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**M. O. Barkhatova**

Lecturer, Department of Foreign Languages, Orenburg State Institute of Management

**SPEECH ACT OF PERSUASION IN COURT DISCOURSE**

*The article considers the court speech as a type of persuasive communication. The speech act of persuasion is analyzed as a complex of different speech acts.*

**Key words:** *speech act, persuasive communication, persuasion, court speech.*

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**L. E. Bezmenova**

Candidate of Philological Sciences, Department of English Philology, Faculty of Foreign Languages, Orenburg State Pedagogical University

**INTENTION AS CLASSIFYING FACTOR OF COMPLIMENTS  
(ON THE MATERIAL OF THE ENGLISH LANGUAGE)**

*This article studies properties of compliments – speech acts of speaker`s positive evaluation. Compliments may be direct if the intention is evident, and indirect if the intention is inferable.*

**Key words:** *compliment, speech act, intention, evaluation.*

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**K. V. Burkeev**

Assistant to chair of foreign languages of Humanitarian and Social and economic Specialties, FGBOUVPO «The Orenburg state university»

## **THE CULTURE COMPONENT INFLUENCE ON FOREIGN LANGUAGE LEARNING**

*The article presents a short review of the different opinions on the problem of the culture component influence on the process of foreign language learning and gives some conclusions about importance of cultural and linguistic interrelation in cross – culture communication.*

**Key words:** *cross – culture communication, foreign language learning, culture component.*

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**E. A. Vlasova**

Candidate of Philological Sciences, Department of English Philology, Faculty of Foreign languages, Orenburg State Pedagogical University

## **SYMBOLICS OF GREEN COLOR (ON AN ENGLISH MATERIAL)**

*Colour plays a great role in our life, and one of its brightest manifestations the colour finds in symbolism. The article deals with the way of identifying the symbolism of green colour through allonyms and semantic indicators. It also compares the use of green colour as a symbol in the works of a special kind «fantastic tales» by British and American authors.*

**Key words:** *symbolics, green color, British, Americans, аллонимы, semantic indicators.*

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**S. A. Golovin**

Postgraduate Student, Orenburg State University

**PHENOMENOLOGICAL ASPECTS OF LIFE-WORLD IN  
INTERCULTURAL COMMUNICATION**

The article discusses the phenomenological aspects of the life-world, the internal mechanisms of its functioning. «Another» problem is presented in block diagram form of communication between people. The notion «understanding» and mechanisms of its improving are considered.

**Key words:** life-world, *phenomenology*, *Other*, *understanding*, interpretation of relevance, intercultural communication, *sense*, convention.

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**E. Yu. Gusseva**

Candidate of Philological Sciences, Senior Lecturer, Foreign Languages Department Orenburg State Institute of Management

**CONCEPTUAL ANALYSIS AS LINGUISTIC RESEARCH METHOD**

*The article is devoted to the conceptual analysis as the linguistic research method. The method utilizes the number of the conceptual modelling techniques in the definite linguacultural space.*

**Key words:** *conceptual analysis*, *gestalt*, *concept*, *linguistic introspection*.

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**M. V. Evstigneeva**

Candidate of Philological Sciences, Department of English Philology, Faculty of Foreign Languages, Orenburg State Pedagogical University

**WORLDVIEW AND LINGUISTIC WORLD OUTLOOK**

*Language is closely related to the notion of «the world outlook». The article deals with the problems of language connection with a nation's character and the worldview. The multiplicity of pictures of the world is the result of the interpretation of the world reflected by the people and it suggests the vast majority of linguistic interpretations of this result. The mechanism of denomination implies a complex combination of psychological and linguistic operations over the cognitive subject, fixing thus the national mental frame of mind, personal experience and educational intentions of the individual.*

**Key words:** *world outlook, worldview (picture of the world), spirit of people, perception, denomination.*

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**A. A. Zimareva**

Graduate Student, Department of Linguistics and Language Theory, Orenburg State University

