Г. М. ВАСИЛЬЕВА, М. В. ВИНОГРАДОВА, В. В. МЯЧИНА

Динамика культурно-географических представлений в языковом сознании российских студентов (на материале образов стран)

Введение. Предметом исследования является культурно-географический образ пространства, относящийся к основным понятиям гуманитарной географии. Гуманитарная география является активно развивающимся междисциплинарным научным направлением, которое изучает различные способы представления и интерпретации реальных земных пространств (континентов, стран, ландшафтов и т. д.). Культурно-географические образы, определяемые как совокупность ключевых представлений о географическом объекте, подвергаются моделированию с опорой на различные материалы: художественные тексты, результаты опросов и анкетирования.

Материалы и методы. Цель статьи – определение стереотипной составляющей культурно-географических образов стран в сознании определенной социальной группы (российских студентов) с опорой на метод свободного ассоциативного эксперимента. Для выявления возможной динамики, произошедшей в культурно-географических представлениях студентов за последние 30 лет, сопоставляются данные «Русского ассоциативного словаря» под ред. Ю.Н. Караулова (РАС) и результаты свободного ассоциативного эксперимента, проведенного среди студентов различных вузов Санкт-Петербурга в 2018-2019 гг.

Результаты исследования. Для сопоставления ассоциативного потенциала наименований стран были выделены ядерные зоны их ассоциативных полей и основные содержательные направления ассоциирования. При наличии некоторых совпадений были обнаружены значительные изменения как в содержании направлений ассоциирования, так и в их наличии/отсутствии в языковом сознании студентов разных поколений.

Обсуждение и заключения. Полученные результаты позволяют заключить, что превращение российской культуры в культуру «открытого типа» изменило культурно-географические образы стран в языковом сознании российских студентов: ослабили направления ассоциирования, связанные с самыми общими, «книжными» представлениями, а также знаниями об истории, местоположении, административном устройстве стран, на смену которым пришли конкретные, живые впечатления, носящие большей частью «туристический» и бытовой характер.

Ключевые слова: культурно-географический образ, гуманитарная география, культурная география, образная география, стереотипные представления, ассоциативный потенциал, языковое сознание

Ссылка для цитирования:

Васильева Г. М., Виноградова М. В., Мячина В. В. Динамика культурно-географических представлений в языковом сознании российских студентов (на материале образов стран) // Перспективы науки и образования. 2019. № 5 (41). С. 262-270. doi: 10.32744/pse.2019.5.19

G. M. VASILEVA, M. V. VINOGRADOVA, V. W. MIACHINA

The Dynamics of Cultural-geographic Perceptions in the Linguistic Consciousness of Russian Students (as exemplified by country images)

Introduction. The subject of research is the cultural-geographic image of a region, which is one of the basic notions of humanitarian geography. Humanitarian geography is an actively developing interdisciplinary scientific field, which studies the various methods of perception and interpretation of terrestrial spaces (continents, countries, landscapes etc.). Cultural-geographic images, defined as a sum of key perceptions of a geographic location, undergo modelling backed by various materials: literary texts, survey and questionnaire findings.

Materials and methods. The intent is to determine the stereotypical element of the cultural-geographical images of countries in the perception of a specific social group (Russian students) backed by the method of a free-association experiment. In order to reveal the possible dynamics that have occurred in the cultural-geographical perceptions of students over the last 30 years, the data from "Russian Associative Dictionary" under the editorship of Y.N. Karaulov (RAD) and the results of a free-association experiment, carried out among students of different universities of Saint-Petersburg in 2018-2019.

Results. In order to compare the associative potential of country denominations, the cores of their associative fields and main semantic directions of association have been identified. In the presence of some matches, significant changes in the content of directions of association as well as their presence/absence in the linguistic consciousness of students of different generations have been revealed.

