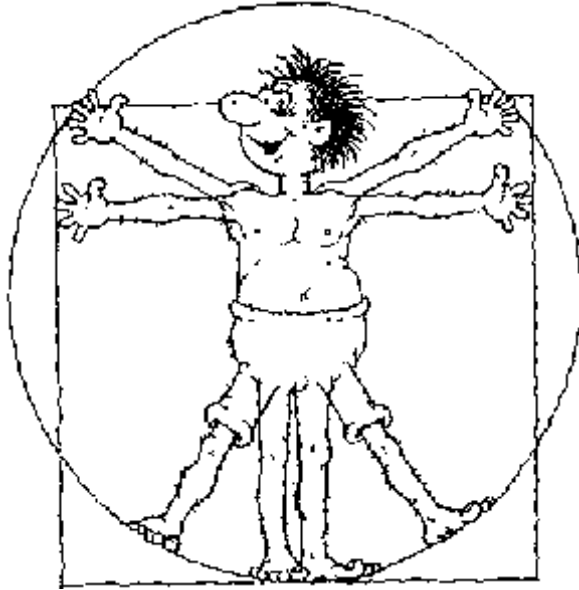
⁶

»⁷

15

⁵ //, 185.

⁶, 1975, . . 48.



1)

2)

16

1)

- 2)
- 3)
- 4)
- 5)

17

8

)»⁸.

// IX

2. // IX, 1999, . 125-126.
1997.

§3.

18



: *When in Rome, do as Romans do* [...].

19

XII

9

barbaros

9
20

(« », . . .),
1989, . 353.



1996

10

11

¹⁰ Moscow News, Sept. 21, 1996, p. 14.

¹¹ , 1998, 71, . 66-67.

21

12

«

»¹³

«

»

12

// , 1996, 18, . 9.

13

, 1999, . 188.

22

1998

: «

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: 1) «

»; 2) «

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(«

» —

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»¹⁴

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14

// , 1996, . 45-46.

(memento!)

« »:

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(. .)

« — »

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« , ?»,

15

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—

15 : L. Bohannon. Shakespeare in the Bush. Applying Cultural Anthropology. Ed. by A. Podolefsky / Peter Brown. Mayfield Publishing Company, 1991, p. 38-39.

§4.

()

(, :)

(—),

— « »



1988

— « »

1)

2)

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: 1)
, 2)

(« »)



(« »)

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) , ;

» 16 .

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» 17 .

» 18 .

16
17
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„ ; 2) -
0. 77.
// 211.
// 185.

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: « ».
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— : (, , , ,)
— : «
(,) (,)

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19

„ 30.



()

(§ 2)

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code),

» (shared

²⁰

, 1997

31

«²¹»

(

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»

«

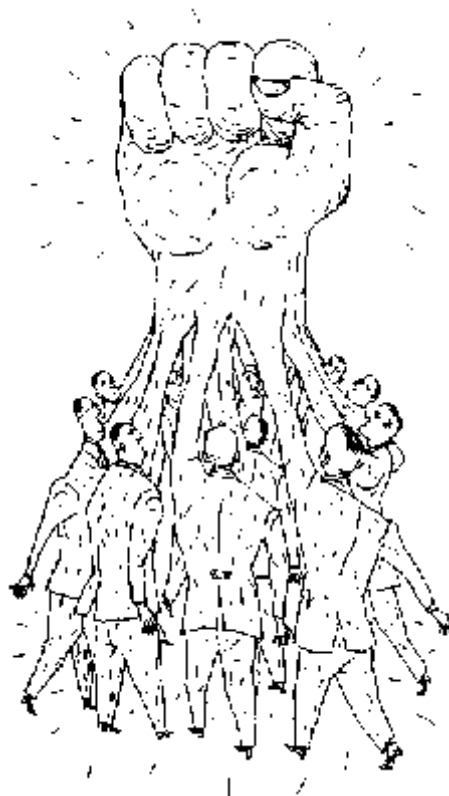
»

imagined to himself some really **womanly woman**, to whom he should be only fine and strong, and not for a moment «the poor little man». Why not some **simple uneducated girl**, some **Tess of the D'Urbervilles**, some **wistful Gretchen**, some **humble Ruth gleaning an aftermath**? Why not? Surely the world was full of such (— . . .).

21 // , 1997, 3, . 38.
32

§5.

The sum of human wisdom is not contained in any one language, and no single language is capable of expressing all forms and degrees of human comprehension.
Ezra Pound.



22

33

«Le testament français» («

23

C'est que Charlotte surgissait sous le ciel russe comme une extraterrestre. Elle n'avait que faire de l'histoire cruelle de cet immense empire, de ses famines, révolutions, guerres civiles... Nous autres, Russes, n'avions pas le choix. Mais elle? À travers son regard, ils observaient un pays méconnaissable, car jugé par une étrangère, parfois naïve, souvent plus perspicace qu'eux-mêmes. Dans les yeux de Charlotte s'était reflété un monde inquiétant et plein d'une vente spontanée — une Russie insolite qu'il leur fallait découvrir²⁴.

23

34

²⁴ A. Makine. Le testament français. [Paris], Mercure de France, 1997, p. 102.

25

(thing meant),

(: . II . 1, § 2).

25
35

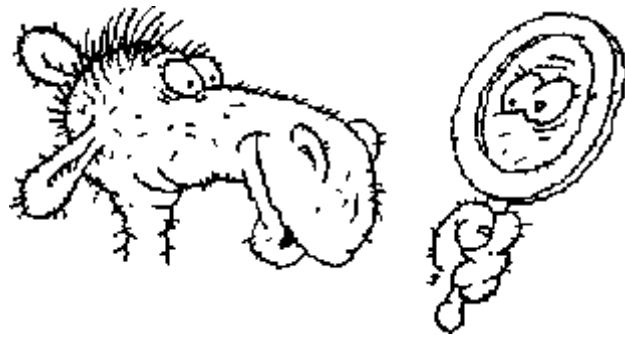
()
1985, . 349.

I.

1.

Cultures are chiefly transmitted through spoken and written languages. Encapsulated within a language is most of a community's history and a large part of its cultural identity.
David Crystal.

§1.



(14 20)

(. .).

snowstorm,

«

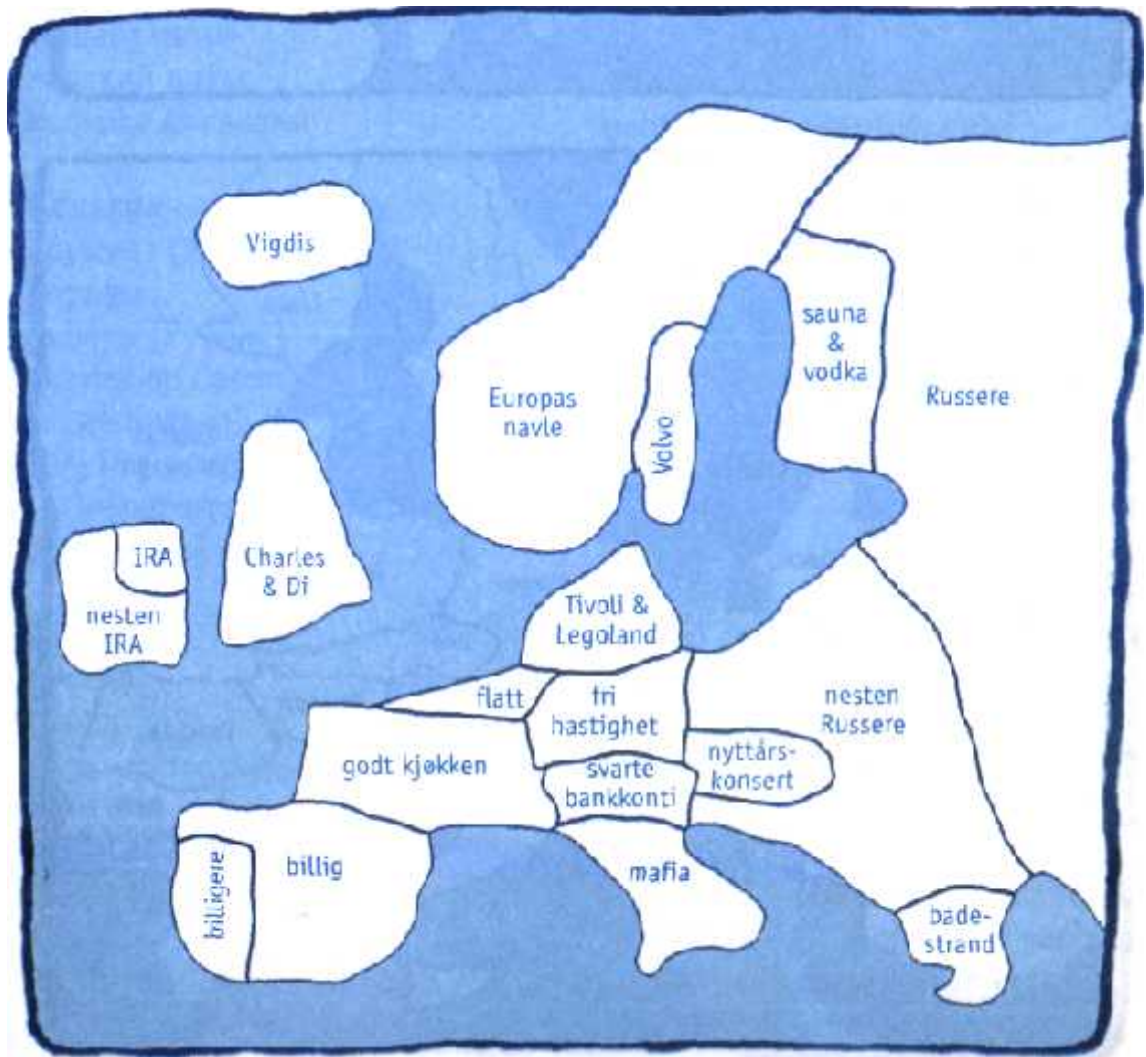
(areca catechu),
200

»

»¹.

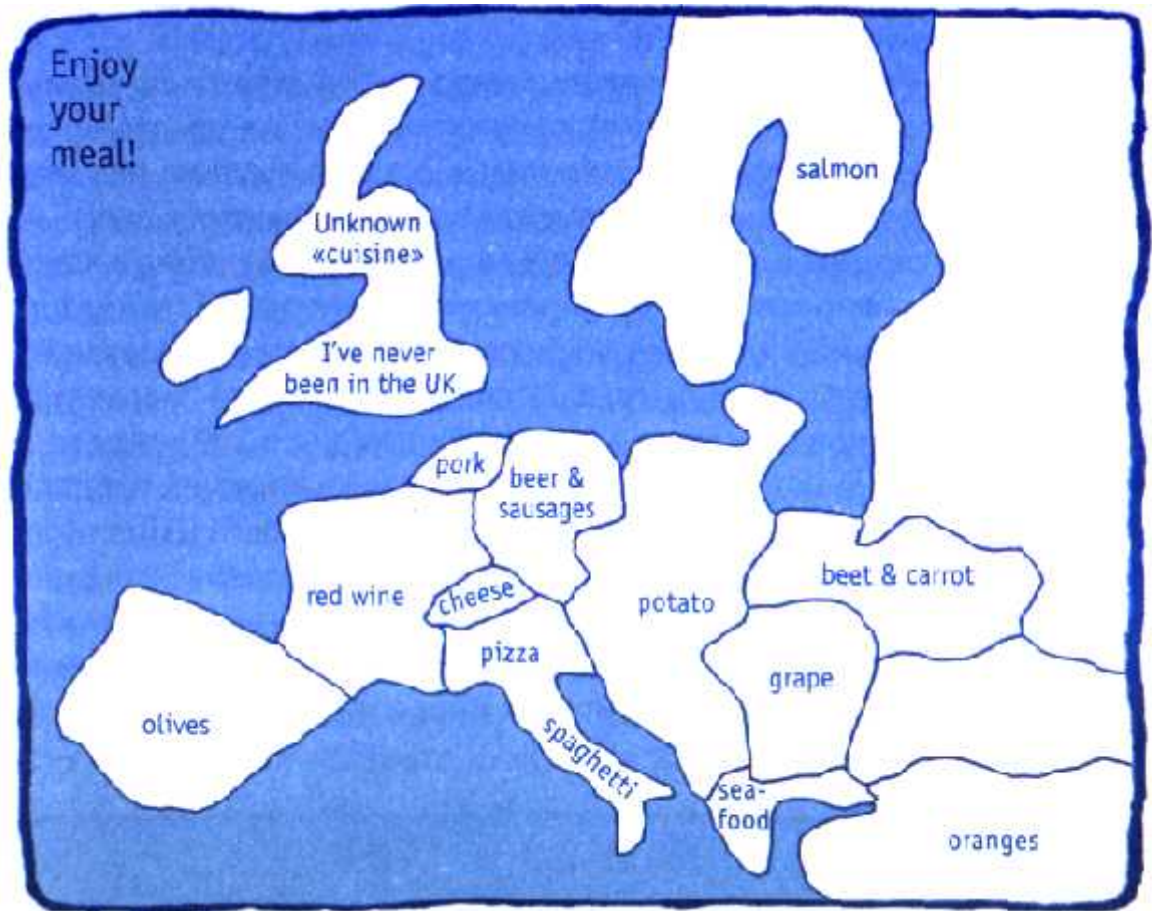
(- . .),

¹ // , 1998, 18.

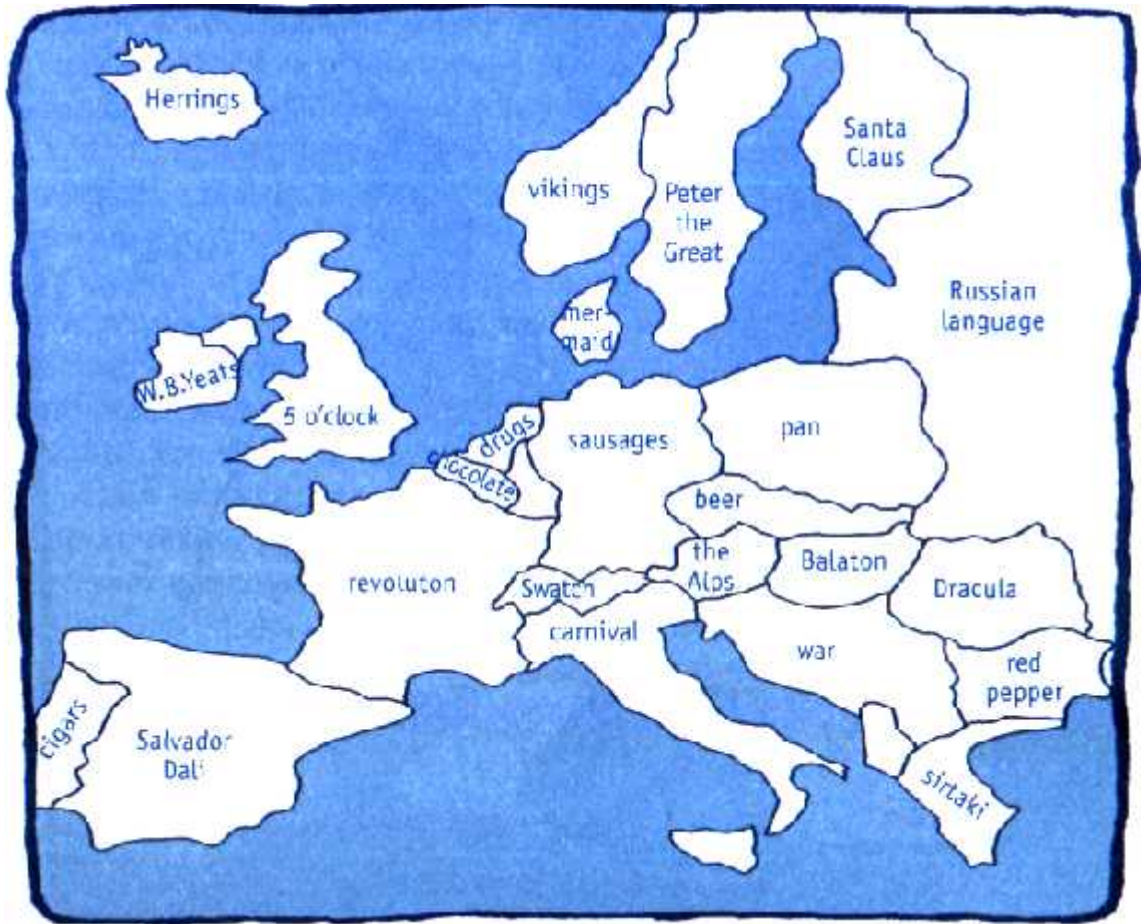


41

Enjoy your meal! [];
Unknown «cuisine» [],
I've never been in the UK [];
salmon [];
olives [];
red wine [];
pork [];
beer & sausages [];
cheese [];
pizza [];
spaghetti [];
potato [];
beet & carrot [];
grape []; seafood [];
oranges []



Herrings []; W. . Yeats []; 5 o'clock []; vikings []; mermaid [];
 Peter the Great []; Santa Claus []; Russian language []; cigars [];
 Salvador Dali []; revolution []; chocolate []; drugs []; sausages
 []; Swatch [« »]; carnival []; pan []; beer []; the Alps []; Balaton [];
 Dracula []; war []; red pepper []; sirtaki []



42

(3 .)
 Alps [] (2 .)
 peaceful country []
 war-like attitude in the past
 []
 the world of music []
 skiing []
 ball []
 opera []

(2 .)
 Rubens []
 Charles de Coster []
 very imperceptible []

fog [] (3 .)
 Shakespeare [] (2 .)
 tea time [()]
 (2 .)
 monarchy [] (2 .)
 dry sense of humor []
 special tea []
 Robin Hood []
 Oxbridge [—
 ()]
 rain []
 gentlemen []
 good manners []
 5 o'clock [()]
 unknown cuisine []

beer []

(3 .)

(3 .)

punctuality [] (2 .)

Hitler [] (2 .)

Mercedes [« »]

(2 .)

quality []

exactness []

racial superiority of Nordic people

[]

45



romanticism []

Prussian soldiers []

Kinder, Küche, Kirche [, ,]

(« »)]

war []

The Berlin Wall []

danish (cookies) []

flat [,]

many islands []

Mermaid []

Andersen []

IRA [] (3 .)

fighting country []

flat [,]

green gnomes []

conflict []

whisky []

love of freedom and independence

[]

Yates []

Yates []

Yates []

Yates []

Yates []

corrida [] (7 .)

(3 .)

(2 .)

bulls []

sun []

temperament []

fiesta []

siesta []

leisure []

olives []

Salvador Dali []

(2 .)

Olympic games []

(2 .)

ruins of the ancient world

[]

ancient Greece []

origin of our civilization

[]

[]

smth we know since our childhood

[,]

democracy []

seafood []

sirtaki []

[]

[]

(4 .)

many sexual liberties

[] (2 .)

drugs []

school of painting

XV-XVIII centuries []
XV-XVIII]

skates []

cheese []

(7 .)

pizza [] (3 .)