**COMPLEX ANALYSIS OF ENGLISH LOAN WORDS IN FRENCH LANGUAGE (ON MATERIAL OF PERIODICALS)**

*The article studies the functioning of English loan words in modern French periodicals. The complex analysis of identified anglicisms is suggested.*

**Key words:** *loan in languages, a meaning-bearing morpheme.*

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**G. I. Issenbayeva**

Doctor of Philology, Professor, Department of German and French languages, Orsk Humanitarian Institute of Technology, Branch of Orenburg State University

**COGNITIVE LINGUISTICS AND LANGUAGE TRAINING: UNITY OR ISOLATIONISM?**

*The article in question considers the situation that has been created in linguistics and linguodidactics, concerning speakers's language proficiency according to cognitive linguistics. Suggested is the idea to introduce the cognitive linguistics achievements into teaching everyday language (communicative proficiency) and thinking (cognitive proficiency). Engineering solution to form a new scientific concept that contributes to simultaneous studying of the language both as a school and scientific subject.*

**Key words:** *cognitive linguistics, linguistic and cognitive approach to training language, concept and language as semiotic objects.*

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**D. R. Rakhmatullina**

Candidate of Philological Sciences, Assistant Professor, Department of Foreign Languages, Orenburg State Institute of Management

**ON TRANSLATION UNIT**

*The article in question considers frame as a cognitive translation unit.*

**Key words:** *cognitive, frame, translation unit.*

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**N. A. Saraeva**

Senior Lecturer, Department of Foreign Languages, Orenburg State Institute of Management

### **PERSUASION METHODS IN LAWYERS' SPEECHES**

*This article considers persuasion methods and rhetorical devices in the lawyers' speeches.*

**Key words:** *lawyer's speech, contact, persuasion.*

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**O. V. Strizhkova**

Candidate of Philological Sciences, Senior Lecturer, Department of Foreign Languages, Orenburg State Institute of Management

### **COMPARATIVE ANALYSIS OF COMMUNICATIVE STRATEGIES IN ENGLISH AND RUSSIAN DAIRY PRODUCTS ADVERTISING**

*The basic communicative strategies and tactics implementing the communicative intent of a dairy product advertising sender are studied in the article. The comparative analysis of communication strategies and tactics in the English and Russian dairy products advertising is suggested.*

**Key words:** *communicative strategy, tactic, food products, pragmatic intensifier.*

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**A. R. Faizrakhmanova**

Postgraduate student, South Ural State University

## **RATIO OF LINGUISTIC AND COMMUNICATION CONSCIOUSNESS**

*Currently more and more disputes arise about consciousness; the notion is considered by scientists from different viewpoints. The article suggests the definition analysis of «consciousness».*

**Key words:** *consciousness, language awareness, communicative consciousness.*

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**T. V. Frolova**

Candidate of Philological Sciences, Department of English Philology, Faculty of Foreign Languages Orenburg State Pedagogical University

## **ANTROPOCENTRISM AND WORLDVIEW**

*The article treats the 'emotional worldview' as the result of the reflection of the world by an individual mind. It describes the stages of construction of the worldview within the individual. It is mentioned, that the individual psychological picture of the world of the native speaker is very dynamic, it may transform instantly. Emotions influence the dynamics of the worldview.*

**Key words:** *individual, psychology of individual, emotional worldview, mentality.*

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**O. V. Epshtein**

Candidate of Philological Sciences, Faculty of Foreign Languages, Department of English Philology, Orenburg State Pedagogical University

**THREAT IN POLITICAL DISCOURSE: COGNITIVE-PRAGMATIC APPROACH (ON THE MATERIAL OF THE ENGLISH LANGUAGE)**

*Within the cognitive-pragmatic approach discourse is defined as a means to organize information in the form of a text to transfer the information addressing the conceptual views of the speaker. The article considers the connection of the political discourse with cognitive psychology, analyses event type and contextual type mental models. The latter is important to understand the cognitive bases to distinguish different types of menacing-speech-acts in the political discourse.*