Discussion and conclusions. The received results allow to conclude that transformation of the Russian culture into an "open type" culture changed cultural-geographic images of countries in the linguistic consciousness of Russian students: the directions of association connected with the most general "scholastic" perceptions as well as with the knowledge about history, geographical location, administrative arrangement of countries have become weaker, and have been replaced by specific, lively impressions that for the most part are of "touristic" and everyday life nature.

Key words: cultural-geographical image, humanitarian geography, cultural geography, metaphorical geography, stereotypes, associative potential, linguistic consciousness.

For Reference:

Vasileva, G. M., Vinogradova, M. V., & Miachina, V. W. (2019). The Dynamics of Cultural-geographic Perceptions in the Linguistic Consciousness of Russian Students (as exemplified by country images). *Perspektivy nauki i obrazovania – Perspectives of Science and Education*, 41 (5), 262-270. doi: 10.32744/pse.2019.5.19

Introduction

Integrative nature of modern scientific knowledge caused the emergence and rapid development of interdisciplinary research including the one of cultural-geographic direction, which formation took place in the middle of XX century in foreign researchers' works [1; 2]. Unlike the physical geography, where, as its known, Earth's nature existing independently of human is described, within the framework of a new interdisciplinary conception geography is interpreted as a science of humanitarian nature. That meant it is included in a sphere of a broad problematic field "man and space".

Development of these ideas in Russia happened 30-40 years later than in foreign science, that is, in the 1990s. However, nowadays the explosion of interest in cultural-geographic problematics is recorded, in which two competitive notions are used: "cultural geography" and "humanitarian geography". Researchers note a contemporary "absorption" tendency of cultural geography by humanitarian one. This tendency may be explained from the terminological point of view by the fact that the "humanitarian" notion is broader than the "cultural" one, because science about culture is a part of humanitarian science [3, c. 8].

According to D.N. Zamyatin, one of the modern native humanitarian geography founders, who typified it as the most common direction of cultural-geographic research, this particular branch of knowledge represents the interdisciplinary scientific field, which examines various ways of terrestrial spaces perception and interpretation in human activities, including mental activity [4, c. 26-27].

The humanitarian geography research field involves a lot of conceptions and courses closely related or crossing some allied science fields or notions like "cultural geography", "human geography", "sociocultural (social) geography", "public geography", "humanistic geography", "metaphorical geography", "poetic geography" (geopoetics), "sacral geography", etc., in terms of which various aspects of the basic for the whole direction correlation "man and space" are investigated.

Main notions of humanitarian geography are: "cultural landscape", "geographic image", "cultural-geographic image", "geography-specific (spacial) identity", etc. The phenomenon of geographic image belongs to the metaphorical (imaginative) geography field [5], which is actively being studied in western and national science. Metaphorical geography studies the images of different terrains (countries, regions, continents), that are defined as stable special images and act as a result of any human activity as well as compact models of certain geographical space or geographical reality [6]. According to the researchers working in this particular direction, the geographical image represents a "set of bright, characteristic, concentrated signs, symbols, key perceptions describing any real spaces (territories, areas, regions, countries, landscapes, etc.)", and arises from intercrossing or interaction of various geographic or parageographic notions, where the last one includes any culturological, historical, political, economical and other concepts and ideas, including spatially labeled components [6].

Due to the unconditional complexity and interdisciplinarity of the geographic image phenomenon, researchers speak about the expediency of the "cultural-geographic image" concept usage [3; 6; 7; etc.], the idea of which extends beyond the traditional geographic comprehension and unites historical, cultural, aesthetic and other perceptions.

Reconstruction and modelling of cultural-geographic images are traditionally carried out on a base of various texts (scientific, publicistic, advertising, etc.), however, literary texts are

notable often used for this purpose [8-10]. Involvement of literary texts as a main source of information about some territory geographic image is defined by the fact that “holistic view of the world and spatial images as a part of it prevailing in the culture and characterising its internal territorial structure and relations with other cultures in the global universe, are gradually reflected” in these texts [8].