Renaissance [] (3 .)
(2 .)

Pope [] (2 .)
(2 .)

pasta []

canals []

empire []

Catholicism []

cheese []

(2 .)

fairy tales []

44



(3 .)

fiords [] (2 .)

rock []

skiing []

snow []

cold []

fish and fishers []

herring []

oil []

gas []

« »

(3 .)

many colonies in the past —

poverty today []

Graale's []

cigars []

heat []

no association []

(4 .)

(2 .)

vodka [] (2 .)

many lakes [] (2 .)

Motherland [] (2 .)
 Russians []
 openness []
 generosity []
 a great country with many people
 which doesn't succeed in
 finding a sensible and wise
 leader []
 ,
]
 large and unpredictable []
]
 no comments []
 Russian language []]
 45
 equality []
 brotherhood based on blood
 [] ,
]
 art []
 cuisine []
 Chanel 5 [] 5]
 see and die []]

silentness []
 the former part of Russian empire
 []
]
 winter []
 deer []
 salmon []
 fashion [] (.)
 (4 .)
 le parfum [] (2 .)
 revolution [] (2 .)
 love [] (2 .)
 courtesy [] ,
]
 aristocracy []
 liberty []
 Electrolux [« »]
 «Europe» (rockgroup) [« »
 (-)]
 peaceful []
 the former Queen of the seas
 []
 Volvo [« »]
 Swedish family []
 hockey []

war []
 Dracula [()]

«
 »
 almost Russia []
 ex-friends []
 almost Russians []
 looking for their own way
 []
]
 Slavic brothers [-]
 very closely connected, not much
 different [-
 ,
 -
]
 potatoes []
 grapes []
 beets and carrots []

(.)
 banks [] (4 .)
 skiing health resorts
 []
 black bank account [« »
]
 accuracy []
]
]
 [« »] (2 .)
 (2 .)

. (, ,) . , - , ,
 ,
 — ,
 2 .
 (,)

. « XVIII — XIX
 ,
 ,
 »

2
1989, . 75.
46

« » , — () ,

3

— — — — —

— — — — —

« » , : «

4

» .

3
4
47
1988, . 107.
. 21.



sky-blue [

cook,

pale-blue [

dark blue [

navy blue [

foot leg

(

),

blue.



49



30

(things meant)

(*balalaika, matryoshka, blini, vodka;*
(*Bolshevik, perestroyka, sputnik;*

5

6-7%,

5

, 1990, . 51.

fingers — thumb — toes
 eight fingers and two thumbs [thumbs, toes?],
 eight fingers, two thumbs, and ten toes [fingers,

6
 7
 « »
 ()

1978, . 56.

§2.

1.

« »
 ? to pay,
 attention [], visit [], compliments []?
 » (heavy rain)?
 » (long grass), « » (strong tea), «
 international furniture —
 book.
 a book on/about birds —

a reference book —
 a cheque book —
52
 a ration book —
 to do the books —
 our order books are full —
 to be in smb's good/bad books —
 I can read her like a book —
 we must stick to/go by the book —
 I'll take a leaf out of your book —
 was brought to book for that —

- note,
- memorandum,
- report,
- love letter, billet-doux;
- closed,
- private meeting,
- secret ballot,
- indoors (PACC).

! —
 wash one's hair.

to wash one's head,

2.

green eyes

53



(jealousy)

green eyes, — « »
 — a green-eyed monster.
 black cat,

«Good Luck»

8

38-110.

E.

E.

§3.

Table — article of furniture consisting of flat top of wood or marble etc. and one or more usu. vertical supports esp. one on which meals are laid out, articles of use or ornament kept, work done, or games played (COD).

Table — a flat surface, usually supported by four legs, used for putting things on (CIDE).

(, *der Tisch, a table, la table*),

9

10

house,

— *house.*

house, block of flats building. house : house —

house; stone house) „ (— the House of Romanovs). home.

orphanage; reformatory — commercial firm; () — lunatic asylum; — children's home

house (, the House of Commons), „ (, opera house), „ (appreciative house — „ (the first house starts at five), „ house

() 11

9 , 1996, 16 (146).

10 , 1985, . 349.

11 // , 1969, 4, .79-

80.

56 house

« », (10 Downing Street), house,

() — house

house, — That morning she had a headache and stayed upstairs, house.

upstairs () downstairs (house house,

»: «

5-6 (. — . .)» 12

12 plus (), 1997, 12.

57



o a *day-night, morning-evening,*
morning (« »)
o'clock in the morning). *day,* (one/two
afternoon — *afternoon*
evening —
— *night.* — *morning,* « ».
« » :
? : *he came to see her last night*
[]! : *tomorrow night we'll have dinner in a Chinese restaurant* [
].
in the morning — / 5£ *night* — ; , a *two o'clock*
day afternoon. Good day —
good morning — *good evening* — *good afternoon, a*
good day
! :
: 365
(seasons),
— *November* —
. *Breakfast*



21.00 — (lunch, dinner, supper). — (lunch, dinner, dinner — 20-
grandmother — (grandmother?), grandmother?

babushka — («a head scarf tied under the chin, worn by Russian peasant women» [] — CDEL).

grandmother «»: hour, 60
hour, 60

20 10.30 „ " ("» 13
10.30 "» 13
: «

13 — , 20.11.1997.
59

"» 14

« » 19 « »: « 6.55 7.30 7.05, 8.30 9.15, hour

§4.

first name — , last name —
« », — « ».
first, last.

«Berlitz» no last name first, we would call the printer Andras Hess []».
: «Hess Andras ter (like the Chinese, the Hungarians put the

14 , 21.03.1998.
60

(. .).

Valentin Fatushenkov.

: Mrs.

On the occasion of the Birthday of Her Majesty Queen Elisabeth II Her Majesty's Ambassador and Lady Wood request the pleasure of the company of Mr. and Mrs. Svetlana Ter-Minasova.

II

15

// IX

61



II

nationality,

nationality

Russian,

nationality

1973

Lithuanian, Georgian, Armenian

Russian,

«There are no such countries as Lithuania, Georgia or Armenia on the map! [!]»

Russia

Soviet

nationality

62

(adressé)

address

03.18.97.

10.30.98,

30

1998

18

1997

12: 05.06.99

5

6

?!

§5.

63

«*home, building, block of flats, condominium, mansion,*

house,

(*green eyes,*

(*strong tea).*

house —

«Le testament français»

(«*»).*

1957

1987

1995

«*»,*

(village).

village,

« », (?!)

Neuilly-sur-Seine était composée d'une douzaine de maisons en rondins. De vraies isbas avec des toits recouverts de minces lattes argentées par les intempéries d'hiver, avec des fenêtres dans des cadres en bois joliment ciselés, des haies sur lesquelles séchait le linge. Les jeunes femmes portaient sur une planche des seaux pleins qui laissaient tomber quelques gouttes sur la poussière de la grand-rue. Les hommes chargeaient de lourds sacs de blé sur une télègue. Un troupeau, dans une lenteur paresseuse, coulait vers l'étable. Nous entendions le son sourd des clochettes, le chant enroué d'un coq. La senteur agréable d'un feu de bois — l'odeur du dîner tout proche — planait dans l'air.

Car notre grand-mère nous avait bien dit, un jour, en parlant de sa ville natale:

— Oh! Neuilly, à l'époque, était un simple village...

Elle l'avait dit en français, mais nous, nous ne connaissions que les villages russes. Et le village en Russie est nécessairement un chapelet d'isbas — le mot même dérevnia vient de dérévo — l'arbre, le bois. La confusion fut tenace malgré les éclaircissements que les récits de Charlotte apporteraient par la suite. Au nom de «Neuilly», c'est le village avec ses maisons en bois, son troupeau et son coq qui surgissait tout de suite. Et quand, l'été suivant, Charlotte nous parla pour la première fois d'un certain Marcel Proust, «à propos, on le voyait jouer au tennis à Neuilly, sur le boulevard Bineau», nous imaginâmes ce dandy aux grands yeux langoureux (elle nous avait montré sa photo) — au milieu des isbas! La réalité russe transparaisait souvent sous la fragile patine de nos vocables français. Le président de la République n'échappait pas à quelque chose de stalinien dans le portrait que brossait notre imagination. Neuilly se peuplait de kolkhoziens¹⁶.

¹⁶ // , 1996, 12, . 28).
Makine. Le testament français. [Paris], Mercure de France, 1997, p. 43-44.

— tsar.

II

III,

II

« »,

Cette question, en apparence, était toute simple: «Oui, je sais, c'était un tyran sanguinaire, c'est écrit dans notre manuel. Mais que faut-il faire alors de ce vent frais sentant la mer qui soufflait sur la Seine, de la sonorité de ces vers qui s'envolaient dans ce vent, du crissement de la truelle d'or sur le granit — que faire de ce jour lointain? Car je ressens son atmosphère si intensément!»

Non, il ne s'agissait pas pour moi de réhabiliter ce Nicolas II. Je faisais confiance à mon manuel et à notre professeur.

Mais ce jour lointain, ce vent, cet air ensoleillé? Je m'embrouillais dans ces réflexions sans suite — mi-pensées, mi-images. En repoussant mes camarades rieurs qui m'agrippaient et m'assourdissaient de leurs moqueries, j'éprouvai soudain une terrible jalousie envers eux: «Comme c'est bien de ne pas porter en soi cette journée de grand vent, ce passé si dense et apparemment si inutile. Oui, n'avoir qu'un seul regard sur la vie. Ne pas voir comme je vois...»

Cette dernière pensée me parut tellement insolite que je cessai de repousser les attaques de mes persifleurs, me tournant vers la fenêtre derrière laquelle s'étendait la ville enneigée. Donc, je voyais autrement! Était-ce un avantage? Ou un handicap, une tare? Je n'en savais rien. Je crus pouvoir expliquer cette double vision par mes deux langues: en effet, quand je prononçais en russe «*царь*», un tyran cruel se dressait devant moi; tandis que le mot «tsar» en français s'emplissait de lumières, de bruits, de vent, d'éclats de lustres, de reflets d'épaules féminines nues, de parfums mélangés — de cet air inimitable de notre Atlantide. Je compris qu'il faudrait cacher ce deuxième regard sur les choses, car il ne pourrait susciter que les moqueries de la part des autres¹⁷.

«*царь*» — un tyran cruel se dressait devant moi; tandis que le mot «tsar» en français s'emplissait de lumières, de bruits, de vent, d'éclats de lustres, de reflets d'épaules féminines nues, de parfums mélangés — de cet air inimitable de notre Atlantide. Je compris qu'il faudrait cacher ce deuxième regard sur les choses, car il ne pourrait susciter que les moqueries de la part des autres¹⁷.

66 «*царь*» — un tyran cruel se dressait devant moi; tandis que le mot «tsar» en français s'emplissait de lumières, de bruits, de vent, d'éclats de lustres, de reflets d'épaules féminines nues, de parfums mélangés — de cet air inimitable de notre Atlantide. Je compris qu'il faudrait cacher ce deuxième regard sur les choses, car il ne pourrait susciter que les moqueries de la part des autres¹⁷.

«Félix Faure... Le président de la République... Dans les bras de sa maîtresse...» Plus que jamais l'Atlantide-France me paraissait une terra incognita où nos notions russes n'avaient plus cours.

La mort de Félix Faure me fit prendre conscience de mon âge: j'avais treize ans, je devinais ce que voulait dire «mourir dans les bras d'une femme», et l'on pouvait m'entretenir désormais sur des sujets pareils. D'ailleurs, le courage et l'absence totale d'hypocrisie dans le résit de Charlotte démontrèrent ce que je savais déjà: elle n'était pas une grand-mère comme les autres. Non, aucune babouchka russe ne se serait hasardée dans une telle discussion avec son petit-fils. Je pressentais dans cette liberté d'expression une vision insolite du corps, de l'amour, des rapports entre l'homme et la femme — un mystérieux «regard français».

Le matin, je m'en allai dans la steppe pour rêver, seul, à la fabuleuse mutation apportée dans ma vie par la mort du Président. À ma très grande surprise, revue en russe, la scène n'était plus bonne à dire. Même impossible à dire! Censurée par une inexplicable pudeur des mots, raturée tout à coup par une étrange morale offusquée. Enfin dite, elle hésitait entre l'obscénité morbide et les euphémismes qui transformaient ce couple d'amants en personnages d'un roman sentimental mal traduit.

«Non, me disais-je, étendu dans l'herbe ondoyant sous le vent chaud, ce n'est qu'en français qu'il pouvait mourir dans les bras de Marguerite Stein-heil...»¹⁹

«*царь*» — un tyran cruel se dressait devant moi; tandis que le mot «tsar» en français s'emplissait de lumières, de bruits, de vent, d'éclats de lustres, de reflets d'épaules féminines nues, de parfums mélangés — de cet air inimitable de notre Atlantide. Je compris qu'il faudrait cacher ce deuxième regard sur les choses, car il ne pourrait susciter que les moqueries de la part des autres¹⁷.

52).

¹⁷ A. Makine. Le testament français. [Paris], Mercure de France, 1997, p. 65-66.

¹⁸ Ibid., p. 112.

¹⁹ A. Makine. Le testament français. [Paris], Mercure de France, 1997, p. 113-114.



§ 6.

— ")

[], -

not good [],

bad



94% (understatement). «Delicious!» he said. «Exquisite! Who but a Frenchman could make poetry of fish, I ask you?» (Ch. Gorham) [«Delicious!» — «Exquisite! Who but a Frenchman could make poetry of fish, I ask you?» (Ch. Gorham)].

good [], tasty [], nourishing []: «There's no bloody head room», agreed Slogger, chewing pie with the noisy relish of a man whose missus usually gave him cut bread and dripping. But this was a bloody good pie! (A. J. Cronin) [«There's no bloody head room», — «Exquisite! Who but a Frenchman could make poetry of fish, I ask you?» (Ch. Gorham)].

Any working-class wife who has thin times will have a fine knowledge of those cuts which are inexpensive and nourishing and also tasty (R. Hoggart) [Any working-class wife who has thin times will have a fine knowledge of those cuts which are inexpensive and nourishing and also tasty (R. Hoggart)].

Poor old age pensioners used sometimes to simulate a tasty meal by dissolving a penny Oxo in warm water, and having it with bread (R. Hoggart)

70



[« » , (.)].
 , « » , « » ,
nourishing [], *tasty* [].
 , *exquisite* [], *delectable* [], *delicious* [].

1. . «Is it a good cake?» she asked intensely. «Yes, mam», he said, wiring into it. «It's fair champion» (A. J. Cronin) [« ?» — « , , — , — »].

2. . Seated at a little marble topped table in the oldest-established confectioner's, the Rector watched his grandson eat strawberry ice. «Good?» — «Awfully» (A. J. Cronin) [: « ?» — « !» (.)].

« » , *healthy* [], *safe* []
to do well [(-)], *to be all right* [(-)], *to be in good health* [], *to be in (good) shape* [()].
 : *to have a heart attack* []
 « » , *to have an eye infection* [(-)], *to catch cold* [], *to suffer from a disease* [-], *to feel the ache* [], *to feel the pains* []
 [], *to feel weak* [], *to feel lousy* [], *to feel light-headed* []
 [], *to be ill* [], *to be bad* [], *to be unwell* []
 [], *to look peaky* [] .

71

« » , XIX XX
 XIX

« » — 21
 [()], *coarse* [()], *soiled* [], *dusty* [], *foul* [], *plastered* [], *filthy* [], *stale* [], *sooty* [], *unclean* [], *stained* [], *grimed* [], *sordid* [], *impure* [], *non-r* [], *mucky* [()]).

" " — « " " "

" — " "

" " — " " ,

72

I met him at the Con ball at Leddersford. He made a pass within the first five minutes and invited me to a dirty week-end within another five (J. Braine) [(.)]

His motives were far from pure (. Bradbury) [(.)].

I called him every foul name I could lay my tongue to (A. Hailey) [(.)].

And Soames was alone again. The spidery, dirty, ridiculous business! (J. Galsworthy) [(.)].

Have you anything really shocking, Reggie? I adore mucky books, and you never have any in stock (J. Braine) [(.)].

You played a dirty trick — we'd have given you five if you'd asked for it... (W. Golding) [(.)].

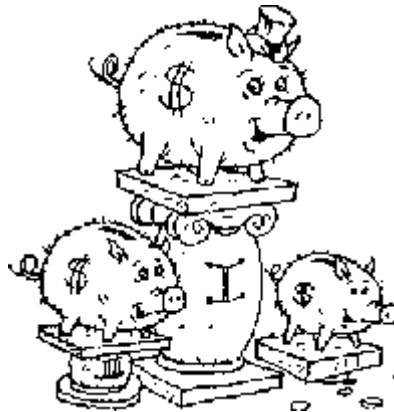
(.) ? ! (.)].

XIX (.) , XX

[, a man of large fortune [

rich man [, to be rich [, a man with

73



fortune [, to make a tolerable fortune [, to give fortune [, splendid property [, in easy circumstances [, to have a comfortable income [, to have money [, to get money [, to save money [, to be well-off []

« » : a poor man
[], to be poor [], to have no money [], to be in financial difficulties
[], want of money [], a man without money [].

" — " XIX, XX
XIX
(man of fortune [], good fortune [], large fortune [], splendid fortune [], tolerable fortune [], to give fortune []).

XIX (fortune)
()
fortune

rich [], XIX
(fortune []), XX

XIX means [], XX income

joint account [], good investment [], modest annuity []

XIX

XX
Anyway, what's wrong with being rich. It's a quality, it's attractive. Rich people are nicer, they're less
nervy (I. Murdoch) [- , ?] (.)].

§ 7.

« »
0.
« :
« — " 20).
: " " 21.
" (" 22).
: " 23 — ; " 24 —

20 XIX . , 1974, . 212.

21 // , 1981, 6, . 45.

22 , 1956, . 6.

23 , . 45-46.

24 // , 1981, 6, . 140.



1802
 ...
 "25" 26
 ()
 (); *white* — of the colour of fresh snow or common salt or the common swan's plumage... [] (COD).
 (); *black* — opposite to *white*, —
 — colourless from the absence or complete absorption of all light [] (COD).

: *a black dress*, , *a a white dress*,
 ()

I ought to have explained before. Mrs. Gray told me to at once — about the red gingham dress and why I am not in black. She said you'd think t'was queer. But there weren't any black things in the last missionary barrel. Part of the Ladies' Aid wanted to buy me a black dress but the other part thought the money ought to go towards the red carpet for the church (E. . Porter. Pollyanna) [

(. . .)].
 « » — , *white tablecloth*,

25
 0. 1980, . 158-159. 26
 76 140-141.

, *black tablecloth*, , *white tablecloth* —
 ,
black *white* *man* , *white man* . *White*
man — , *white man*

« »:
And sometimes her husband brought visitors, Spaniards or Mexicans or occasionally white men (D. . Lawrence) [(. X.)].

black man
The whitest man that ever lived, a man with a cultured mind and with all the courage in the world (T. Hardy) [(.)].
Sit down and tell me about your sister and Jon. Is it a marriage of true minds? It certainly is. Young Jon a pretty white man (J. Galsworthy) [

Rich as Croesus and as wicked as the black man below (G. Meredith) [(. . .)].