**Key words:** *political discourse, menacing-speech-act, cognitive-pragmatic, systematic thinking, mental model, gradual model.*

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**A. G. Alyatina**

Graduate Student, Department of Personnel Management, Tourism and Service, Orenburg State Institute of Management

**CHARACTERISTICS OF RELIGIOUS TOURISM DEVELOPMENT**

*The article considers the religious tourism, that is currently one of the more promising and dynamically developing tourism lines.*

**Key words:** *religious tourism, pilgrimage, relics, cloister, mosque.*

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**M. A. Buynaya**

Graduate Student, Department of Personnel Management, Tourism and Service, Orenburg State Institute of Management

**ROLE OF ANIMATION ACTIVITY IN YOUTH TRAVEL**

*The article considers the notion «animation activity» which is defined as new information concerning subjects, phenomena, knowledge and impressions about the outworld, as well as cultural, physical, emotional, and intellectual improvement. Characteristics of animation activity in the sphere of youth travel, prospects of its development are identified.*

**Key words:** *animation, animation activity, youth travel.*

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**A. A. Bulatova**

*Graduate Student, Department of Personnel Management, Tourism and Service, Orenburg State Institute of Management*

**ORGANIZATIONAL AND ECONOMIC MECHANISM OF  
ADVERTISING ACTIVITY IN TRAVEL BUSINESS**

*Advertising activity for tourism organizations demands for its scientific substantiation. The methodological approach to the choice of main areas for advertising activity enables the efficient functioning of organizational and economic mechanism of the activity under discussion.*

**Key words:** *tourism, advertisement, advertising activity, organizational and economic mechanism of advertising activity.*

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**E. Yu. Volkova**

*Graduate Student, Department of Personnel Management, Tourism and Service, Orenburg State Institute of Management*

**ON MANAGERIAL ASPECT OF HEALTH TOURISM  
QUALITY**

*The article suggests characteristics of health tourism development in modern Russia. The factors that provide services of high quality in the area of health tourism are analyzed.*

**Key words:** *health tourism, quality management, quality of health tourism services.*

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**N. V. Egorova**

Candidate of Philological Sciences, Senior Lecturer, Department of Personnel Management, Tourism and Service, Orenburg State Institute of Management

**FEATURES OF PR IN THE TOURISM INDUSTRY**

*The article identifies of main areas of PR activity in the sphere of tourism.*

**Key words:** *tourism, PR activity, press tour, tourist industry.*

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**I. O. Kondrashova**

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**ON NOTION «TOURIST RECREATION RESOURCES»**

*The article considers the concepts «tourism», «recreation», «tourism resources» and «recreational resources». The definition analysis identifies the interrelation between tourism and recreational resources. The characteristics of tourist and recreation resources that help to define the notions are studied.*

**Key words:** *tourism, recreation, tourism and recreation facilities, tourist recreational resources.*

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**N. G. Korneva**

Candidate of Pedagogical Sciences, Assistant Professor, Department of Personnel Management, Tourism and Service, Orenburg State Institute of Management

**ON STATE AND PROSPECTS OF TOURISM INDUSTRY IN RUSSIA**

*The article deals with the issues of tourism industry state in Russia and the prospects of its development.*

**Key words:** *tourism, domestic tourism, inbound tourism, tourism industry, programme.*

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**E. A. Kosheleva**

Graduate Student, Department of Personnel Management, Tourism and Service, Orenburg State Institute of Management

**R. G. Fedorov**

Assistant Lecturer, Department of Personnel Management, Tourism and Service, Orenburg State Institute of Management

**BUDGET GROWTH AS WAY TO INCREASE INDICATORS OF HOTEL ROOMS CAPACITY AND FACTORS FOR REGIONAL TOURISM DEVELOPMENT**

*The article considers budget means of accommodation, its types, advantages and disadvantages, substantiates its economic efficiency and describes its functional characteristics and impact on hotel business and tourism development.*

**Key words:** *budget hotels, hostels, tourist services.*

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**L. A. Kosheleva**

Candidate of Science (Cultural Studies), Assistant Professor, Head of Department, Department of Personnel Management, Tourism and Service, Orenburg State Institute of Management

