

LINGUISTICS

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Semantics and pragmatics of cultural words in the process of decoding the elements of national language pictures

The article intends to investigate the problems of cultural words interpretation using different approaches undertaken by Russian and foreign linguists and summarizing assumed results. Communicative intentions cannot be mapped onto word strings in a one-to-one fashion, as the Encoding/Decoding paradigm portrays the process. Rather, speakers must select from a variety of potential alternative formulations the ones that most felicitously express the meanings they want to convey

Key words: cultural words, creativity elaboration, pragmatics of Proper names, charactonym, national language picture

February, 18, 2016