In the works devoted to spatial perception not only importance of its individual interpretations inherent in fiction is devoted, but also a great significance of cultural stereotypes, that affect on information selection. The concept of stereotype introduced by W. Lippman [11], is currently used in the analysis of various materials including an appeal to the geographical perceptions. In terms of humanitarian geography a problem of the geographical image determination is based on stereotyping, which is considered as a foundation of the basic cultural-geographic image formation peculiar either to a majority of linguocultural society members, or to a specific group.

Over the last years quite a number of research devoted to reconstruction and modelling of the cultural-geographic image of any certain country has occurred, where there are used methods of directed survey, various questionnaires fillings, mental maps composing, etc. However, the country cultural-geographic image still has not been studied on a base of the linguistic consciousness of certain social groups.

Due to the fact that the goals of comprehending the images of space imprinted in the human conscience are aligned with the revealing of not only individual, but also stereotyped images of it, in our opinion, a linguistic consciousness study reconstructed by means of psycholinguistic methods and, above all, a free-association experiment, should be included into the methodological arsenal. It is the associative-verbal network that represents, according to Y.N. Karaulov, “not only a fragment of human verbal memory, a fragment of semantic and grammatical relations, but also a fragment of conscious images, motives and assessments of Russians” [12].

The purpose of this article is to estimate a stereotyped component in the cultural-geographic images of country names, which exist in the linguistic consciousness of the certain social group (of Russian students), in reliance of associative potential analysis of country names, as well as to identify possible changes in their cultural-geographic perceptions.

Materials and methods

According to the general opinion of linguists, a free-association experiment allows to detect native speaker knowledge of real-world objects which are stored in the everyday consciousness and reflected in associative meanings of national language words [13; 14]. Basic material for the investigation of the everyday linguistic consciousness and naive geographic worldview is contained in the Russian Associative Dictionary (RAD), edited by Y.N. Karaulov. On the basis of criteria, specially developed by the compilers of the dictionary (including a method of reliance on the vocabulary of the “Dictionary of the associative norms of the Russian language” edited by A.A. Leontiev, frequency and topicality methods for all native speakers, etc.) [15], 9 country names were included into the RAD: America (as a name of the country and continent), Belarus, Greece, Italy, Russia, Rus', the USA, France, Japan.

Taking into account the fact that the subject matter of the analysis in the present article is the heterostereotype cultural-geographic image, i.e. the otherwise image, of a non-self country, associative fields of 7 country names have been studied. Since the information

of cultural-geographic space and its separate objects (as well as countries) is subject to variation in the process of perception, it is important to reveal possible changes in the naive geographic worldview of Russian students, that have happened since the RAD publication.

In order to reveal the dynamics of “conscious images, motives and assessments” of the cultural-geographical perceptions of Russian students, in 2018-2019 we conducted a free-associative experiment among students, acting as bearers of the naive geographic worldview, from different specialties (philology students, students of economical and technical specialties) of Herzen State Pedagogical University and Peter the Great St. Petersburg Polytechnic University. 110 participants aged 17-25 took part in the experiment. The students were offered to react to the proposed stimulus with the first occurred association.

Number of reactions to the country name stimulus recorded in the RAD and the modern experiment (ME):

Stimulus	Total reactions to stimulus		Total number of different reactions to stimulus		Number of single reactions to stimulus		Number of failure	
	RAD	ME	RAD	ME	RAD	ME	RAD	ME
America	106	107	80	83	65	69	2	3
Belarus	105	106	43	45	34	31	3	4
Greece	104	106	53	46	41	21	1	4
Italy	102	109	55	72	41	43	1	1
USA	103	102	58	76	43	59	2	8
France	104	109	43	50	31	27	1	1
Japan	104	108	52	74	36	55	0	2