(. . .)].

(. . .)

white, black

black sheep [. . .], black market [. . .], blackmail [(. . .)], Black Gehenna [. . .], black soul [. . .] — black ;

: black dress [. . .], black armband [. . .].

77

white — (white dove — . . .), «The Little Black Boy» [« . . . »]:

And I am black but Oh, My soul is white [. . . , (. . .)].

white : white lie — . . . (. . .)].

: . . .

: against a rainy day.

white man black n

« . . . » — . . . black « . . . , a

white — . . . « 27 » . . .

« . . . » . . .

«If he have the condition of a saint and the complexion of a devil, I had rather he should shrive me than wive me» [(. . .)].

« . . . » (complexion) « . . . » . . .

²⁷ A. A. Mazrui. The Political Sociology of the English Language. Mouton — the Hague, 1975, p. 81.

78

black market , whitemail (blackmail ,) white brown market (,)

«deracialization of English».

«political correctness».

really loved to have white men staying on the place...
 And she was fascinated by the young gentlemen, mining engineers, who were his guests at times.
 He, too, was fascinated by a real gentleman. But he was an old-time miner with a wife, and if a gentleman looked at his wife, he felt as if his mine were being looted, the secrets of it pruned out. (D. . . Lawrence).

(. . . X . . .)].

real gentleman

old-time miner

§ 8.

Every language is a temple in which the soul
of those who speak it is enshrined.
Oliver Wendell Holmes.

79

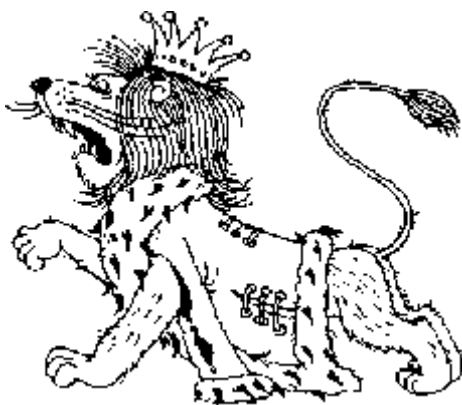
(« »)

1917

(« »)

80

, king,



queen, royal),

(!)

The King can do no wrong [...].
The King's word is more than another man's oath [...].
God save the King [...]. *The faith's D f der* [3
 (...)]. *Kingdoms divided soon fall* [...].

King Arthur did never violate the refuge of a woman [...].

The King of Heaven (Jesus Christ) [(...)].

King of Kings (Jesus Christ) [(...)].

King of the Jews (Jesus Christ) [(...)].

King of beasts (the Lion) [(...)].

King of birds (the eagle) [(...)].

King cobra (the world's largest venomous snake) [(...)].

King prawns/crab [...].

Oil/cotton king [...].

King size [...].

(...).

(...).

(...).

(...).



Coo ... *royal*, ...

A king's ransom = a lot of money [... = ...].

King's English [...]. *A royal pardon* [(...)]. *Royal*

eagle/leopard/stag/python [(...)]. *Kingly feast* [...]

[...]. *Royal we* [...].

Royal visit, Royal yacht [...]. *Royal fish* (the fish in which the crown has special rights: sturgeon, whale) [(...)].

Royal oak (a spring of oak worm, to commemorate the resloration of Charles II in 1660. Hence Royal Oak Day — 29 May) [(...)].

1660 ... 29 — ...]. *Royal fern* [...].

Royal flush (the five highest cards in one of the four different types) [(...)].

...]].

Royal antelope (the smallest known — «king of hares») [(...)].

, « ... »].



- Queen of glory/grace/paradise/woman* [...]].
Queen of heaven / the night / of tides [...]].
Queen of all hearts/all society [...]].
Beauty queen [...].
The queen of crime writers [...].
London is the queen of British cities [...].
Venice, the queen of the Adriatic [...].
The Latin, queen of tongues (Ben Jonson, 1573-1637) [... , 1573-1637)].
Queen of pleasure [...].
Queen bee/ant/wasp [...].

(...).

- King Harry robbed the church, and died a beggar* [...].
King loves the treason but hates the traitor [...].
Kings and bears often worry their keepers [... (Keeper — ...)].
Kings have long arms (hands), many ears and many eyes [...].

- King can (may) make a knight, but not a gentleman* [...].
Heaven is above all yet; there sits a judge [...].
That no king can corrupt (Shakespeare. King Henry VIII) [...].

[(VIII.)].
I think the king is but a man, as I am: the violet smells to him as it doth to me (Shakespeare. King Henry V) [(V. .E.)].
Now the king drinks to Hamlet [()] —

84

« »
 « — »
 « »
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 « »
 « »
 »²⁸
 « »
 (, ?),
 »²⁹
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(cloisters) XIII, XIV, XV « » (red brick)
 28 : 0. XX // IX
 29 , 1999 , 1999, . 352-353.
 , . 356.

85

« » . *Dekan* . *decanus* . « » (.).
Dean — 1. A head, a chief, or commander of a division of ten. 1483.
 3. Head of ten monks in a monastery 1643. 4. Hence, the heart of the chapter in a collegiate or cathedral church. ME. 5. A presbyter invested with jurisdiction or precedence (under the bishop or archdeacon) over a division of archdeaconry. 6. In other eccl. uses 1647. 7. The officer or officers in the college of Oxford and Cambridge appointed to supervise the conduct and discipline of junior members 1577. 8. The president of a faculty or department of study in a University; in U.S. the registrar or secretary of the faculty 1524. 9. The president, chief or senior member of any body (The Shorter Oxford).
 — 1. . 1483. 3.
 . 1643. 4. —
 . 5. — (. 6. —
 1647. 7. . 1577. 8. ()

1643 .

. rektor

. rector «

» (.).

Rector — † 1. The ruler or governor of a country, city, state, or people.

1685. † b. Applied to God as the ruler of the world, of mankind, etc. 2. One who, or that which, exercises supreme or directive control in any sphere. Now rare. 1482. 4. In scholastic use: a. The permanent head or master of a university, college, school, or religious institution (esp. a Jesuit college or seminary). In Eng. use now applied only to the heads of Exeter and Lincoln Colleges, Oxford. 1464. b. In Scottish universities: the holder of one of the higher offices. 1522. c. The acting head, and president of the administrative body, in continental universities. 1548 (The Shorter Oxford).

— 1.

. 1685. 6.

. 1482. 4.

. 2.

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. 1464. 6.

. 1522.

. 1548.

E,

1948-1953

2.

§ 1.

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« ! » : « „ !” — „ ?” — „... ”. — : ?

¹
88 . . . , 1921, . 32.

, : (,) ,

§ 2.

, — « » .

40 , 1959 , « »

« , » — , — „ ” - ,

89 „ ” „ ” „ ” „ »² .

: « 1998 XIX » .

: « , , — ”

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« , »³ .

()

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90

//

, 1959, 6, . 248.

XIX . . . , 1998, . 6.

2.

3.

91

4.

(shared code),

92

⁴ Theoretically at least, every Russian boyar who bore the title was descended from Riurik the Varangian who, according to tradition, founded the Russian state around A. D. 862. His blood was therefore as noble as that of the ruling dynasty [

862 . X.] (. Bristol, 1995, . 123).

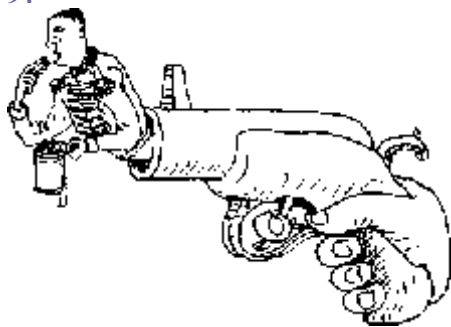
⁵ Godunov was supposed to have been descended from a certain Tartar prince who came to serve Ivan I («Kalita») in the first of the 14th century. The Godunovs had been for generations free servants of the Grand Dukes of Muscovy. But Boris was the first Godunov to be made a boyar. The Czarina, Mania Godunova, was in fact the daughter of Grigory Luk'ianovich Skuratov-Bel'sky, nicknamed Maliuta, longtime favourite of Ivan IV and the most notorious of the oprichniki [

I () XIV IV]

(Ibid., p. 123).

7
 « »)
 5. « »
 6 An allusion to Godunov's Tartar origin [(Ibid., p. 121).
 7 For the travels of low-ranking officials the State Treasury paid for only two horses (out of usual team of three) [(A. S. Pushkin. Tales of the Late Ivan Petrovich Belkin. Oxford, 1947, p. 59).

94



« » (« »):
 : «lit. «unreaped millet», i. e. stolen from the fields
 [. « », . e.]» 8. « », « », « »
 « » « » « »
 « » « »
 « » : « » « »
 9
 : «
 10
 : «
 »
 : «This sentence obviously refers to a personal recollection: the unpleasant experience had happened to Pushkin himself at a dinner given by Strekalov, the military governor of Tiflis, during a journey made by the poet to the Caucasus in 1829, therefore a year before he wrote „The Stationmaster“. The incident is mentioned in „ », Ch. 2 [

8 London, 1962, . 27.
 9 In the first edition the name of the stationmaster was given as Simeon Vyrin but the mistake was immediately corrected in the list of printer's errors appended to the volume, showing that the original name, Samson, referring to the biblical hero deprived of his power by a woman, was important to Pushkin [

(A. Pushkin. Complete Prose Fiction. Translated by P. Debrecezeny. California, 1983, p. 96).

10 The detail is autobiographical: like Silvio's young adversary, Pushkin was eating cherries at the time of his duel in Kishinev with Zubov, a staff officer [

] (A. S. Pushkin. Tales of the Late Ivan Petrovich Belkin. Oxford, 1947, p. 18).

95

1829 „ ”.

6. „ ... 2]»¹¹. « ... ».

« ... »:

« ... ».

— « ... ».

... — ;

12, « ... »:

— 13.

§3.

« ... », ...

1. (Three Tales by Pushkin. Translated by R. T. Currall. London, 1945);
2. (A. S. Pushkin. Tales of the Late Ivan Petrovich Belkin. Oxford, 1947);
3. « ... » (... , 1975);
4. (A. Pushkin. Complete Prose Fiction. Translated by P. Debrezeny. California, 1983).

¹¹ ... London, 1962, . 60.

¹² It is this kind of shocking vulgar language that caused the indignation of some of Pushkin's early critics [...] (... Bristol, 1995, . 116).¹³ ... 1996, . 363.

96

« ... », ...

14, « ... »

« ... », « ... »

« ... »

London, 1945:

The battle which was fought at Borodino on August 24-26, 1812. The Russian lost 50 thousand killed and wounded, but the engagement was not fought to a finish, and Napoleon understood that the war with Russia was only beginning [24-26 1812 . 50].

Oxford, 1947:

The Battle of Borodino was fought on 7-th September, 1812 (according to the Russian calendar, 26-th August) [7 1812 (, 26)].

Moscow, 1975:

On the 26-th of August, 1812, a most important battle of the Patriotic War was fought between the Russian and the French armies at the village of Borodino (approx. 69 mi. from Moscow) [26 1812

(69)].

1. ()
2. ()

« »), (« » —

London, 1945:

Tula is the capital of the government of the same name in Central Russia. It is famous for the manufacture of hardware (iron and silver) [—] ().

Oxford, 1947:

So called because of the town of Tula famous for its metal-work []

Moscow, 1975:

A seal made in the town of Tula, which was famous for its hardware (iron and silver) [()].

London, 1945:

Artemisia. Queen of the city of Halicarnassus in Caria renowned in history for extraordinary grief of the death of the husband (fourth century . . .) [



(IV . X.).

Oxford, 1947:

Artemisia 2 (4-th century . . .), queen of Halicarnassus in Asia Minor who erected in memory of her husband Mausolus a magnificent monument therefore called Mausoleum, which was considered one of the seven wonders of the world [2 (IV . X.),

Moscow, 1975:

Artemisia (4-th cent. . .), legendary queen of Halicarnassus, Asia Minor, known for her boundless devotion to her husband, King Mausolus. After the King's death she had a magnificent tomb (the Mausoleum) built in his memory. One of the wonders of the World [(IV . X.),

() « »].

California, 1983:

Artemisia (350 d. ca. B. .) bereft widow of Mausolus, King of Caria (d. ca. 353 B. C.) erected a tomb (Mausoleum) in his memory in Halicarnassus [(350 . . X.), (353 . . X.),].

99

: «the name



of square-in Moscow []». (Moscow», []».

: «close to the Basmannaya where Adrian used to Live

« » (« »), (3 (), (). (« »), « 1787-1836) — » (1824) (I (1796-1801), : « ».



1797, [II, I,]». : «resigned his commission in early 1797, i. e. after the death of Catherine II and the accession of Paul I, who took a hostile attitude to Catherine's Guard and started reorganising the Russian army in the Prussian manner [II, I, 1797, . e.]».

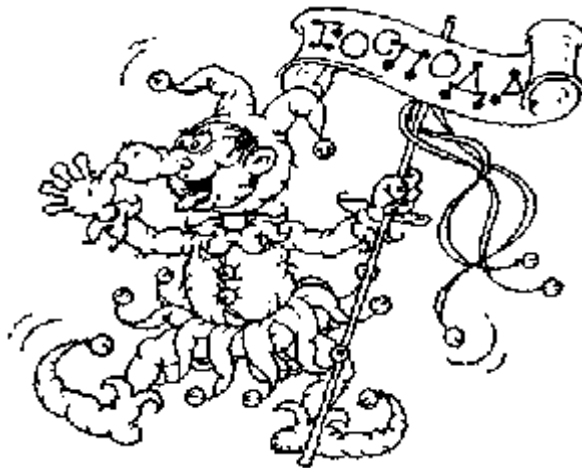
: «Berestov, therefore, belonged to those officers, fairly large number, who did not hold with the reorganisation of the army undertaken by Paul I and had left the service in 1797 [I, 1797]».

(), : «After the death of Catherine II in November, 1796, her successor Paul I dismissed many of the people, especially officers of the Guards who had surrounded her [II, 1796 I]».

§ 4.

XX

),



¹⁵ A. Sinyavsky. *Soviet Civilization. A Cultural History*. New York, 1988. 102

(), « » « ».

(—) (—)

— « », « », « », « ».

()¹⁷.

1977

(), 1917 (,)

: « , — ! - (, , ».

1999-2000

—revolution—

¹⁶

¹⁷ : L Minaeva. *From Comrades to Consumers: Interpersonal Aspects of the Lexicon // Political Discourse in Transition in Europe 1989-1991*. Ed. by Paul A. Chilton, Mihail V. Ilyin and Jacob L. Mey. Amsterdam, Philadelphia, 1998, p. 87-94.

1993, 1,)— : « - »

105



».

1998, 139) : « - *St. Petersburg*».

№ 1,

« - » (

« - » —

« - »

!

106

!

« - »

!

ATTENTION

1998 :

« »!

()

1917

¹⁹

¹⁹ A. Sinyavsky. Op. cit., p. 196-201.
107

²⁰

(... T.).

²¹

²²

²³

», 1996, 31):

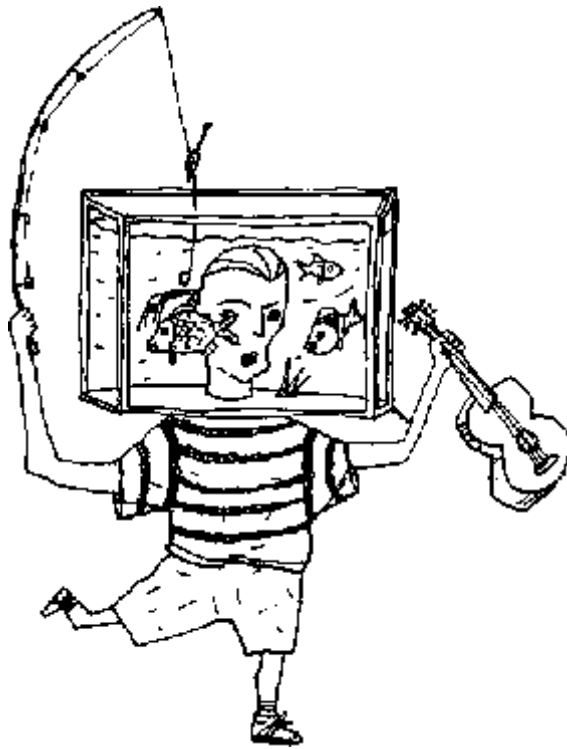
²⁰

²¹

«

», 1998, 10, 57).

22 ... 1994 (3- ... , 1999); XX ... , 1996: ...
 23 ... , 1999, ...
 ... 57.
 ... 58.
 108



... (...) ... (...) ... (...) ... (...) ...
 ... (...) ... (...) ... (...) ... (...) ...
 ... !» (...) ... ; ... , ... , ...
 ... !» ... :« ... ».
 ... « ... » (Cosmopolitan, 1997, 2),
 Cosmo- ! ... « ... » ...
 ... !« ... » — Sabbath ... 72-
 Rex, PISTOLS 109 NME Maker, 70-



81- « »

... —
 !
 « » —
 , « »
 XX

! « » —
 1972 ,

(1980-)

1995

« ».
 », « », «Toshiba», « »)
 :
 ! , ? « »? ? - !
 !
 « ».

110



« »,

cut a long story short:

212-8506,

! (« — « »). : ! — «
 », — « , »... !
 — « » « »,

« »

! ? ! *Greatest Hits.*

! « »

?) e (,), (,), (,)

« »

111

§ 5.

1992-1999

« »

(, : . II, . 1, § 1). 90- XX

1992 I

: 1) , 2) 200 16-23

« » (— ,)

— 1992 — *smile* , 1992

1.

- 1. *Smile* [] (27%).
- 2. *Freedom* [] (20%).
- 112
- 3. *Rich* [], *m* [] (13%).
- 4. *Skyscraper* [] (12%).
- 5. *Business* [u ec], *Hollywood* [], *Statu of Liberty* [] (11%).
- 6. *Cars* [], *pragmatism* [] (10%).
- 7. *Dollar* [], *President* [], *friendly* [], *cheerful* [] (9%).
- 8. *New York* [-], *uninhibited* [], *great / large* [/], *loud* [] (8%).
- 9. *Kind* [], *domineering* [], (7%).
- 10. *White House* [], *independence* [], *comfort* [], *supermarket* [], *health* [], *hospitable* [] (6%).

2.

- 1. *Smiling* [].
- 2. *Pragmatic* [], *business-like* [].
- 3. *Friendly* [], *cheerful* [], *jayful* [].

4. *Uninhibited* [], *loud* [].
5. *Kind* [], *domineering* [], 50 / / [].
6. *Hospitable* [], *gregarious* [], 50 / / [].
7. *Unceremonious* [], *unintellectual* [], *uneducated* [], *poorly read* [], *wonderful* [], *nice* [].
8. *Superficial* [], *self-confident* [], *boastful* [], *energetic* [], *interesting* [].
9. *Strange* [], *different* [], *crazy* [], *like Russians* [], *hard working* [], *patriotic* [], *family-loving* [], *naive* [], *childish* [].
10. *Brave* [], *open* [], *health-concerned/obsessed* [], *travel-minded* [], *scientific* [], *logical* [], *insincere* [], *cruel/merciless* [], *fat* [], *greedy* [], *self-indulgent* [], *bright* [].