**INTERCULTURAL COMPETENCE IN STAFF TRAINING FOR TRAVEL INDUSTRY**

*The article studies the concept «intercultural competence», identifies its importance and forming methods when training specialists in the sphere of travel industry.*

**Key words:** *competence, model, interpersonal communication, valuables.*

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**N. A. Chetverikova**

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## **IN APPROACHING A PROBLEM OF ALTERATIONS IN TOURISM AND HOSPITALITY BUSINESSES**

*The article substantiates the importance of changes in the sphere of tourism and hospitality.*

**Key words:** *organizational changes, tourism and hospitality businesses.*

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**T. L. Shubina**

Head of Department, Department of Supplementary Professional Education, Graduate Student, Department of Personnel Management, Tourism and Service, Orenburg State Institute of Management

## **ATTRACTIVENESS OF THE TOURISM INDUSTRY AS A CONDITION FOR THE IMPLEMENTATION OF STRATEGIES TO PROMOTE THE TOURISM PRODUCT TO THE MARKET IN ORENBURG REGION**

*The article considers the issues of tourism industry development in the Orenburg region, suggests a qualitative and quantitative evaluation of industry appeal. Key success factors of industry development for further development of tourist product promotion strategy were identified.*

**Key words:** *tourism, branch of industry, strategy, analysis.*

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**M. V. Yakovleva**

Graduate Student, Department of Personnel Management, Tourism and Service, Orenburg State Institute of Management

## **PROBLEMS OF HOTEL SERVICES QUALITY**

*The quality level of Russian hotel services is by far lower than abroad. The article considers challenges that result in low quality parameters of the hotel services in Russia.*

**Key words:** *hotel services, quality of hotel services.*

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**Yu. M. Aksutin**

Doctor of Philosophy, Assistant Professor, Department of Philosophy and Culturology, Institute of Economics and Management, Khakas State University named after F. Katanov

**BETWEEN TRADITIONALITY AND MODERNISM: IDENTITY AND SPECIFIC CHARACTER OF INTERCULTURAL COMMUNICATION (ON EXAMPLE OF REPUBLIC OF KHAKASSIA)**

*The article substantiates the notion «supraethnic identity», describes its forms, dynamics and levels of development. Special attention is given to description of historical background of supraethnic identity transformation in South Siberia (Khakassia) and to prospects of interethnic cooperation experience that is considered as a civil cultural integration resource.*

**Key words:** *identity, imperality, good manners, ethnition, supraethnition, internationalism, integration, citizenship.*

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**A. G. Alyatina**

Senior teacher of chair of philosophy and all-humanitarian disciplines of the Orenburg state institute of management

**FREEDOM AND CULTURE IN UNDERSTANDING OF MORAL VALUES**

*Article is devoted to freedom and culture in system of the main aspects in understanding of moral values.*

**Key words:** *freedom, culture, morals, value.*

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**D. G. Vygovskaya**

Graduate student, teacher of faculty of linguistics of the Southern Ural state university

**FEATURES OF VALUABLE ORIENTATIONS OF RUSSIANS WITHIN RESEARCH OF UNIVERSAL VALUE SAFETY**

*In article the author considers valuable orientations of modern Russian society, in particular value «safety». Results of a method of experts, method of free definitions, the cluster analysis and Y. N. Karaulov's semantic Gestalt allow to understand meanings which the young generation of Russians puts in the concept «safety».*

**Key words:** *psycholinguistics, safety, semantic Gestalt, method of free definitions, cluster analysis.*

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**A. V. Gerasimenko**

Teacher of chair of philosophy and all-humanitarian disciplines of Orenburg State Institute of Management