Results

While processing the results by means of a quantitative analysis, the core part of associative fields, that represents the most frequent and repetitive reactions, has been identified. The core associations of experiment participants are listed in the order of their frequency:

Stimulus	RAD	Modern experiment
America	country, far away, faraway, Africa, Europe, wealthy, great, California, Columbus, open, home wrecker, Russian, freedom, north	the Liberty Statue, Hollywood, junk food, iphone, Alaska, burgers, hamburgers, dollar, Columbus, sanctions, McDonald's, Pepsi, politics, the USA
Belarus	republic, truck, country, Ukraine, foreign land, state, Rus', Former Soviet Republics	potato, potatoes, Lukashenko, Minsk, friends, fields, neighbours, tricot, batka, poverty, Bialowieza forest, Pesniary
Greece	country, there is everything, Athens, ancient, sunny, rest, warmth, Turkey, resort, nut, Rome	olives, Athens, Olympus, myths, the Olympian gods, olive oil, cheese, olive tree, wine, grapes, islands, rest, sirtaki, Homerus, Ancient times, Crete, resort, sea, sunny, sun, statues, crisis, ruins
Italy	country, Rome, Venice, jackboot, hot, sun, France, Colosseum, beautiful, mafia, sea, Sicilia, La Piovra	pizza, wine, fashion, jackboot, Colosseum, pasta, Rome, spaghetti, Venice, shoes, the Renaissance, Dante, art, macaroni, opera, Tower of Pisa, jackboots, shopping, temperament, sun, sunny, Toscana, Florence, Milan, Sicilia, the Vatican City, resort, rest, Roman fountains
USA	country, America, freedom, dollar, Russia, the USSR, wealth, state, capitalism, Clinton, skyscrapers, New York city, the Liberty Statue, states	Hollywood, the White House, the Liberty Statue, Trump, states, skyscrapers, New York, sanctions, freedom, eagle, junk food, iphone, democracy, weapon, palm trees, rockets, economics

France	country, Paris, perfume, the Eiffel Tower, England, Germany, Europe, women, Italy, dream, revolution	the Eiffel Tower, wine, baguette, croissant, fashion, Paris, perfume, Notre Dame, the Louvre, music, beret, Coco Chanel, red lipstick, Provence, Nice, Dior, style, refinement, love, ladies, French women, beaches, resorts
Japan	country, sun, island, techniques, electronics, Tokyo, narrow-eyed, Germany, quality, kimono, China, small, samurai, Land of the Rising Sun, Land of the Sun, Japanese	sakura, anime, sushi, hieroglyphics, robotics technology, robots, islands, kimono, fish, samurai, geisha, stone garden, progress, techniques, Fujiyama, beautiful nature, resort, mountains

Since the cultural-geographic image is heterogeneous by its nature and is formed in extremely wide context, its modelling requires a content-related ranking of the associative-verbal field. Following the Y.N. Karaulov idea of using the “semantic gestalt”, which reflects the internal semantic organization of the associative field, correlating its structure of reality reflected in it [16], at the next stage of processing the results, we identified a maximum number of parameters. These parameters illustrate the nature of student knowledge and perceptions related to the cultural-geographic features of a country as well as explain the emergence of the corresponding directions of association.

The geographic perceptions proper: location, size, climate, landscape, flora and fauna.

Cultural-geographical perceptions: administrative arrangement; sights; history; politics; economics; culture, art, science; architectural look; everyday culture (cuisine, clothes, etc.); population; personality; psychological perception.

We have ranged the directions of association at a core zone level of the field by excluding common reactions such as “country” and “state”. Parameters with a number of reactions equal to zero are not specified in the material below.

The following directions of association were selected in the associative fields, recorded in the RAD:

America: *location* (far away, faraway); *economics* (wealthy); *personality* (Columbus); *psychological perception* (home wrecker, freedom).

Belarus: *location* (foreign land, Ukraine); *administrative arrangement* (Former Soviet Republics); *politics* (Former Soviet Republics); *economics* (truck).