3. :

1. *Freedom* [].
2. *Wealth* [], *money* [].
3. *Business* [].
4. *Cars* [].
5. *Dollar* [], *President* [].

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6. *Independence* [], *supermarket* [], *chewing-gum* [].
7. *Power* [], *democracy* [], *advertisements* [].
8. *Justice* [], *prosperity* [], *immigrants* [], *elections* [], *universities* [], *popcorn* [], *Big Mac* [], *la* [].
9. *Job* [], *houses* [], *music* [], *contrasts* [], *native Americans* [], *farmers* [], *hamburger* [], *beer* [], *orange juice* [], *home video* [].

W.Banjo [], *suburbs* [], .

4. , :

1. *Skyscrapers* [].
2. *Ocean* [].
3. *World* [].
4. *Highways* [], *motorways* [].
5. *National parks* [].

5. :

1. *Hollywood* [], *Statue of Liberty* [].
2. *New York* [-].
3. *White House* [].
4. *Disneyland* [« »], *Washington* [].
5. *Los Angeles* [-], *California* [].
6. *San Francisco* [-], *Marlboro* [« »], *Colorado* [].



7. *Boston* [], *Pentagon* [], *Broadway* [], *Harlem* [].
8. *Central Park* [], *Long Island* [-], *Yale University* [].
9. *McDonald's* [], *Bush* [], *Mark Twain* [].
10. *Clinton* [], ' *nr* ['], *Hemingway* [], *Harvard University* [-].
11. *Salinger* [], *Chicago Bulls* [« »], *MTV* [], *Bruce Springsteen* [].

], *NBA* [], *Michael Jackson* [].
 12. *Monroe* [], *Jane Fonda* [], *New York Rangers* [« - »].

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1.
 1. *Great* [], *vast* [], *huge* [], *large* [] (26%).
 2. *Motherland* [], *patriotism* [] (24%).
 3. *Culture* [], *history* [], *mess* [], *chaos* [], *vodka* [] (23%).
 4. *Mysterious* [], *strange* [], *soul* [] (18%).
 5. [], *mother* [], *friends* [] (15%).
 6. *Moscow* [], *Orthodox Church* [] (19%).
 7. *Dirty* [], *grey* [] (12%).
 8. *The Kremlin* [] (10%).
 9. *Poor* [], *hope* [], *potentials* [], *great future* [] (9%).
 10. *Red Square* [], *gentle* [], *kind* [], *crisis* [], *fools* [], *stupid* [] (7%).

2.
 1. *Friendly* [], *intelligent* [].
 2. *Gentle* [], *kind* [], *foolish* [], *stupid* [].
 3. *Rude* [], *gloomy* [], *talkative* [], *hospitable* [].
 4. *Worried* [], *sad* [], *unhappy* [], *serious* [], *patient* [], *resourceful* [].
 5. *Healthy* [], *beautiful* [], *charitable* [].
 6. *Sense of humour* [], *cheerful* [], *unsmiling* [].

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7. *Big and strong* [], *powerful* [], *wicked* [], *crooks* [].
8. *Trustful* [], *deep* [], *coarse* [], *dull* [], *brave* [], *nice* [], *generous* [].
9. *Wonderful* [], *reckless* [], *interesting* [].

3.

1. *Mess* [], *chaos* [], *vodka* [].
2. *Poverty* [], *lines (queues)* [], [].
3. *Crisis* [].
4. *Market* [], *communism* [], *civil war* [].
5. *Inflation* [], *instability* [], *difficulties* [], *masochism* [], *children* [].
6. *Violence* [], *democrats* [], *pension* [], *food* [], *President* [], *parliament* [], *rouble* [].
7. *Begging army* [], *three-colour flag* [].
8. *Survival* [], *debates* [], *trolley-buses* [].

4.

1. *Roads* [].
2. *Forest* [].
3. *Birch-trees* [].
4. *Steppe* [].
5. *Villages* [].
6. *Rivers* [].
7. *Big cemeteries* [].

5.

1. *Moscow* [].
2. *The Kremlin* [].
3. *Red Square* [].
4. *Moscow State University* [].
5. *Ivan* [], *Leningrad* [], *Tchaikovsky* [], *Dostoevsky* [], *Siberia* [], *Yeltsin* [], *Gorbachev* [].
6. *St. Petersburg* [-], *Arbat* [], *Bolshoi Theatre* [Tea p], *St. Basil's Cathedral* [].
7. *The Volga* [], *Pushkin* [], *Lenin* [].
8. *Suvorov* [], *Dmitry Donskoy* [], *Moscow suburbs* [], [].

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1995

1.



- | | |
|---|---|
| 19 2 () | 19 5 |
| 9 | 9 |
| 1. <i>Smile</i> [] (27%). | 1. <i>Hollywood</i> [] (26%). |
| 2. <i>Freedom</i> [] (20%). | 2. <i>Statue of Liberty</i> [] (21%). |
| 3. <i>Rich</i> [], <i>money</i> [] (13%). | 3. <i>Smile</i> [] (19%). |
| 4. <i>Skyscrapers</i> [] (12%). | 4. <i>New York</i> [-] (16%). |
| : | |
| 5. <i>Business</i> [], <i>Hollywood</i> [], <i>Statue of Liberty</i> [] (11%). | 5. <i>Dollar</i> [], <i>McDonald's</i> [] (13%). |
| 6. <i>Cars</i> [], <i>pragmatism</i> [] (10%). | 6. <i>Bill Clinton</i> [] (11%). |
| 7. <i>Dollar</i> [], <i>President</i> [-], <i>friendly</i> [], <i>cheerful</i> [] (9%). | 7. <i>Freedom</i> [], <i>Washington</i> [], <i>rich</i> [] (10%). |
| 8. <i>New York</i> [-], | 8. <i>Skyscrapers</i> [], |

- uninhibited* [], *great/large*
[/], *loud*
[] (8%).
9. *Kind* [], *domineering*
[] (7%).
10. *White House* [],
independence [],
comfort [],
supermarket [],

- business* [],
uninhibited [], *baseball*
[] (9%).
9. *White House* [],
cowboys [], *Disneyland*
[« »] (8%).
10. *Talkative* [],
drugs [] (6%).

health [], *hospitable*
[] (6%).

[], *Washington* [], *baseball* [], *cowboys* [], *Disneyland* [« »], *talkative*
[], *drugs* [].

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[], *cheerful* [], *great/large* [/], *cars* [], *pragmatism* [], *friendly*
[], *comfort* [], *supermarket* [], *loud* [], *kind* [], *domineering*
[], *independence* [], *health* [], *hospitable*
[].

2.

- 1992 ()
1. *Smiling* [].
 2. *Pragmatic* [],
business-like [].
 3. *Friendly* [], *cheerful*
[], *joyful* [].
 4. *Uninhibited* [], *loud* [].
 5. *Kind* [], *domineering*
[].
 6. *Hospitable* [],
gregarious [], *sociable*
[].

- 1995
1. *Smile* [].
 2. *Uninhibited* [] -
 3. *Talkative* [].
 4. *Easy-going* [].
 5. *Crazy* [], *noisy*
[], *energetic* [] -
[], *sociable* [],
optimistic [],
open people [],
punctual [],
cheerful [].
 6. *Proud* [], *hardworking*
[], *enterprising*
[],
straightforward [],

7. *Unceremonious* [-], *unintellectual* [-], *uneducated* [-], *poorly read* [-], *wonderful* [-], *nice* [].
7. *Lazy* [], *loud* [], *patriotic* [].

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8. <i>Superficial</i> [], <i>selfconfident</i> [], <i>boastful</i> [], <i>energetic</i> [], <i>interesting</i> [].	8. <i>Vulgar</i> [], <i>relaxed</i> [].
9. <i>Strange</i> [], <i>different</i> [], <i>crazy</i> [], <i>like Russians</i> [], <i>hard working</i> [], <i>patriotic</i> [], <i>family-loving</i> [], <i>naive</i> [], <i>childish</i> [].	9. <i>Smart</i> [].
	10 <i>Cold</i> [].
10 <i>Brave</i> [], <i>n</i> [], <i>healthconcerned/obsessed</i> [], <i>travelminded</i> [], <i>scientific</i> [], <i>logical</i> [], <i>insincere</i> [], <i>cruel/merciless</i> [], <i>greedy</i> [], <i>self-indulgent</i> [], <i>bright</i> [].	



3.

:

1992 ()	1995
1. <i>Freedom</i> [].	1. <i>Dollar</i> [].
2. <i>Wealth</i> [], <i>money</i> [].	2. <i>Freedom</i> [].
3. <i>Business</i> [].	3. <i>Business</i> [].
4. <i>Cars</i> [].	4. <i>Baseball</i> [].
5. <i>Dollar</i> [], <i>President</i> [].	5. <i>Cowboys</i> [].
6. <i>Independence</i> [], <i>supermarket</i> [], <i>chewing-gum</i> [].	. <i>Drugs</i> [].

7. *Power* [], *democracy*
[], *advertisements*
[].

7. *Fast food* [
(-)], *Coca-Cola*
[-], *Halloween*
[],
immigrants [].

8. *Justice* [], *prosperity*
[], *immigrants*
[], *elections* [],
universities [], *popcorn*
[-], *Big Mac* [], *Coca-*
Cola [-].

8. *Different nations* [
, *hamburgers* [-
, *Indians*
[], *football*
[], *chewing gum*
[], *sex-*
revolution []

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9. *Job* [pa o a],
houses [],
music [y a],
contrasts [pac],
native Americans [e],
farmers [],
hamburger [],
beer [],
orange juice [],
home video [].

9 *Film* [],
. *li* [],
wealth [],
free enterprise [],
dirty streets [],
music [],
violence [].

1 *Banjo* [],
0. *suburbs* [].

1 *Sport shoes* [],
0 *school bus* [],
. *casino* [],
rugby [],
drivers license from 15, 16 years
old [15-16
].

4. , :

1992 ()	1995
----------	------

1 *Skyscrapers* [].

1 *Skyscrapers* [].

2. *Ocean* [].

2 *Lakes* [].

3. *World* [].

3 *Large* [],

. *b atiful* [],

heat [].

4. *Highways* [occe],
motorways [].

4 *Highway* [].

5. *National parks* [].

5. :

1992 ()	1995
----------	------

1. *Hollywood* [],
Statue of Liberty [].

1 *Hollywood* [].

2. *New York* [-].

2 *The Statue of Liberty* [].

3. *White House* [].

3 *New York* [-],

4. *Disneyland* [« »],
Washington [].

4 *McDonald's* [].

5. *Los Angeles* [-], *California* [].
6. *Son Francisco* [-], *Marlboro* [« »], *Colorado* [].
7. *Boston* [], *Pentagon* [], *Broadway* [], *Harlem* [].
8. *Central Park* [], *USA* [],
- 5 *Bill Clinton* [].
- 6 *Washington* [].
- 7 *White House* [], *Disneyland* [« »], *Marlboro* [« »], *Michael Jackson* [].
- 8 *Harvard* [], *USA* [],

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- Long Island* [-], *Yale University* [].
9. *McDonald's* [], *Bush* [], *Mark Twain* [].
- 10 *Clinton* [], *O'Henry* ['], *Hemingway* [], *Harvard University* [].
- 11 *Salinger* [], *Chicago Bulls* [« »], *TV* [], *Bruce Springsteen* [], *NBA* [], *Michael Jackson* [].
- 12 *Monroe* [], *Jane Fonda* [], *New York Rangers* [« - »].
9. *Broadway* [], *Los Angeles, LA* [-], *Ontario* [], *Colorado* [].
10. , *Las Vegas* [-], *Montana State* [], *Roosevelt* [], *Denver* [], *Son Francisco* [-], *Ford* [].
- Harley Davidson* [« »].



1.

:

1992 ()	1995
1. <i>Great</i> [], <i>rast</i> [], <i>huge</i> [], <i>large</i> [] (26%).	1. <i>Red Square</i> [] (31%).
2. <i>Motherland</i> [], <i>patriotism</i> [] (24%).	2. <i>Moscow</i> [] (29%).

3. *Culture* [], *history* [], *mess* [], *chaos* [], *vodka* [] (23%).
4. *Mysterious* [], *strange* [], *soul* [] (18%).
5. [], *mother* [], *friends* [] (15%).
6. *Moscow Church* [], *Orthodox* [] (13%).
7. *Dirty* [], *gr* [] (12%).
8. *Kremlin* [] (10%).
3. *Kremlin* [] (27%).
4. *Vodka* [] (20%).
5. *Hospitable* [] (16%).
6. *Winter* [] (14%).
7. *Churches* [], *beautiful nature* [] (10%).
8. *MSU* (Moscow State University) [()] (9%).

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9. *Poor* [], *hope* [], *potentials* [], *great future* [] (9%).
10. *Red Square* [], *gentle* [], *kind* [], *crisis* [], *fools* [], *stupid* [] (7%).
9. *Boris Yeltsin* [], *forests* [], *Lenin* [] (7%).
10. *New Russians* [], *home* [], *great persons* [], *dirty streets* [] (6%).

(1992-1995) *Red Square* [], *Moscow* [], *Kremlin* [], *Vodka* [], *New Russians* [], *beautiful nature* [], *Boris Yeltsin* [], *hospitable* [], *mess* [], *chaos* [], *fools* [], *stupid* [], *crisis* [], *culture* [], *history* [], *hope* [], *potentials* [], *great future* [].

2.

1992 ()	1995
1. <i>Friendly</i> [], <i>intelligent</i> []	1. <i>Hospitable</i> []
2. <i>Gentle</i> [], <i>kind</i> [], <i>foolish</i> [], <i>stupid</i> []	2. <i>Lazy</i> [], <i>kind</i> []
3. <i>Rude</i> [], <i>gloomy</i> [], <i>hospitable</i> []	3. <i>Honest</i> [], <i>patient</i> [], <i>rude</i> [], <i>religious</i> [], <i>sense of humour</i> [], <i>open</i> []
4. <i>Worried</i> [], <i>sad</i> [], <i>unhappy</i> [], <i>serious</i> [], <i>patient</i> [], <i>resourceful</i> []	4. <i>Educated</i> [], <i>open-hearted</i> [], <i>simple</i> []
5. <i>Healthy</i> [], <i>beautiful</i> [], <i>charitable</i> []	5. <i>Cheerful</i> [], <i>sensitive</i> [], <i>enduring</i> []
6. <i>Sense of humour</i> [], <i>cheerful</i> [], <i>unsmiling</i> []	6. <i>Dangerous</i> []

7. *Big and strong* [-
[], *powerful* [], *wicked*
[], *crooks*
[].
8. *Trustful* [], *deep*
[], *coarse* [], *dull*
[], *brave* [], *nice*
[], *generous* [].
9. *Wonderful* [], *reckless*
[], *interesting*
[].
7. *Respect to other nations* [-
[],
unpredictable [-
[], *crazy* [].
8. *Angry people* [],
alcoholics [].
9. *Friendly* [], *poor*
[], *uneducated*
[].
10. *Nationalistic* [-
[], *unsmiling* [-
[].

3.

:

1992 ()	1995
1. <i>Mess</i> [], <i>chaos</i> [], <i>vodka</i> [].	1. <i>Vodka</i> [].
2. <i>Poverty</i> [], <i>lines (queues)</i> [], <i>hope</i> [].	2. <i>Winter</i> [], <i>churches</i> [].
3. <i>Crisis</i> [].	3. <i>New Russians</i> [], <i>dirty streets</i> [].
4. <i>Market</i> [], <i>communism</i> [], <i>civil war</i> [].	4. <i>Drunkards</i> [], <i>communism</i> [], <i>perestroika</i> [], <i>political changes</i> [], <i>difficult</i> <i>life</i> [], <i>mafia</i> [], <i>balalaika</i> [], <i>samovar</i> [], <i>pretty girls</i> [].
5. <i>Inflation</i> [], <i>instability</i> [], <i>difficulties</i> [], <i>masochism</i> [- [], <i>children</i> [].	5. <i>Bread and salt</i> [-], <i>national</i> <i>songs</i> [], <i>troubles</i> [], <i>revolution</i> [].
6. <i>Violence</i> [], <i>democrats</i> [], <i>pension</i> [], <i>food</i> [], <i>President</i> [], <i>parliament</i> [], <i>rouble</i> [].	6. <i>Bath-house</i> [], <i>customs</i> [], <i>traditions</i> [].
7. <i>Begging army</i> [], <i>three-colour flag</i> [].	7. <i>Pancakes</i> [], <i>lmeni</i> [], <i>borshch</i> [].
8. <i>Survival</i> [], <i>debates</i> [], <i>trolley-buses</i> [].	8. <i>New capitalism</i> [- [], <i>rich culture</i> [- [], <i>writers</i> [],



good literature [], very great culture [], music [].

9. Hockey [], high prices [].
- 10 No opportunities for young people [], no laws [a], crowded transport [], imitation of the West [], chaos [].

4. , :

1992 ()	1995
1. Roads [].	1. Winter [].
2. Forest [].	2. Beautiful nature [].
3. Birch-trees [].	3. Forests [].
4. Steppe [].	4. Cold weather [].
5. Villages [].	5. Long distances [], bear [], villages [], large area [], birch [].
6. Rivers [].	6. Architecture [].
7. Big cemeteries [].	7. Fields [].
	8. Great valleys [].
	9. Taiga [], golden domes [].
	10 Roads [], fields [], beautiful country [].



5. : :

1992 ()	1995
1. <i>Moscow</i> [] .	1. <i>Red Square</i> [] .
2. <i>The Kremlin</i> [] .	2. <i>Moscow</i> [] .
3. <i>Red Square</i> [] .	3. <i>Kremlin</i> [] .
4. <i>Moscow State University</i>	4. <i>MSU (Moscow State University)</i>
5. [] . <i>Ivan</i> [] , <i>Leningrad</i> [] , <i>Tchaikovsky</i> [] , <i>Dostoevsky</i> [] , <i>Siberia</i> [] , <i>Yeltsin</i> [] , <i>Gorbachev</i> [] .	5. [()] . <i>Boris Yeltsin</i> [] , <i>Lenin</i> [] .
6. <i>St Petersburg</i> [-] , <i>Arbat</i> [] , <i>Bolshoi Theatre</i> [] , <i>St. Basil's</i> <i>Cathedral</i> [] .	6. <i>Saint Petersburg</i> [-] .
7. <i>The Volga</i> [] , <i>Pushkin</i> [] , <i>Lenin</i> [] .	7. <i>Siberia</i> [] , <i>Pushkin</i> [] .
8. <i>Suvorov</i> [] , <i>Dmitry</i> <i>Donskoy</i> [] , <i>Moscow suburbs</i> [] .	8. <i>Stalin</i> [] , <i>Arbat</i> [] , <i>Dostoevsky</i> [] , <i>the Bolshoi Theatre</i> [] , <i>Peter the First</i> [] .
	9. <i>Moscow</i> [] , <i>Alexander</i> <i>Nevsky</i> [] , <i>Dmitry Donskoy</i> [] .
	10 <i>Tolstoy</i> [] , <i>GUM</i> [] , « <i>Zhiguli</i> » (a car) [« » ()] , <i>USSR</i> [] , <i>Chechnya</i> [] .