**CONDITION OF A QUESTION ON A PROBLEM: POLITICAL CULTURE IN SOCIAL STRUCTURE OF GROUPS OF INTERESTS OF YOUTH**

*In article the question of rational application of the theory of studying of a problem of political culture in social structure of groups of interests of youth is considered. It should be noted that there is a significant amount of the scientific works devoted to a problem of research of the most political culture, and also activity of groups of interests of youth. It is established that the modern perspective in available literature in which research process on studying of political culture in social structure of groups of interests of youth is developed, is opened poorly.*

**Key words:** *political culture, social structure of groups of interests, group participation in policy, political system.*

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**L. N. Dobrokhotova**

Candidate of pedagogical sciences, associate professor of philosophy and obshchegumani-tare disciplines, Orenburg State Institute of Management

**GOLDEN RULE OF MORAL AS HUMANISTIC THE FOCUSED AND INDIVIDUAL-BUT-RESPONSIBLE STRATEGY OF BEHAVIOR**

*In article the question of humanistically focused and individual and responsible strategy of the behavior which received the name of «golden rule» and has become a universal moral formula of mankind is considered.*

*The author opens the maintenance of «golden rule» in various ethical concepts, proving that as a basis of moral consciousness and moral behavior this universal formula always was object of close attention of philosophers.*

**Key words:** *morals, moral, «golden rule of moral».*

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**E. V. Konkina**

Associate professor of the general pedagogics, Orenburg State Pedagogical University

**THE ANALYSIS OF RESULTS OF MONITORING OF INTERACTION  
OF THE STATE AND PUBLIC INSTITUTES IN PREVENTION  
OF EXTREMISM IN THE YOUTH ENVIRONMENT**

*In article the problem of extremism is considered, results of monitoring of level of extremism and xenophobia in the youth environment are analyzed. The main attention is paid to possibility of interaction of the state and public institutes in prevention of extremism, creation of educational space on bases of tolerance, respect for culture and traditions of the people occupying Russia.*

**Key words:** *extremism, interaction, youth environment, national culture.*

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**P. P. Krasnov**

Teacher Orenburg state university

**INTERFAITH DIALOGUE AS CONDITION OF SOCIAL STABILITY**

*Article is devoted to consideration of influence of confessional dialogue in Russia on various public processes. Potential of religious associations in the sphere of a perspective of public stability is analyzed. The attention to roles of faiths in the etnopolitiche-sky conflicts is focused.*

**Key words:** *interfaith dialogue; religious organizations; social activity.*

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**Y. P. Milina**

Assistant to chair of philosophy and all-humanitarian disciplines, Orenburg State Institute of Management

### **PERSONAL FREEDOM PHENOMENON**

*Article opens specifics of a phenomenon of a personal freedom. In work the author focuses the main attention on a personal freedom and its self-determination in spirituality formation.*

**Key words:** *personal freedom, self-determination, high-spiritual personality, freedom «borders».*

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**L. V. Pavlova**

Candidate of historical sciences, associate professor of history of Russia, Orenburg State Institute Management

### **ROLE OF A PUBLIC INITIATIVE IN WORK ON OUT-OF-SCHOOL TRAINING OF THE POPULATION OF THE ORENBURG PROVINCE AT THE BEGINNING OF THE XX CENTURY**

*In article the role of a public initiative in cultural and educational work among the population of the Orenburg province at the beginning of the XX century is opened. The author revealed activity of 18 sack-turno-educational, charitable societies which set as the purpose training in the diploma of adult inhabitants of the Orenburg province. The conclusion is drawn that by 1917 training in the diploma turned into important means of political education of the people and propaganda from various parties.*

**Key words:** *cultural and educational establishments, out-of-school education, public initiative.*

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**O. B. Shulcheva**

Associate professor, Orenburg state institute of management

**O. M. Baranova**

Associate professor Orenburg state agrarian university

### **B. N. TCHITCHERIN'S LIBERAL IDEAS AS BASIS FOR PROGRESSIVE DEVELOPMENT OF MODERN RUSSIA**

*In article the concept of «guarding liberalism» B. N. Tchitcherin and feature of its realization in the conditions of progressive development of modern Russia is analyzed.*

**Key words:** *morals, moral, «golden rule of moral».*

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