1998

1. : :
1. *New York* [-] (35%).
 2. *The Statue of Liberty* [] (33%).
 3. *Bill Clinton* [] (27%).
 4. *Smile* [] , *Hollywood* [] (22%).
 5. *McDonald's* [] (19%).
 6. *Freedom* [] (18%).
 7. *Washington D. .* [()] (11%).
 8. *Skyscrapers* [] , *business* [] (10%).
 9. *George Washington* [] , *friendly* [] , *dollars* [] , *hamburgers* [] ,
Coca-Cola [-] (8,5%).
 10. *White House* [] , *baseball* [] , *basketball* [] , *Disney and Disneyland* [« »] (6,5%).

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1998

2. : :
1. *Smiling* [] .
 2. *Friendly* [] .
 3. *Democratic* [] , *proud* [] , *self-confident* [] , *patriotic* [] .
 4. *Funny* [] , *happy* [] , *stupid* [] , *healthy* [] , *long* [] , *noisy* [] .
 5. *Proud* [] , *self-important* [] , *greedy* [] , *fussy* [] , *communicative*
[] .
 6. *Warm* [] , *rude* [] , *quick* [] .
 7. *Unfriendly* [] , *cheerful* [] , *good-natured* [] .
 8. *Hypocrisy* [] , *racism* [] .
 9. *Militant* [] , *overworking* [] , *borrowing brains* [] ,
angry [] .
3. : :
1. *Freedom* [] .
 2. *Business* [] .

3. *Coca-Cola* [], *hamburgers* [], *dollars* [].
4. *Basketball* [], *baseball* [], *cowboys* [].
5. *Fast food* [(-)], *football* [], *jeans* [], *cars* [], *hot dogs* [-].
6. *President* [], *money* [], *popcorn* [-], *music* [], *states* [], *Independence Day* [].
7. *Pop culture* [-], *NBA (National Basketball Association)* [()], *films* [], *film stars* [], *different nations* [], *American dream* [], *independence* [], *black people* [], *fat people* [].
8. *Junk food* [], *green card* [« »], *divorce* [], *industry* [], *lack of culture* [], *education* [].
9. *Supermarkets* [], *pizza* [], *drugs* [], *very expensive medicines* [], *bank* [], *traffic* [], *universities* [].
10. *Beer* [], *turkey* [], *cheeseburgers* [], *chewing gum* [], *mess* [], *prosperity* [], *sex* [], *discrimination* [], *a possibility to earn money honestly* [], *farmers* [], *t-shirts* [], *free style of clothes* [].

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4. , :

1. *Skyscrapers* [].
2. *Ocean* [].
3. *Highways* []. 4. *Tornado* [].
5. *Big avenues* [], *large streets* [].
6. *Green grass* [].
7. *National parks* [].
5. :
1. *New York* [-].
2. *Statue of Liberty* []. 3. *Bill Clinton* [].
4. *Hollywood* [].
5. *McDonald's* [].
6. *Washington* [].
7. *George Washington* [].
8. *White House* [], *Disney and Disneyland* [« - »].
9. *Columbus* [], *Abraham Lincoln* [], *John Kennedy* [], *Michael Jackson* [], *California* [].
10. *Elvis Presley* [], *Madonna* [], *Los Angeles* [-].
11. *Alaska* [], *Chicago* [], *Stealth F-117* [-117], *Ronald Reagan* [], *Yale University* [], *Martin Luther King* [], *Broadway* [], *Vietnam* [], *Pentagon* [], *Michael Jordan* [], *Jack London* [], *Julia Roberts* [], *Mickey Mouse* [], *Budweiser* [« »].
12. *Theodor Roosevelt* [], *Hilary Clinton* [], *Uncle Sam* [], *Theodor Dreiser* [], *Hemingway* [], *J. F. Cooper* [. .], «*Mayflower*» [« » ()], *Forrest Gump* [], *Kevin Kostner* [], *Texas* [], *Niagara Falls* [], *Miami Beach* [], *Las Vegas* [-], *Manhattan* [].

1998

1. :

1. *Poverty* [] (35%).
2. *Moscow* [] (32%).
3. *Soul* [], *vodka* [] (20%).
4. *Birch-trees* [] (18%).
5. *Kremlin* [], *Pushkin* [] (16%).
6. *Rouble* [], *caviar* [], *crisis* [] (15%).

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7. *Winter* [], *snow* [] (14%).
8. *Motherland* [], *culture* [] (12%).
9. *Mafia* [], *good roads* [], *songs* [], *puzzling* [], *unpredictable* [] (10%).
10. *Villages* [], *chastushkas* [] (8%).



2. :

1. *The national spirit* [yx], *Russian soul* [].
2. *Love for Motherland* [].
3. *Emotional* [], *sentimental* [].
4. *Patient* [], *generous* [], *hospitable* [].
5. *Talkative* [], *open* [], *kind* [].
6. *Puzzling* [],
unpredictable [-
].
7. *Fools* [], *wicked* [],
narrow-minded [-
].
8. *Gloomy* [], *fussy*
[], *the mentality of a*
mob [].
9. *Unaggressive* [],
kind [].
10. *Melancholy* [],
inaccurate [], *tight-*
minded [].

3. :

1. *Poverty* [].
2. *Vodka* [].
3. *Rouble* [], *caviar* [],
crisis [].
4. *Culture* [], *museums* [].
5. *Mafia* [], *good mads* [], *songs* [].
6. *Chastushkas* [], *laws* [].
7. *A great potential* [], *communists* [],
[], *friends* [], *homeland native culture* [],
[], *arts* [], *history* [], *roots* [].
8. *Dirt* [], *mess* [], *family* [], *hopelessness* [-
], *uncertain future* [], *far* [], *politics*
[].
9. *Misery* [], *darkness* [], *humour* [], *books* [],
parliament [].

10 *Balalaika* [], *dustbins* [], *unemployment* [],
ruins [], *dirty shoes* [], *matryoshka* [].

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4 , :

1 *Birch-trees* [].

2 *Vastness* [].

3 *Snow* [], *cold* [], *winter* [], *frost* [].

4 *Greenery* [].

5 *Rich* [], *beautiful nature* [].

6 *Villages* [], *fields* [].

5. :

1. *Moscow* [].

2. *Pushkin* [], *Kremlin* [].

3. *Siberia* [].

4. *Ivan the Fool* [-].

5. *Christ the Saviour Cathedral* [].

6. *Zagorsk* [].

7. «*Zhiguli*» (a car) [« » ()].

8. «*The Siberian Barber*» (a film) [« » ()].

9. *Kiev* [].

10. *Sakharov* [].

1992-1998 .

:

1992	1995	1998
1. <i>Smile</i> [] (27%).	1. <i>Hollywood</i> [] (26%).	1. <i>New York</i> [-] (35%).
2. <i>Freedom</i> [] (20%).	2. <i>Statue of Liberty</i> [] (21%).	2. <i>The Statue of Liberty</i> [] (33%).
3. <i>Rich</i> [], <i>money</i> [] (13%).	3. <i>Smile</i> [] (19%).	3. <i>Bill Clinton</i> [] (27%).
4. <i>Skyscrapers</i> [] (12%).	4. <i>New York</i> [-] (16%).	4. <i>Smile</i> [], <i>Hollywood</i> [] (22%).
5. <i>Business</i> [], <i>Hollywood</i> [], <i>Statue of Liberty</i> [] (11%).	5. <i>Dollar</i> [], <i>McDonald's</i> [] (13%).	5. <i>McDonald's</i> [] (19%).
6. <i>Cars</i> [], <i>pragmatism</i> [] (10%).	6. <i>Bill Clinton</i> [] (11%).	6. <i>Freedom</i> [] (18%).
7. <i>Dollar</i> [], <i>President</i> [], <i>friendly</i> [-], <i>cheerful</i> [] (9%).	7. <i>Freedom</i> [], <i>Washington</i> [], <i>rich</i> [] (10%).	7. <i>Washington D.</i> [()] (11%).
8. <i>New York</i> [-], <i>uninhibited</i> [],	8. <i>Skyscrapers</i> [], <i>business</i> [], <i>uninhibited</i> []	8. <i>Skyscrapers</i> [], <i>business</i> [] (10%).

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1992	1995	1998
<i>great/large</i> [/], <i>loud</i> [] (8%).	<i>baseball</i> [] (9%).	

9. *Kind* [], *domineering* [] (7%).
9. *White House* [], *cowboys* [], *Disn land* [« »] (8%).
9. *George Washington* [], *friendly* [], *dollars* [], *hamburgers* [- la [-]] (8,5%).
10. *White House* [], *independence* [], *comfort* [], *supermarket* [], *health* [], *hospitable* [] (6%).
10. *Talkative* [], *drugs* [] (6%).
10. *White House* [], *baseball* [], *basketball* [], *Disney and Disneyland* [« »] (6,5%).



1992	1995	1998
1. <i>Great</i> [], <i>vast</i> [], <i>huge</i> [], <i>large</i> [] (26%).	1. <i>Red Square</i> [] (31%).	1. <i>Poverty</i> [] (35%).
2. <i>Motherland</i> [], <i>patriotism</i> [] (24%).	2. <i>Moscow</i> [] (29%).	2. <i>Moscow</i> [] (32%).
3. <i>Culture</i> [], <i>history</i> [], <i>mess</i> [], <i>chaos</i> [], <i>vodka</i> [] (23%).	3. <i>Kremlin</i> [] (27%).	3. <i>Soul</i> [], <i>vodka</i> [] (20%).
4. <i>Mysterious</i> [], <i>strange</i> [], <i>soul</i> [] (18%).	4. <i>Vodka</i> [] (20%).	4. <i>Birch-trees</i> [] (18%).
5. <i>friends</i> [], <i>mother</i> [] (15%).	5. <i>Hospitable</i> [] (16%).	5. <i>Kremlin</i> [], <i>Pushkin</i> [] (16%).

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1992	1995	1998
6. <i>Moscow Church</i> [], <i>Orthodox</i> [], <i>Winter</i> [] (14%).	6. <i>Rouble</i> [], <i>caviar</i> [], <i>crisis</i> [] (15%).	
7. <i>Dirty</i> [], <i>grey</i> [] (12%).	7. <i>Churches</i> [], <i>beautiful nature</i> [] (10%).	7. <i>Winter</i> [], <i>snow</i> [] (14%).
8. <i>Kremlin</i> [] (10%).	8. <i>MSU (Moscow State University)</i> [] (9%).	8. <i>Motherland</i> [], <i>culture</i> [] (12%).

9. *Poor* [], *hope* [], *potentials* [], *great future* [] (9%).
9. *Boris Yeltsin* [], *forests* [], *Lenin* [] (7%).
9. *Mafia* [], *good roads* [], *songs* [], *puzzling* [], *unpredictable* [] (10%).
- 10 *Red Square* [], *gentle* [], *kind* [], *crisis* [], *fools* [], *stupid* [] (7%).
- 10 *New Russians* [], *home* [], *great persons* [], *dirty streets* [] (6%).
- 10 *Villages* [], *chastushkas* [] (8%).

1992-1998

smile [], *New York* [], *State of Liberty* [], *Hollywood* [], *freedom* [], *skyscrapers* [], *dollar* [], *White House* []. (1992 1995); *rich* [], *uninhibited* [], *business* [], *cowboys* [], *talkative* [], *cars* [], *pragmatism* [], *cheerful* [], *great/large* [] / *loud* [], *supermarket* [], *comfort* [], *independence* [], *health* [], *hospitable* []. 1998 , *Coca-Cola* [-], *hamburgers* [], *basketball* [].

Moscow [], *Kremlin* [], *vodka* []. 1992 1995 *Red Square* [], *home* []. 1995 1998 *winter* [], *soul* [], *motherland* [], *culture* [], *poor/poverty* [/], *crisis* [].

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, 1998 *poverty* [] (∴ 1992 *poor* []). 1998 *poor/poverty* [/], *crisis* [] : *motherland* [], *culture* [], *soul* [].

poor/poverty [/], *crisis* [] : *motherland* [], *culture* [], *soul* [].

1998 (∴ 1992 *poor* []). 1998 *poor/poverty* [/], *crisis* [] : *motherland* [], *culture* [], *soul* [].

1995 1998 *winter* [], 1992 *winter* [], 1992 *winter* [], 1992 *winter* []

II.

1.



» (1897).

§ 1.

homo sapiens

134

¹

E.

(Atlantide):

«Notre langue»! Par-dessus les pages que lisait notre grand-mère, nous nous regardâmes, ma sœur et moi, frappés d'une même illumination: «...qui n'est pas pour vous une langue étrangère». C'était donc cela, la clef de notre Atlantide! La langue, cette mystérieuse matière, invisible et omniprésente, qui atteignait par son essence sonore chaque recoin de l'univers que nous étions en train d'explorer. Cette langue qui modelait les hommes, sculptait les objets, ruisselait en vers, régissait dans les rues envahies par les foules, faisait sourire une jeune tsarine venue du bout du monde... Mais surtout, elle palpitait en nous, telle une greffe fabuleuse dans nos cœurs, couverte déjà de feuilles et de fleurs, portant en elle le fruit de toute une civilisation. Oui, cette greffe, le français².

«...»!

: «...».

(... 33).

¹ f. ... 1990, ... 25.

² A. Makine. Le testament français. [Paris], Mercure de France, 1997, p. 56.

135

§2.

It takes one sort to make a nation, *R takes all sorts to make a world* []

« » 3 « » 4 « » 5 « » 6

136 . 1825-1853. ., 1982, . 7. , 1966, . 23. , 1966, . 74. - , 1971, . 122

« » 7 8 « » 9

« » 10

11 1859 « » 11 1859 « » 7 31. 8 16.

15

139

140

: «Paradise is where cooks are French, mechanics are German, policemen are British, lovers are Italian and it is all organized by the Swiss. Hell is where cooks are British, policemen are German, lovers are the Swiss, mechanics are French, and it is all organized by Italians [

«Three proofs that Jesus was Jewish:

- 1. He went into his father's business.
- 2. He lived at home until the age of 33.

3. He was sure that his mother was a virgin, and his mother was sure that he was God. Three proofs that Jesus was Irish:

- 1. He never got married.
- 2. He never had a steady job.

3. His last request was for a drink. Three proofs that Jesus was Italian:

- 1. He talked with his hands.
- 2. He took wine with every meal.

3. He worked in the building trade.

Three proofs that Jesus was Black:

1. He called everybody brother.
2. He had no permanent address.
3. Nobody would hire him.

Three proofs that Jesus was Puerto Rican:

1. His first name was Jesus.
2. He was always in trouble with the law.
3. His mother didn't know who his real father was.



Three proofs that Jesus was from California:

1. He never cut his hair.
2. He walked around barefoot.
3. He invented a new religion».

16
142

, 1998, 31.



22

(Ordnung!)

?

?

?

«

»:

«

»

:«

» 17 .

«

».

:«

17
143

, 1991, . 166.

» 18 .

«

»

« ... »? ...

19

« ... » ... « ... » ... ? ...

18

19

144

... 1991, . 166. ... 164-165. « ... » ... « ... » ...



145



(« »)

(1944-1984),

« »:

«

1.

20

// , 1991, 1, . 208.

146

2.

3.

4.

» ²¹

§3.

²²

²¹

²²

147



12 (!)

— *Too many cooks spoil the broth* [

] —

()

Prevention is better than cure [];
One cannot be too careful [];
Safety first [].

Walls have ears [];
The floor is yours! [! (. !)];
148
Easier said than done []; *to ride a hobby-horse* [].

Silence is golden [];
Brevity is the soul of wit [];
First think; then speak [];
A word to the wise [];
Still waters run deep [].

A penny for your thoughts? [() ?].

It takes all sorts to make a world [];
Variety is the spice of life [];
Tastes differ [];
Every man to his taste [];
There is no accounting for tastes [];
One man's meat is another man's poison [— , —];
Beauty is in the eye of the beholder [].



«1.

2.

3.

»²³

²³

150

, 1998, . 132-133.

you —

u.

: « !»

« » : «

»²⁴

» (. . .) .

: « ...»

(« ... »)

«

»

—

24

25

151

« ».

: s

« »

Usually referring to a person as « » we express our respect. Traditionally we say « » to people who are older than we are (thus, through language children learn to respect elderly people from the very beginning).

« »,

« »).

« »

du ()

De ()

60-

XX

(

70-

du,

De

du.

De

Professor.

(

), , (:)

though ' '),

« »,

(

pronoun

« » for all relatives. I was shocked for the first time when I heard a small boy playing in the park, calling his mother by « ». Then I accepted it. In our culture, if a person is older than you, you always have to use the equivalent form of « ». When one of my

« ».

« ».

« ».

« »,

« »

152

Russian friends visited me and I addressed my mother using « », which is absolutely normal, she was shocked. Then she further added to my knowledge that if they used « » for their close relatives the latter might even feel insulted.

()

« »,

26

you,

you.

«

».

, «

»,

»: « ... »²⁷ you.

birdie [...], *girl* [...] — *girlie* [...] — (bird [...] —)

²⁶ , 1998, 43 (256).

²⁷ , 1998, . 46.

153

« ... ?» (!) : «Are you still alive, my dear little old woman?»

little: little at [...], *dear little dog* [...], *little dear* *dear little* *fork/spoon/frying pan* [... / /] ...

« ... »), « ... » (...) : « ... ».

²⁸ (...)

²⁸ 3. // IX , 1999, . 179.

154

: « ... » — (...)²⁹ : « ... ».

dear little

corridor dear little hospital,

(overstatement),

(understatement),

(?)

: Dear John!

Dear Smith! Dear Sir/Madam!

Dear Svetlana,?!

«Aeroflot»

(. — . .)
: 100 000!

Most of the wolves alive today —
over 100,000 of them — roam the
vast wildland of Russia.

(Aeroflot, 1996, 16, p. 67)

Local businessmen also observe this
rite. They have the Camb blessed
and take it to an orphanage as an
act of charity.

(Ibid., 1998, 5, p. 20)

29

, 1995, . 197.

155

! <...>

!

Dear Passengers, <...> See you
soon in sunny Armenia.

(Ibid., p. 29)

He

! Be sure of vacancy!
! Don't throw waste into closet!

« »

!

!

!

!

(7)

(10)

8

(

!

!!!

!!!

!!!

!!!

!!!

8

!!!

!

()!!!

!!!

Your Labour City Council is well known for the quality of its services and
the innovative ways of delivering them. That's an achievement to be proud of!

156

Dear Miss D. Welcome to the Liberal Démocrates! We have received your subscription of ... A form is attached below for your convenience!

Labor want to introduce a Graduate Tax so that Graduates will pay a higher income tax rate than the rest of the population!

The Winter Draw is the last draw before the election, and your last chance to help the Liberal Democrats by entering the draw: Definitely!

The Party's Women's organisation — open to men too! Our Party headquarters at Cowley Street can help you. We are here to help!

Richard G. Stephenson New address for me!

*Open Day Room change!! Room change!!
now
in room A 25*

Dear S.,

Nice to hear from you recently! I wish you had a wonderful trip to Australia! Thanks for your understanding about my suggestions at the January meeting!

Warm wishes!

Warm wishes!

(overstatement)

(« ... »)

30

157

(1989, 116).

« ... » (overstatement)

(Kate loves Pete),

: Ladies and gentlemen,

! Ladies :
 , men and women.
 , gentlemen,
 ladies. boys and girls,
 husband and I [], wife and I [],
 158
 « »
 « »
) ()?
 « »:
 (a , an) ?! ()
) « () »
 ! :«
 » 31
 « »
 31
 , 1992, . 181.

159

Ein Fichtenbaum steht einsam
 Im Norden auf kahler Höh'.
 Ihn schläfert; mit weißer Decke
 Umhüllen ihn Eis und Schnee.
 Er träumt von einer Palme,
 Die, fern im Morgenland,
 Einsam und schweigend trauert
 Auf brennender Felsenwand.

— : ein Fichtenbaum (— a palm-tree, — a cedar)
) , eine Palme () .

§ 4.

(George Mikes),
 «How to be an Alien» [« ?»]
 (, « »)

«The worst kind of soul is the great Slav soul. People who suffer from it are usually very deep thinkers. They may say things like this: „Sometimes I am so merry and sometimes I am so sad. Can you explain why?“ (You cannot, do not try.) Or they may say: "I am so mysterious... I sometimes wish I were somewhere else than where I am". (Do not say: „I wish you were".) Or „When I am alone in a forest at night-time and jump from one tree to another, I often think that life is so strange".

All this is very deep: and just soul, nothing else»³².

«It is a riddle wrapped in a mystery inside
 an enigma [soul]» ()

³² G. Mikes. How to be an Alien. A Handbook for Beginners and Advanced Pupils. Penguin Books, 1969, p. 24.

161

Soul — the part of a person which some people believe is spiritual and continues to exist in some form after] their body has died, or the part of a I person which is not physical and experiences deep feelings and emotions. *She suffered greatly while she was alive, so let us hope her soul I 75 now at peace. His soul was often tormented by memories of what he had seen in the prison.* (esp. Br disapproving). Something, such as a job, which is soul-destroying is unpleasant and destroys a person's confidence or happiness: *Repetitive work can become **soul-destroying** after a while. It's **soul-destroying** for any team to lose most of their games.* Soul-searching is deep and careful consideration of inner thoughts, esp. about a moral problem: *After much soul-searching, he decided it was wrong to vote in the election.*

Soul — the quality of a person or work of art which shows or produces deep good feelings. *Only a person with no soul would be unmoved by her account of what happened in the prison camps. Although some people think her paintings lack soul, they are very popular.* A soul mate is someone who shares your way of thinking about the world and is usually someone for whom you feel a large amount of affection or love: *They realized immediately that they were soul mates on the issue of ecology. He's spent the whole of his adult life searching for a soul mate (= perfect lover).*

Soul — a person of a stated type. *She was such a happy soul when she was a child. Some unfortunate soul will have to tell him what's happened.* Soul can also mean any person, and is usually used in negative statements: *There wasn't a soul around when we arrived at the beach (CIDE).*

Soul. 1. A person's soul is spiritual part of them which is believed to continue existing after their body is dead. *They said a prayer for the souls of the man who had been drowned.*

2. Your **soul** is also your mind, character, thoughts and feelings. *His soul was in turmoil.*

3. The **soul** of a nation or a political movement is the special quality that it has that represent its basic character. *...the soul of the American people.*

4. A person can be refereed to as a particular kind of soul; an old-fashioned use. *She was a kind of soul... Poor soul!*

5. You use **soul** in negative statements to mean nobody at all. *When I first went there I didn't know a single soul... I swear I will never tell a soul.*

6. See also **soul music (BBCED).**

Soul. 1) ; twin soul — ; !; bless my soul — !
 (); to be the soul of — (-); to have no soul —
 ; to possess ; to unbosom (to unbutton) one's soul —
 ; he cannot call his soul his own — ; 2) ; good soul —
 ; be a good soul and help me ; dear soul — ; soul —
 ; honest soul — ; kind soul — ; poor soul —
 simple soul! — ; worthy soul — ; I did not see a soul —

3) ().
Soul 1. , also fig; fig: he put his heart and soul into the work —
 ; she was the life and soul of the the party —
 ; ne hardly has enough to keep body and soul together — ; he couldn't
 call his soul his own — ; 2. fig. (person) , ; there wasn't a soul to be seen —
 ; he is a good soul — ; don't tell a soul — (W.).

. 1. , , ,
 , , ,
 . || : . ||
 : , , ,
 . [] , , ,

2. ... ; ... [] ...
3. ... () ... () ... () ...
4. [] ... [] ...
5. (« ») ... !
6. ; ... [] ... [] ...
1. (44). 2. ... (1). 3. ... (510).
 (7). 5. ... (12). 6. ... (33). 7. ... (93). (74):

soul
 : *soul, spirit, spiritual*



« 774 » — 510 —
 44 . 510 44 —
 « »

«some people believe» [], «which is believed to continue existing»
[], «and some don't» [].
165

soul.
body []
(soul), a (mind),
a mentally-ill person [mind,]
peace ; of mind,
mental derangement (PACC).
: load (weight) off one's mind,
soul

33.

1. ! — dear;
2. — to live in (perfect) harmony;
3. - — to be the life and soul of smth;
4. — in one's heart of hearts;
5. () — at heart;
6. () — by nature, innately;
7. — to the bottom of one's heart;
8. — to put one's heart into;
9. — with all one's heart;
10. — with all one's heart;
11. - — to worm oneself into smb's confidence;
12. — to put one's heart into one's work;
13. — to pull (tag) at (on) smb's heartstrings;
14. (-) — smb has his heart in his boots (mouth); His heart sank into his boots;
15. (-) , . — smb is open-hearted;
16. () - , - (-) , - —
smb dislikes smb, smth; smb does not feel like doing smth;
17. (-) — smb is troubled (worried);
18. - , . — to think the world of smb;
19. - , - , - — in one's possession;

166

20. — to do smth as the spirit moves one;
21. — smb's heart is heavy with sorrow, guilt, etc.;

22. - - — it is (was) a load (weight) off smb's mind;
 23. - — smb feels uneasy, restless or depressed;
 24. () — to act against one's conscience, usually by deliberately telling a lie;
 25. - — to break (rend) smb's heart;
 26. - / - - — smb does not like smth, smb
 27. — to relieve one's feelings by doing smth to unburden one's heart. (oneself);
 28. , - — to have a heart-to-heart chat (talk) with smb;
 29. — save our souls;
 30. — to one's heart content;
 31. — pester/harass/plague smb;
 32. — smb is so thin and feeble;
 33. — to unbosom one's soul;
 34. — not a soul.

- soul*
1. twin soul — ;
 2. to keep body and soul together — ;
 3. bless my soul — ! (, ,);
 4. to be the life and soul of — (-);
 5. to have no soul — , ;
 6. to possess one's soul — ;
 7. to sell one's soul — ;
 8. a good/honest/decent soul — / / .
- 15 *soul* 34 *heart* [] (—) *soul*.
 (— not a soul).

soul « » «rare» [].

« , » " " (∴ , , , .).

167

1/3 " "

2/3 " "

» 34

» ? ?

« »

(,) , , « »

∴ , , , a ta fleur

Enfant, je me confondais avec la matière sonore de la langue de Charlotte. J'y nageais sans me demander pourquoi ce reflet dans l'herbe, cet éclat coloré, parfumé, vivant, existait tantôt au masculin et avait une identité crissante, fragile, cristalline imposée, semblait-il, par son nom de tsvetok, tantôt s'enveloppait d'une aura veloutée, feutrée et féminine — devenant «une fleur»³⁵

«une fleur» (A. ... 104).

34

X.

// IX

, 1999, . 145.

35

A. Makine. Op. cit., p. 271.

168

36

37

36

, 1990, . 235-236.

37

. 183.

169

38

39

«All I Really Need to Know I Learned in Kindergarten» [«
»] «Uncommon Thoughts on Common

Things» [«

»].

«THE RUSSIANS ARE A ROTTEN LOT, immoral, aggressive, ruthless, coarse, and generally evil. They are responsible for most of the troubles in this world. They're not like us. That's pretty much the summary of the daily news about the Russians. But sometimes something slips through the net of prejudice,

38
39

170

some small bit of a sign that is so clean and true and real that it wedges open the rusting Iron Curtain long enough for us to see not an enemy but fellow travelers, joined to us by membership in the Fellowship of Joy-and-Pain.

See Nicolai Pestretsov. I don't know much about him, I don't know where he is now, but I'll tell you what I know.

He was a sergeant major in the Russian army, thirty-six years old. He was stationed in Angola, a long way from home. His wife had come out to visit him.

On August 24, South African military units entered Angola in an offensive against the black nationalist guerrillas taking sanctuary there. At the village of N-Giva, they encountered a group of Russian soldiers. Four were killed and the rest of the Russians fled — except for Sergeant Major Pestretsov. He was captured, as we know because the South African military communique said: „Sgt. Major Nicolai Pestretsov refused to leave the body of his slain wife, who was killed in the assault on the village".

It was as if the South Africans could not believe it, for the communique repeated the information. „He went to the body of his wife and would not leave it, although she was dead".

How strange. Why didn't he run and save his own hide? What made him go back? Is it possible that he loved her? Is it possible that he wanted to hold her in his arms one last time? Is it possible that he needed to cry and grieve? Is it possible that he felt the stupidity of war? Is it possible that he felt the injustice of fate? Is it possible that he thought of children, born or unborn? Is it possible that he didn't care what became of him now?

It's possible. We don't know. Or at least we don't know for certain. But we can guess. His actions answer.

And so he sits alone in a South African prison. Not a „Russian" or „Communist" or „soldier" or „enemy" or any of those categories. Just-a-man who cared for just-a-woman for just-a-time more than anything else.

Here's to you, Nicolai Pestretsov, wherever you may go and be, for giving powerful meaning to the promises that are the same everywhere; for dignifying that covenant that is the same in any language — „for better or for worse, in good times and in bad, in sickness and in health, to love

and honor and cherish unto death, so help me God". You kept the faith; kept it bright-kept it shining. Bless you!
(Oh, the Russians are a rotten lot, immoral, aggressive, ruthless, coarse, and generally evil. They are responsible for most of the troubles of this world. They are not like us.)

Sure⁴⁰.

⁴⁰ R. Fulghum. All I Really Want to Know I Learned in Kindergarten. New-York, 1989, p. 31-33.



: « , » , : , ... , , , : , — « » . ,

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46

175

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§5.

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2, § 5),

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great, huge, large,

(/),

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⁴⁷

, 1997, 17, . 16.

176

с о о country.

God, my country and the tzar.

— a man without a country.

motherland fatherland,

— for

«

», «

», understatement,

«

»

country.

«Happy English»,

The concept of *motherland* arouses a lot of emotion in Russians. It is feminine, you regard it as your mother (motherland). We have a different attitude to our country. We would never dream of calling it «motherland». Your people feel nostalgic during three-week Oxford summer courses of English. I lived in Russia away from my country for 9 years and I did not feel nostalgic. We are on different terms with our country.



patriotic, motherland, fatherland
Great Patriotic War

: *The Second World War* — *Vaterland* (fatherland), *motherland*

— *this country* []

our country [], :

this country. -

!)

1998

».

"Patria"

"patria"

PO HA₁

"patria"

(

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X

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Po

48

179

, 1997, . 77-79.

"Patria"

E. .

48

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« 30 »
: «
?»
: «
?»
49
« » « »
: « »
: «
»

49 , 1997, 17, . 16.
180

« »
« ?» : «
?
" ?
1812
?"» 50
: « »
?
« »: «
: «
» 51
« »

»: «
» 52

50 , 1996, 53 (161).
51 , 1997, 41 (11479).
52 , 02.12.97.

181

«
» 53
this country,

?
« »
(
);
?
?
?
« »
»

understatement —

: «I do not dislike soup []», —
adore soup! []».

54 « » « » —

53 // , 1998, 37 (250).

54 : D. Bolinger. Generality, Gradience, and the All-or-none. Gravenhage, 1961.

182

understatement, « », overstatement (

«The English have no soul; they have the understatement instead.
If a continental youth wants to declare his love to a girl, he kneels down, tells her that she is the sweetest, the most charming and ravishing person in the world, that she has something in her, something peculiar and individual which only a few hundred thousand other women have and that he would be unable to live one more minute without her. Often, to give a little more emphasis to the statement, he shoots himself on the spot. This is a normal, week-day declaration of love in the more temperamental continental countries. In England the boy pets his adored one on the back and says softly: „I don't object to you, you know". If he is quite mad with passion, he may add: „I rather fancy you, in fact".
If he wants to marry a girl, he says:
„I say... would you?.."
If he wants to make an indecent proposal:
„I say... what about...".

overstatement,

I am a bit unwell [];

understatement,

languages []

foreign [] *foreigner*
the faculty of foreign languages []
the faculty of modern

183

foreign *foreigner*

foreigner []

Anne's father would not consent to her marrying a foreigner []
(ALDCE, *consent* '');

has a distrust of foreigners [] (ALDCE, *distrust* '');

Foreigners are not allowed to own land [] (LDCE, *foreigner*);

Could you help me, please? I am a foreigner, and I can't read signs [] (DELIC, *foreigner*).

popular ruler owing to his foreign ways (he was born in the Hague) [] III

); «William III was not a

foreigners who wrote for foreigners two millenniums ago []».

these foreigners [].

foreigner:

: «,, !" —

?»⁵⁶ : «

⁵⁵ P. W. Montague-Smith. *The Royal Line in Succession*. Pitkin Pictorials, 1995, p. 21.

⁵⁶ , 1999, . 72.

184

»⁵⁷

«Longman»

500

foreigner.

Outsiders were frowned on. They're foreigners — they come from Bury St. Edmunds! []

He's not a proper father: he'd rather talk to a foreigner than come and find his own son []

Would love me even less, if only because I was a foreigner on the home turf [].
He is not kind of loving or affectionate about foreigners [].
They left her complaining volubly about foreigners, the dog yapping his agreement [].
The growing resentment against foreigners erupted in the summer of 1992 [].
The Italians, and indeed all foreigners, are known to be cruel to animals [].
Jane had a suspicion that the Swiss, like all the foreigners, harboured strange and filthy diseases [].
Declared that «abroad is utterly bloody and foreigners are fiends» [«].
The «Lower Breed», along with servants and foreigners [« »,].
...with witches, demons, werewolves, basilisks, foreigners, and (of course) papists; Catholics were «dogs, swine, unclean beasts, foreigners and strangers from the Church of God» [« ; « »].
He blames foreigners for the country's troubles [].
Another boring foreigner. I bet she is a Jew [].
57 . . . 62.

185

This race despises foreigners, no permanent residence for one more disheveled foreigner to arouse much suspicion [].
...are thrown together on a case involving drugs, foreigners, lots of fights and guns... [...].
...and national purity — women, homosexuals, foreigners? [... —]
?]
Now that sounded a little like «Foreigners Go Home!» [« »].
...a lust including women, animals, madmen, foreigners, slaves, patients and imbeciles... [... , ...].
...a quiet child with the natural distrust of foreigners peculiar to the French of his class... [... ...].
Fear of foreigners [].
Abroad is also tiring and confusing and full of foreigners... [, ...].
...we must be sacrificed to the evil intentions of foreigners... [... ...].
The intrusion of foreigners onto Chinese soil [].
...throw France on the mercy of foreigners... [... ...].
...enjoyed massaging the paranoid prejudices of foreigners... [... ...].
They're suspicions of foreigners [].
Feelings of xenophobia — a fear or hatred of the foreigner — can so readily be whipped up [—].
When I was foolish enough to believe that the foreigners were the great curse of the British [,].
...the cat, who is suspicious of this foreigner as the natives... [... , ...].
Really, he was very hostile to foreigners [].
I still couldn't imagine my mother mixing with foreigners anywhere [o].
, « » (. II, . 2, § 3),

186

foreigner,
« », : alien [] newcomer [,].
foreigner
— ,

§ 6.

«...».

(),

(— « »), they

are an unsmiling nation [] :

1984 , « » ,

U.S. network television, 1984-86». «„Red Star Rising": The Coverage of Mikhail Gorbachev by

: «Enter a Bear Smiling []».

187

A Bear —

(*Bear Smiling*) —

«Hurst's report next moved into a more detailed discussion of the new-style Soviet:

Gorbachev [sic] is not from the mold that gave the world generation after generation of stodgy, dour Soviet leaders... Gorbachev is a bouncy man, quick with a smile and self-assured, apparently confident of his position.

The NBC report accompanied these words with film of a smiling, jovial Gorbachev, taken as Gorbachev posed for cameras while arriving for his visit with the British Foreign Secretary... The presence of a Soviet leader's wife, particularly a young and pleasant looking one, reinforced the idea that leadership in the Soviet Union was undergoing a change»⁵⁸.

NBC

«Hurst's report finished with the conclusion that there was unlikely to be a change in substance despite Gorbachev's change in style from previous leaders: Gorbachev [sic] may turn out to be the smiling messenger with words in the West nobody wants to hear, words that impose, in Washington's view, unacceptable preconditions on arms talks, talks already stalled for more than a year»⁵⁹.

: «In a two minute report on December 17,

Fenton explained that Gorbachev had opened a diplomatic offensive in Britain against Star Wars that seemed to be working:

„Enter a bear smiling". That's how The London Times describes Gorbachev's visit to Britain. But the big question is why is he smiling. He won over the British press, which is something to smile about. He won over Britain's „Iron Lady", which is certainly something to smile

about... And he seems to be exploit-Ing a potential division in the Western alliance, and that is something to make him smile all the way back to the Kremlin.

The pictures backed up the text. Gorbachev appeared in six shots in Fenton's report and he was smiling broadly in five of them (in the sixth, he was merely listening to someone else). As Fenton started his report, for instance, viewers saw „the Bear", Gorbachev, enter a room, take off his coat and warmly greet Foreign Secretary Howe — these were the same pictures of the smiling confident Gorbachev that NBC used. The report then alternated between the smiling Gorbachev, the smiling Thatcher, and the news media, which the text declared Gorbachev „charmed". The images, regardless of text, seemed to present a reason to like this smiling visitor»⁶⁰.

«London Times»

NBC.

⁵⁸ B. Knobel. «Red Star Rising»: The Coverage of Mikhail Gorbachev by U.S. network television, 1984-86. PhD thesis. Harvard University. Cambridge, Mass., 1991, p. 89.

⁵⁹ Ibid, p. 90.

188

1973

25

1998

weird to me [

: «Another example is how often people smile for no reason; that seemed pretty weird to me [

⁶⁰ . Knobel. «Red Star Rising»: The Coverage of Mikhail Gorbachev by U.S. network television, 1984-86. PhD thesis. Harvard University. Cambridge, Mass., 1991, p. 91.

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smite []

(

:«

».

:«

Keep smiling —

190



smiling.

(don't worry, be happy! keep smiling! [keep !

we Americans are „brainwashed" into the smile and being happy []».

: «From this article you can see how

191

(, 1993

(31 — , 1933-1945)

(, 1801-1809),

XX

»⁶¹ .

«

», XII .);

);

», XIV .);

(XVIII .,)⁶² ;

?! «

» « » :

« " — »⁶³ .

61 . () .

62 . , 1989, . 185, 328, 391, 358.

63 . « » // , 10-16.03.1999, . 9.

192

: « » .

« » , ?

1. « » — (1973) , « » : « » .

« » —

« » —

2. —

3. ,

2.

Last week I pointed out that art and propaganda are never quite separable, and that what are supposed to be purely aesthetic judgements are always corrupted to some extent by moral or political or religious loyalties. George Orwell. «Tolstoy and Shakespeare».

« » .

« , , , » ().

Mentality. The being mental or in or of the mind; (degree of) intellectual power; (loosely) mind, disposition, character (COD).

§2. :

196

I.

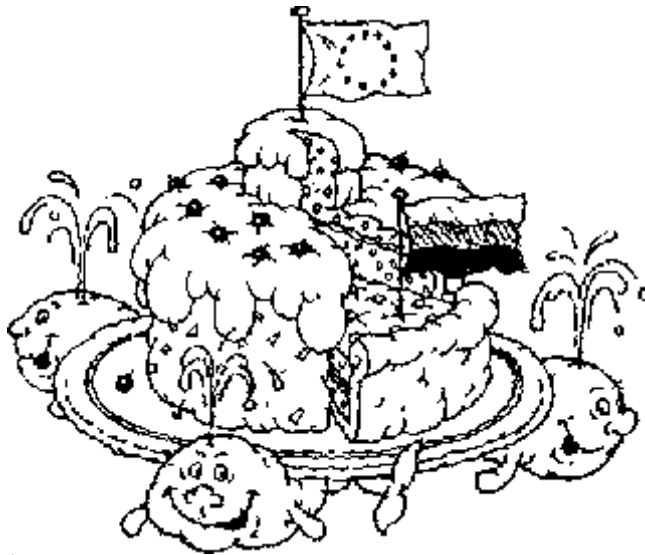
1.

she [],
].
our country []¹.

: *Where America was and where she is now* []
mother country []],

: *country, the United States, my part of America* []; *my country, the South, my side of the South* []; *our land, our homes* []].

, *our country* [], — *America the beautiful* []:
beautiful America [], *America the*



¹ ...: the Youth of Japan // W. Faulkner. Essays, Speeches and Public Letters. Ed. by James B. Meriwether. New York, 1965, p. 82-86.

197

: Ivan the Terrible [], Peter the Great [], Nicholas the Second [] — America the Beautiful [].

Proud to be American []

«Proud to be American»

«proud to be English, proud to be British []»:

«Proud to be American».

(: . II, . 1, § 5).

: « ,

)»².

in USA [] : *Made in USA* []

Crafted with pride

«Target»,

2.

² // , 1998, 37 (250).

198

Past Simple Past Indefinite, — Present Perfect Present Perfect Continuos:

(, .)

(.)

?

1991
() USIA — United States Information Agency [] —
—) *Security is everybody's business* []; *Quality is everybody's job* []
—] (. *Security is everybody's business*).

³ Speech by Richard Dreyfuss to the 1996 American Federation of Teachers Convention. Cincinnati, Ohio, August 4, 1996. Los Angeles, [1996], p. 2.

⁴ Ibid.

⁵ // IX

1999.
200

« » («The Animal Farm»)
: «All animals are equal but some are more equal than others [(. . .)]».

1.

⁶ . . .
201

2.

« » () . . .
: « » () , « » () . . .
« — »

— , , ,
 . , , — . ,
 « » — « » — « » , ,
 «RC- » — « » () , —
 !» — «Sprite» ()
 ? , — ? , :
 ?), « — » (?) — «Rondo» .

(
) , 24 —
 : « , » ,
 « » , « » 1999 ,
 :
 « » . (.)
 : — ?

202
 « : , ? , ? » . (- ?)
 ?
 « , , , « — » . (.)
 « , , , « — » ? -

«Equus» (. ') (Peter Shaffer)
 — , —
 , « » ,

DYSART. *And you're seventeen. Is that right? Seventeen?.. Wed? ALAN (singing low):
 Double your pleasure, Double your fun With Doublemint, Doublemint Doublemint gum.*
DYSART (unperturbed). *Now let's see. You work in an electrical shop during the week. You live with your
 parents, and your father is a printer. What sort of things does he print?*
ALAN.
Double your pleasure, Double your fun With Doublemint, Doublemint Doublemint gum.
DYSART. *I mean does he do leaflets and calendars? Things like that?*
 (The boy approaches him, hostile.)
ALAN (singing).
*Try the taste of Martini
 The most beautiful drink in the world.
 It's the right one — The bright one — That's Martini!*

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 (.) .
 « »
 (.) . ?
 « » ? - ?
 (.) .
 (.) . « » ,
 ! — « » ! ? ?
 (.) .
 (.) . « » !

203

DYSART. *I wish you'd down, if you're going to sing. Don't you think you'd be more comfortable?*

(Pause.)

ALAN (singing). *There's only one T in Typhoo!*

In packets and in teabags too.

Any way you make it, you'll find it's true:

There's only one T in Typhoo!

DYSART (appreciatively). *Now that's a good song. I like it better than the other two. Can I hear that one again?*

(Alan starts away from him, and sits on the upstage bench.)

ALAN (singing). *Double your pleasure*

Double your fun

With Doublemint, Doublemint

Doublemint gum.

1.

2.

everybody's business [

3.

American command „Have a nice day!" [

204

Yugoslav business is a great worry. In spite of any excesses of the Serbs, it is typical of the Americans to think they can bomb them into having „a nice day". The poor young men and women [

: « sit still for Americans is impossible, they are busy having a nice day [

: «Enjoy! [

authority».

: «question

«question authority».

: «It means, if you have questions, ask the authorities of the hotel []».



⁷ «Have a nice day! — typical American English greeting often seemingly used to encourage customers to return to an outlet [, !" (!) —

]» (. . . Russell. Handouts of the lecture: Recent American Borrowings from American English in British English. 5 May 1993, Faculty of Foreign Languages, Moscow State University).



— understatement

an unbreakable and indestructible

unity,

» —
: «We are proud and delighted to be of any service to you! [!]».

— *proud and delighted!* —

(« »)

: «Every one who visited Moscow at Least once would

subscribe to these words». He

at least once []

206



: «Italians do It better []»

« ».

« » —

» : «

1917

XX

207

),

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XX : „Individualism... may be an ineradicable part of the Anglo-Saxon nature... the racial tendency of the Russian (is) to do business on the communistic principle. Where like undertakings by Americans, or Englishmen, or even Germans, would first be interrupted by contention and then distracted by quarrels, and finally break down by the inability of the various members of the association to agree among themselves, the same number of Russians get along very well together, and practically without antagonism".

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208

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»

: «Our commitment to diversity. We respect the individuality of all customers and employees — a fact that guides the way we do business every day. We strive to create a comfortable, welcoming atmosphere for all of our customers, complete with a wide array of quality merchandise and excellent personal service. All of our employees and their individual viewpoints, beliefs, experiences and backgrounds are highly valued, and We are dedicated to making the most of each person's abilities».

9

10

, 1991, 6, . 195.

11

, 1996, 17.

209

» (Lee Blessing, «A Walk in the woods»).

«BOTVINNIK. (*With a sudden formality.*) I will now present to you my serious thoughts on the subject of ... Let's see... the character of the Russians and American people.

HONEYMAN. I don't think that's...

BOTVINNIK. That's my topic. It is fundamental. Do you object?

HONEYMAN. Not as long as you're serious.

BOTVINNIK. Deadly. (*A beat. Honeyman nods.*) Good. There is a great difference between Russians and Americans — yes or no?

HONEYMAN. Well... yes, if you...

BOTVINNIK. There is no difference. I will prove it. If the Russians and not the English had come to America, what would they have done?

HONEYMAN. They would have...

BOTVINNIK. They would have killed all the Indians and taken all the land. See? No difference. Americans and Russians are just the same. But their history is different. What is history? History is geography over time. The geography of America is oceans — therefore no nearby enemies. The geography of Russia is the opposite: flat, broad plains — open invitations to anyone who wants to attack. Mongols, French, Germans, Poles, Turks, Swedes — anyone. Do you agree with this? Of course you do — it is obviously true.

HONEYMAN. Andrey...

BOTVINNIK. Quiet, I am being serious. So, what is the history of America? Conquest without competition. What is the history of Russia? Conquest because of competition. How best to be America? Make individual freedom your god. This allows you to attack on many fronts — all along your borders, in fact — and maintain the illusion that you are not attacking at all. You don't even have to call your wars wars. You call them „settling the west“.

HONEYMAN. That's a gross misreading of ...

BOTVINNIK. Don't interrupt. How best to be Russia then? Fight collectively. Know that you are trying to crush those around you. Make control your god, and channel the many wills of the people into one will. Only this will be effective. Only this will defeat your neighbors (— . . .)».

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... ara...

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([— ?] .)

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210

: « What Happened to It? [

?]».

man [] : « The American dream was a sanctuary on the earth for individual ».

: « An individual man... could be free not only of the old established close — corporation hierarchies of arbitrary power which had oppressed him as a mass, but free of that mass into which the hierarchies of church and state had compressed and help him individually impotent [e ...]».

« We were all victims of that power called Freedom of Press, of that fault (in the sense that the geologist used the term) in our American culture... which is saying to us daily: „Beware"[M

... (!"»¹² .

: «Ideas do not drift through the social world like clouds in a summer sky, occasionally divulging their contents with a clap of thunder and a flash of light. Rather, ideas

¹² On Privacy (The American Dream: what Happened to It?) // W. Faulkner. Op. cit., p. 67.

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circulate in the social world as utterances, as expressions, as words which are spoken or inscribed. Hence to study ideology is, in some part and in some way, to study language in the social world (— . . .)»¹³ .

: words, expressions, utterances),

15

Two heads are better than one []; *Live and let live* []; *Every family has a black sheep* []; *There's safety in numbers* [—]; *One good turn deserves another* []; *People who live in glass houses should not throw stones* []; *A friend in need is a friend indeed* [, —]; *to be all in the same boat* [].

¹³ J. . Thompson. Studies in the Theory of Ideology. Polity Press, 1984, p. 2.



Every man for himself [];
Charity begins at home [].

Divide and rule [];
Dog eats dog [];
Rats desert a sinking ship [];
Every cook praises his own broth [].

14

(ars obligatoria,

14

, 1998, . 124-126.

213

I

I?

!

15

«

»¹⁶.

(, , ,).

- *I feel like smoking;*
- *I think;*
- *I am hungry;*
- *It's getting cold;*
- *I am cold;*
- *I don't feel like sleeping;*
- ? — *are you wounded?*

(« »)

15

?»

IX

1999

16 3.

// IX

. 2. , 1999, . 179.

214

§3.

» (Political correctness — PC).

20

»

«

» — «deracialization» (. , « »).

(linguistic tact)¹⁷,

¹⁷ : S. Ter-Minasova. Language, Linguistics and Life (A View from Russia). Moscow, 1996, p. 120-122.

215



black [].

Negro > coloured > black > African American/Afro-American [] > [] > []
/ [];
Red Indians > Native Americans [] > []
].

Ms []
(Mrs []) Mr []
(Miss []).

« »
[], businessman [], salesman [] -ess (stewardess []),
-man (chairman

chairman [] > chairperson; spokesman [] > spokesperson;
cameraman [] > camera operator,
foreman [] > supervisor;
fireman [] > fire fighter;
postman [] > mail carrier;
businessman [] > executive []
— business woman;
stewardess [] > flight attendant;
headmistress [] > headteacher.
women [] womyn wimmin,

(his [], him [])

— his/her [/], their []: everyone must do his duty > everyone must do his
or her (his/her) duty>

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everyone must do their duty [(.) / /
(.) /) > (.) /].
s/he [/] he/she [/].

one person [] their guilty knowledge []

:
had no intention of telling anyone in Nightingale House where the tin had been found. But one person would know
where it had been hidden and with luck might inadvertently reveal their guilty knowledge ¹⁸.

: *Everyone who should be in Nightingale House was in her room* [,
everyone [; ,] *her room* []

invalid > handicapped > disabled > differently-abled > physically challenged [> /
>]; *retarded children > children with learning difficulties* [> ,
]; *old age pensioners > senior citizens* [>]
];
poor > disadvantaged > economically disadvantaged [> () >
]; *unemployed > unwaged* [>]; *slums > substandard*
housing [>];
bin man > refuse collectors [, >];
natives > indigenous population [>];
foreigners > aliens, newcomers [> ; ,];
foreign languages > modern languages [>];
short people > vertically challenged people [> , -
];

¹⁸ P. D. James. *Shroud for a Nightingale*. London, 1989, p. 192.

217

fat people > horizontally challenged people [> , -
]; *third world countries > emerging nations* [>]
];
collateral damage > civilians killed accidentally by military action [> ,
];
killing the enemy > servicing the target [>].

, *pets* [,
animal companions],
[-], *house plants > botanical companions* [> -],
— *mineral companions* [-].

lookism (*look* ,) — *favouring the attractive over*
less attractive [! — *lookist* « »] (- , —
.)

history [] *herstory*),
« » , , (,
, , «Politically Correct Bedtime Stories», ¹⁹ - ,
, , (

);
«If, through omission or commission, I have inadvertently displayed any sexist racist, cultura list nationalist, regionalist, ageist, lookist, ableist sizeist, speciesist, intellectualist, socioeconomicist, ethnocentrist, phallocentrist heteropatriarchialist, or other type of bias, as yet unnamed, I apologize and encourage your suggestions for rectification».

, « », - , -
« » , ,

¹⁹ J. F. Gardner. *Politically Correct Bedtime Stories*. New York, Toronto, Oxford, Singapore, Sydney, 1994.

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The Three Little Pigs

Once there were three little pigs who lived together in mutual respect and in harmony with their environ-

ment. Using materials which were indigenous to the area, they each built a beautiful house... One day, along came a big, bad wolf with expansionist ideas. He saw the pigs and grew very hungry in both a physical and ideological sense. When the pigs saw the wolf, they run into the house of straw. The wolf ran up to the house and banged on the door, shouting, «Little pigs, little pigs, let me in!» The pigs shouted back, «Your gunboat tactics hold no fear for pigs defending their homes and culture». But the wolf wasn't to be denied what he thought was his manifest destiny. So he huffed and puffed and blew down the house of straw. The frightened pigs ran to the house of sticks, with the wolf in hot pursuit. Where the house of straw had stood, other wolves bought up the land and started a banana plantation. At the house of sticks, the wolf again banged on the door and shouted, «Little pigs, little pigs, let me in!» The pigs shouted back, «Go to hell, you carnivorous, imperialistic oppressor!» At this, the wolf chuckled condescendingly. He thought to himself: «They are so childlike in their ways. It will be a shame to see them go, but progress cannot be stopped». So the wolf huffed and puffed and blew down the house of sticks. The pigs ran to the house of bricks, with the wolf close at their heels. Where the house of sticks stood, other wolves built a time-share condo resort complex for vacationing wolves, with each unit a fiberglass reconstruction of the house of sticks, as well as native curio shops, snorkeling, and dolphin shows.

219

At the house of bricks, the wolf again banged on the door and shouted, «Little pigs, little pigs, let me in!» This time in response, the pigs sang songs of solidarity and wrote letters of protest to the United Nations. By now the wolf was getting angry at the pigs' refusal to see the situation from the carnivore's point of view. So he huffed and puffed, and huffed and puffed, then grabbed his chest and fell over dead from a massive heart attack brought on from eating too many fatty foods. The three little pigs rejoiced that justice had triumphed and did a little dance around the corpse of the wolf. Their next step was to liberate their homeland. They gathered together a band of other pigs who had been forced off their lands. This new brigade of porcistas attacked the resort complex with machine guns and rocket launchers and slaughtered the cruel wolf-oppressors, sending a clear signal to the rest of the hemisphere not to meddle in their internal affairs. Then the pigs set up a model socialist democracy with free education, universal health care, and affordable housing for everyone. Please note: The wolf in this story was a metaphorical construct. No actual wolves were harmed in the writing of the story.

Snow White

Once there was a young princess who was not at all unpleasant to look at and had a temperament that many found to be more pleasant than most other people's. Her nickname was Snow White, indicating of the discriminatory notions of associating pleasant or attractive qualities with light, and unpleasant or unattractive qualities with darkness. Thus, at an early age Snow White was an unwitting if fortunate target for this type of colorist thinking.

Cinderella

There once lived a young woman named Cinderella, whose natural birth-mother had died when Cinderella was but a child. A few years after, her father married a widow with two older daughters. Cinderella's mother-of-step treated her very cruelly, and her sisters-of-step made her work very hard, as if she were their own personal unpaid laborer. One day an invitation arrived at their house. The prince was celebrating his exploitation of the dispossessed and marginalized peasantry by throwing a fancy dress ball. Cinderella's sisters-of-step were very excited to be invited to the palace. They began to plan the expensive clothes they would use to alter and enslave their natural body images to emulate an unrealistic standard of feminine beauty. (It was especially unrealistic in their case, as they were differently visaged enough to stop a dock.) Her mother-of-step also planned to go to the ball, so Cinderella was working harder than a dog (an appropriate if unfortunately speciesest metaphor).

220

Jack and the Beanstalk

Once upon a time, on a little farm, there lived a boy named Jack. He lived on farm with his mother, and they were very excluded from the normal circles of economic activity. This cruel reality kept them in straits of direness, until one day Jack's mother told him to take the family cow into town and sell it for as much as he could.

Never mind the thousands of gallons of milk they had stolen from her! Never mind the hours of pleasure their animal companion had provided! And forget about the manure they had appropriated for their garden! She was now just another piece of property to them. Jack, who didn't realize that nonhuman animal have as many rights as human animals — perhaps even more — did as his mother asked.

On his way to town, Jack met an old magic vegetarian, who warned Jack of the dangers of eating beef and dairy products.

white - , « » — , ,
« » — , very poor [] very excluded from the normal
circles of economic activity []. very
poor — very economically disadvantaged []
].
(the smallest) : this goat was the least chronologically
accomplished of the siblings and thus had achieved the least superiority in size []».

221



differently visaged [],
« » — understatement: not at all unpleasant to look at [].
basket of fresh fruit and mineral water []
: Red Riding Hood entered the cottage and
said: «Grandma, I have brought you some fat-free, sodium-free snacks» []
« »].

« » —
0. . ,
()
— «The English We Use».
«What is the English We Use?»²⁰,
21

English We Speak About, (recognition
skills) — ; 2) The English We Use —
(production skills) —

(—)
; ,
(—) — ,
« » — , —

²⁰ O. Akhmanovo, R. F. Idzelis. What is the English We Use? Moscow, 1978. ²¹ , , 1989.

222

(), —
The English We Use, « , », —
, « »
— , 70-80-
(, , ,
,) ,

«the problem has not received all the attention it deserves» [

],

« »,

golden

223

passport — «
55

(

),

«
(«

], *present* — *absent* [

International House

bad,

to think about [],

good

, *to think about*

absent

present,

« » *apologies*,

60-

?

!

«

»:

(.).

20-30-



[] () — *Standard* — *standard class*
[] : *First cabin customers*

: *BIB* — *Big Is Beautiful* [] — *Renoir Collection* []
: «
»
« » — *cheap* [] .

standard [] .
cheap, *expensive* [] .
« » .
large [] : *small* [], *medium* [],
« » *family* [] *Jumbo* []

: *for small teeth* — , *for standard teeth* —
regular —
for regular teeth —

big, *large* — *regular*.
King size — — *real, genuine, natural*
leather,
artificial, *synthetic*. : *man-made* —

1) *first class* [] —
; 2) *business (dub) class* [] —
; 3) *economy class*

: —
 : *Best before* [
] —
best,
 , *good* [] — , *better* [],
 ;
 1)
 2)
 (privacy) —
 ;
 3)

: *How are you?* [?]
 ;
 ;
 : «*Fine, thank you* []»,
How are you? —

«
 „*How are you?*“
 : „
 ”.

22
 22

. ()
of course []. — *of course* —
of course:
 : «*Tea or coffee?*
 [?]» *please:* «*Tea, please*
 [,]». «*Black or white?* [?]» — «*Black, please* [,]».
thank you [],
 : «*Sugar?* [?]» : «*No, thank you* [,]».
 : «*Thank you, but I don't eat sugar. They say, it is harmful* []»,

3.

()

§1.

() « , »
 » .
 « »



§2.

¹ A. Sinyavsky. Soviet Civilization. A Cultural History. New York, 1988, p. 190-196.

XX () (1917) : «
 » — «The Renamed World»¹.
 « X ».

90-
(« »,)
— , —
: Ethnikis aminis —
(, Nikis —), Ethnikis anoistasseos —
Angelaki — , Tritis Septemvriou —
Stratou — , Leoforos

(- ,)
« »,
1) :
« » « », : Cherry Creek []; Cherry Hill []; Birch
Grove []; Myrtle Ave []; Cliffside Park []; Sunset Boulevard [] 2)

§3.

» (« », — « »).
: -
:

1.

: Entrance [];
Enter (on the bus door) [()]; Exit [];
Outlet []; Visitor's parking []; Made in USA []; Operator
will open the door []; Shuttle doors close in order to proceed to green traffic signal [-
];
Brief cases and packages are subject to inspection []. : ;
;

2.

:
Use northern exit only []; Approved or issued identification card must be
displayed while in this building [];
Pull handle to open the door in case of emergency only [].
:

3.

No smoking [He];
It is illegal to smoke anywhere in this station [];
No smoking except in designated areas []; *No*
entrance [];
Do not exit any time [He]; *Keep out* [He];
Fire door. Do not block []; *No parking* [];
Do not trespass on the railway [];
 233



4.

There is a ... penalty for deliberate misuse [];
Trespassing will be prosecuted []; *Obstructing the door can be dangerous* [];
Anyone interfering with the driver of this bus will be prosecuted [];
Tow-away area [].

Pedestrians cross when green man is displayed. Help prevent accident. Tower Hamlets Road Safety Unit []

Emergency door [].
Danger do not use while the train is moving []!

234

Lower window for ventilation [].
Penalty ... if you fail to show on demand a valid ticket for your entire journey [He]

Priority Seat [].
Please offer this seat to elderly or disabled people or those carrying children [].
Please keep your personal belongings and clothing clear of the lift doors []

Do not obstruct lift doors [He

1. Beware: thieves operate in this building [:]. (). Important notice to all residents In spite of various notices/ warnings we are still receiving reports that the front doors are being opened to all and sundry. Please do not open the door unless you know the person or they have genuine business with you. If the person at the door has a genuine business to be in the residence, they will not mind waiting until their contact lets them in. Do not open the door — the next person to be attacked could be you!

Residents,
Please do not [et anybody you do not know into the building.
If they say that a friend or relation live here ask them to wait outside while the friend/relation answers the door themselves.
This is for your own security.
Accommodation service department The University of London

2.

Action in event of the fire.

If you discover a fire:

- 1) Operate the fire alarm located at... 1)
- 2) Attempted to fight the fire (if safe to do so) 2)
- 3) Close ail the doors and windows (if possible) 3)
- 4) Evacuate the building 4)
- 5) Proceed to assemble point located at... 5)
- 6) Carry out a head count of assembled personnel 6)
- 7) Do not take risks. Do not return to the building any reason unless authorized to do so 7)

235

If you see fire or smoke:

- 1) Operate the fire alarm no sound will be heard but the Fire Brigade will be called.
- 2) Tell any staff member the location of the fire or smoke.
- 3) Follow instruction from staff or emergency services.
- 4) Do not take any risks

- 1)
- 2)
- 3)
- 4)
- 3.

Safety.

Petroleum spirit highly flammable
No smoking, no naked light
Please switch off engines
No smoking area

()

! Warning

Watch for the step down ()

Warning

In several areas open to the public the abbey's ancient floor is worn and uneven. Please watch your step ()

Passengers are warned not to allow any position of the body to extend beyond the bulwark rails ()
Do not place arms, hands or head outside of open window

()
(!) « »
:

0171-222 12
34 ()
Leaflets and maps are also available from the ticket office or by phoning 0171-222 12 34 (24 hour service).
If you require further assistance, please ask a member of the staff

236
: Standard accommodation only
beyond this point ()
I .)

:
People wearing soiled clothes will not be served :
Please!
No soiled overalls or boots to be worn in the bar : Please put used
paper towels in the litter bins provided
As a courtesy to other passengers please wipe down the basin after use

We are delighted to have you staying with us and thank you for your patronage
We offer home-made specialties and a la carte dishes. (check our catalogue in your room).
Info ()

Good morning!
My name is _____

I am the gouvernant who looks after your room and am grateful that you have chosen our hotel for your stay. If you have any remarks to make, please note them on the back of this card. They will be taken into careful consideration.
Thank you

It is our purpose to provide a high standard of service to all our guests.
If you feel that there are ways in which we could improve our product or service or if you have any comments you would like to make, then please note them below.
Any comments will be dealt with in confidence. Thank you

Have you returned your personal tour tape and headset?

?

If not please hand it in to our staff in the stables shop

Beware: Ravens bite

Do not touch prawns. They bite ()

Please accept our apologies for the inconvenience while we carry out a major refurbishment of the escalator ()

(the function of message) —

()

« » ()

).

« »

».

way out [()]. No it []

« »

(the function of impact).

« »



§4.

(, ,)

1.

please (!, !, ! .). (please []) please.

Please, give up this seat if an elderly or handicapped person needs it [];

Please, offer this seat to an elderly or disabled passenger [];

Won't you please give this seat to the elderly or handicapped. Please exit through back door [];

Please, take all your litter away with you [];

Please, remember to take all your belongings with you when you leave the train [];

Please, keep clear the gate []. the elderly [] invalid [] disabled [].

240

Thank you for not smoking [ac]; Thank you for bringing your tray to the point [C ac o,].

are making you feel bad if you do not bring this tray []». : «It works. They

please thank you [],
: please would you not... [...].

Please close the door. Thank you

()

Please, keep quiet along this gallery. Thank you

()

Please, keep off the grass. Thank you

()

Please, check the system before you leave! Thank you

(ACTR)

In the interest of the majority of our passengers please would you not smoke on this bus

()

2.

If you can't see my mirror I can't see you. Stay back, please

()

A request! All the Zoo birds are fed scientifically prepared diets and additional food could prove fatal! We therefore ask you: PLEASE, DO NOT FEED THESE BIRDS (

)

Obstructing the door causes delay and can be dangerous

()

241

In the interest of security please remove your crash helmet before entering the bank ()

Litter slows you down ()

WARNING. Do not eat fruit picked in this area. Herbicide applied ()

Please do not leave any unattended baggage — as this causes delays ()

3.

VIII

I,

« »,

Our aims are that you Enjoy your visit to HCP. Find all the staff helpful, informative and courteous. Find the Palace and Gardens well presented and that the information is clear and helpful. Find your surroundings litter free and the toilets clean.

*You can help us achieve this aim.
Find our shops and catering of a high standard*

(Tudor politeness),

Quiet please [], No noise [He], No photographs [He]

242

Please maintain silence and refrain from taking photographs when game is in progress []

No smoking

Town and County of Hampton Court []

No food or drink here []

Please note — only food and drinks bought here may be consumed on the premise []

*Enter this door as if
the floor within were gold*

*and every wall of jewels
all of wealth untold.*

*As if a choir in robes
of fire were singing here.*

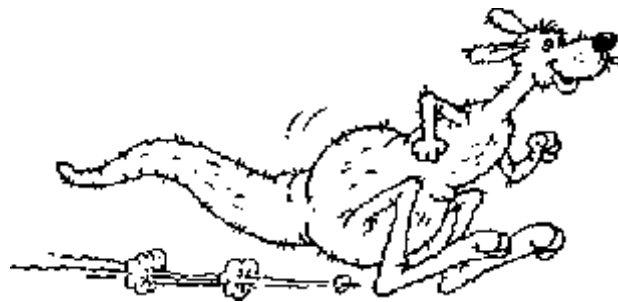
*Nor shout nor rush
but hush.*

For God is here.

Revd J. Mackay

()

Please be careful on the steps ()



please [] Mind the steps [] ()

[] — *Exit* [] : *HOP IN* [] *HOP OUT* [*Entrance*]
(hop in entrance)

Oh no... another panhandler.

0 !

Why do they always STOP in front of me?

***Don't you know that panhandling on the subway is
ILLEGAL?***

?

Sure, I feel for you.

?

BUT, if I give my money to charity. I know they'll give it to

,

lots of people who need it.
Give to the charity of your choice. One place to give is City
Harrest

243

4.

Pay and display

()

Be fair — pay fare

()

Don't forget: thieves are not on holidays this Christmas [He

Beware: thieves operate in this building [

Please do not invite crime by leaving the handbags and valuables on your seat unattended [

Careful movers [

∴ to move furniture

formally moves a proposal [

]» ().

For the best Chinese food in London WOK THIS WAY! [

! (wok

While-u-wait [(u)].

244

Mothers 2 be [(two t)].

Vote 4 John Smith [four for].

Drive with care, give us a brake ()

Drive with caution [

break

Kill your speed, not a child ()

SMILE YOU ARE ON CAMERA [(,)]:
cctv recording in operation [: ,].
came a,

Tiredness is killing. Take a break
()

: take a break.

kilting (),

(Hume Highway),

Stop.
Revive.
Survive

Drowsy drivers die

Rest if sleepy

Don't sleep and drive

Break the drive,
stay alive

Stow down for our sake [,].

- 1.
- 2.
- 3.

Passengers must not

1. Stand forward of this notice
2. Speak to the driver without good cause
3. Leave luggage in any gangway (, 18)

Consideration for fellow passengers.

Please help us to keep this bus clean and to maintain a friendly environment on board by showing consideration for others

Personal stereos.

Please think of those around you and keep your personal stereos personal, by keeping the volume down
Passengers and luggage.

You are asked to keep any luggage close by you at all times when traveling and to avoid putting your baggage on seats or in gangways. Please offer your seat to elderly or disabled people or anyone with babies or young children

Eating, Drinking and Litter.

Please finish any food and drink and dispose of it in a bin before boarding the bus -- otherwise litter ends up on the floor and seat and can be dangerous as well as unpleasant for other passengers

No smoking.

You are reminded that smoking is not allowed anywhere on London's buses. There is a heavy fine for those who won't comply

Lend a hand! If you see someone in difficulty getting on and off our bus don't be afraid to offer a helping hand. Elderly people, disabled people, those caring shopping and parents with small children may appreciate assistance

our: the bus [] — our bus [].

246
?)

Please return carts here.

Help us keep prices low and prevent damage to your vehicle. Thank you []

(please, thank you), (low prices), (damage to your vehicle), (help us).

Fire door. Do not block []

(Do not block) (Fire door).

DONT FENCE ME IN.

HE

!

To provide you with better service workers must have access to this side for a distance of ten feet. Please keep this area clear

(workers must have access)

« » (to provide you with better service).

Made in USA []

: Crafted with pride in USA []

: Made by nice

247

people in USA []

*Dry cleaning only []
I am washable []*

§5.

(?!)

Readers are reminded that sitting on the floors is prohibited []

**EATING DRINKING AND SMOKING
ARE NOT ALLOWED IN THIS ROOM**

N rollerblading [...].

No drinking or eating, please [...].

Please do not place coats, etc. under your seat as it interferes with ventilation [...].

248



Out of respect for this house of God visitors are asked to be suitably dressed and not to eat, drink or smoke in the abbey [...].

Trespassing and shooting is forbidden on this property [... (Naval dockyard), ... (?!): ...]

150 ... 50 ...
»² ...

Fire restriction are in use! [...]

In case of FIRE or EARTHQUAKE, Do Not Use The Elevator [...]

(...)
« ... »
b. ... (?)

² ... 1998, . 171.

«bring your own» [].

HELP US TO HELP THE ENVIRONMENT

Now more than ever it is important to protect the environment by reducing pollution and saving on energy and costs. At the Manchester Conference Center we believe that even small gestures can make a difference. We would like you to help us cut down on unnecessary laundering by telling us whether or not your towels need replacing each day.

If you would like your towels changed, then please hang them on the towel rail and we will fold them for you.

THANK YOU FOR YOUR CO-OPERATION

Printed on recycled card

TOWELS

Towels on the floor say «Change me», Towels hanging up say «Keep me».

We have adopted this policy at the request of our many environmentally friendly guests.

Dear guest,

welcome to our hotel. We would like to wish you a pleasant stay.

Please — for the sake of the environment:

None of us want to alter the natural balance and cycle of water, or to burden the environment with any more washing powder than absolutely necessary.

Please — it's up to you to decide:

If we find used towels hanging on the towel-hanger, that means: you will go on using them.

If we find them in the shower or the bath we will understand: you would like us to change them.

Thank you very much.

The first law of ecology is that everything is recycled to everything else Barry Commoner

To help us conserve our planet's natural resources, we ask you to consider the following environmentally friendly practices:

Hang your towels on the towel rack to dry, if you wish to re-use them.

Put them in the bathtub if you wish them to be laundered.

Switch off the air conditioning, television and lights when departing your room.

If you require daily newspaper please contact out Reception on extension 2 to place your order.

Thank you for your assistance in preserving our environment.

Please decide: Hand-Towel thrown into the bath or shower means. Please exchange. Hand-Towels replaced on the towel-rail means: I'll use it again — for the sake of our environment

« » — « »



1.

Please, do not feed. These monkeys have dietary problems and require specialized food (

Please do not feed the animals. Love and respect is all they need (

- Feeding animals makes them unable to find their own food because they depend on humans to feed them (

2.

Animals often bite the hand that feeds them. These animals may carry diseases such as rabies and plague (

Help the «Wild» in Wildlife Squirrels and chipmunks live among the rocks here. Feeding them is harmful, dangerous and unlawful (

Do not touch prawns. They bite (

3.

Clean up after your dog [

Avoncliff welcomes dog owners who clean up after their dogs (

Thank you for cleaning up after your dog (

4.

- Please do not feed us! We're so fat our vet is worried about our health!

(
)
I bite fingers

(

Please! Don't knock or band against our house. It can kill us

(,)

This is our home! Please respect our need for privacy and do not enter

(,)

252

(« — »).

No smoking. Town and County of Hampton Court [He .]

It is illegal to smoke anywhere on this station []

In the interest of the majority of our passengers please would you not smoke on this bus []

Don't even think about smoking here. []

Thank you for not smoking []

Safety. Petroleum spirit highly flammable. No smoking, no naked light. Please, switch off engines. No smoking area

A no smoking policy operates in all buildings except where permission signs are displayed []

BBC World Service has a No smoking policy encompassing most areas of Bush House. Visitors to the building are asked to observe this policy Wherever the signs are displayed

In the interest of the majority of our passengers Please would you not smoke on this bus []

*TOBACCO FUMES ARE STRICTLY PHOHIBITED Public Health Order Rule No. 188 * Dated 15 th March 1886*

(, . .):
1886 . 188 * 15

*TOBACCO PRODUCTS ARE BANNED IN THIS ESTABLISHMENT Public Health Order Rule No. 186 * Dated 15 th March 1886*

186 * 15 1886 .

253

*SMOKING ITS
WILL NOT BE TOLERATED
Public Health Order Rule No. 189 * Dated 15 th March 1886*

189 * 15 1886 .



Smoking in this area is prohibited by law [] ()

No smoking except in designated areas []

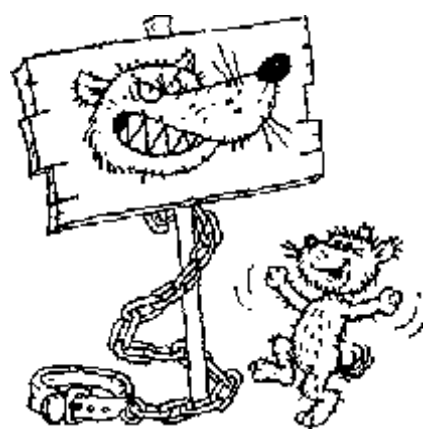
Thank you for not smoking []

No smoking by the order of the fire chief []

Smoking permitted in designated areas only []

Do you mind if I smoke [?] *Do you mind if I die?*

§6.



« »

« »
 :
 ,
 ,
 ,
 : *smoking* [], *trespassing* [
], *do not touch* [] . . .
 : *Private*.
 « ».
 !
 : *private* —
 :
 ? : « ” — ” ».
 : “ — ” ».
 « ».
Beware of the dog [] .

255



: *Wet paint*.
 :
 : *Obstructing the doors causes delay*
and can be dangerous [He
] .
 : *Obstructing the doors can be*
dangerous [He
 (,)].
 : ! ...
 : *Penalty for*
improper use is ... [,] .
 : *Penalty for deliberate misuse is...* [,] .
 : « » .
 :
 :
 (— ; ; —):
 (! ! (,))
 (! ,)
 (! — ())
 (! (,))
 (! (,))



regulations:

rules and

³, 1999, 32, . 83.

⁴

258



259

.....	5
.....	7
.....	8
§1.	10
§2.	14
§3.	18
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35 : (.....) — : /Slovo, 2000. — 624 .

040491 08.07.98
08.08.2000. 70x100/16
Officina Sans.
.- . . 16,50. .- . . 16,95. 3735. 5 000
/SLOVO ., 41

300600, . . . , 109.