Greece: *location* (Turkey); *climate* (sunny, warmth, resort); *flora and fauna* (nut); *administrative arrangement* (Athens); *history* (ancient); *economics* (resort); *psychological perception* (there is everything).

Italy: *location* (jackboot); *climate* (hot, sun); *landscape* (sea); *administrative arrangement* (Rome, Venice, Sicilia); *sights* (Colosseum); *politics* (mafia); *economics* (culture); *art, science* (La Piovra); *psychological perception* (beautiful).

The USA: *location* (America); *administrative arrangement* (New York city, states); *sights* (the Liberty Statue); *politics* (freedom); *economics* (dollar, wealth, capitalism); *architectural look* (skyscrapers); *personality* (Клинтон); *psychological perception* (freedom, wealth).

France: *location* (Europe, England, Germany); *administrative arrangement* (Paris); *sights* (the Eiffel Tower); *history* (revolution); *architectural look* (the Eiffel Tower); *everyday culture* (perfume); *population* (women); *psychological perception* (dream).

Japan: *location* (island, China); *size* (small); *administrative arrangement* (Tokyo); *history* (samurai); *economics* (techniques, electronics, quality); *everyday culture* (kimono); *population* (narrow-eyed, Japanese).

Most of parameters are presented in the following associative fields: Italy, the USA, France, Japan (8). The least number of parameters is recorded in the associative fields to stimulus America and Belarus (4).

The most frequent parameters: location (6); administrative arrangement (6); economics (5); psychological perception (5), history (3). The most unclaimed parameters: landscape (0); size (1) - Japan: "small", flora and fauna (1) - Greece: "nut"; everyday culture (1) - France: "perfume".

According to the modern experiment there have been the following directions of association selected:

America, the USA (these associative fields have been unified due to their contextual similarity): *administrative arrangement* (states, Alaska); *sights* (Hollywood, the Liberty Statue, the White House); *politics* (sanctions, politics, weapon, rockets); *economics* (dollar); *culture, art, science* (Hollywood); *architectural look* (skyscrapers); *everyday culture* (junk food, burgers, McDonald's, Pepsi, iphone); *personality* (Trump); *psychological perception* (war).

Belarus: *location* (neighbours); *landscape* (fields); *flora and fauna* (Bialowieza forest); *administrative arrangement* (Minsk); *sights* (Bialowieza forest); *economics* (potato, tricot, poverty); *culture, art, science* (Pesniary); *everyday culture* (potato, potatoes); *personality* (Lukashenko, batka); *psychological perception* (friends).

Greece: *location* (sea, islands); *climate* (sunny, sun, resort); *flora and fauna* (olives, grapes); *administrative arrangement* (Crete, Athens); *sights* (Olympus); *history* (Ancient times); *economics* (crisis); *culture, art, science* (Homerus, myths, the Olympian gods, sirtaki); *architectural look* (ruins, statues); *everyday culture* (olives, cheese, olive oil, wine, grapes); *personality* (Homerus); *psychological perception* (rest).

Italy: *climate* (sunny, sun, resort); *administrative arrangement* (Venice, Toscana, Florence, Milan, Sicilia, Rome); *sights* (Tower of Pisa, the Vatican City); *culture, art, science* (the Renaissance, opera); *architectural look* (Roman fountains); *everyday culture* (pizza, wine, fashion, pasta, spaghetti, macaroni, shoes, shopping); *population* (temperament); *personality* (Dante); *psychological perception* (rest).

France: *climate* (resort, beaches); *administrative arrangement* (Paris, Provence, Nice); *sights* (Notre Dame, the Louvre, the Eiffel Tower); *culture, art, science* (music); *everyday culture* (wine, croissant, baguette, fashion, perfume, beret, red lipstick, style); *population* (French women); *personality* (Coco Chanel, Dior); *psychological perception* (refinement, love).

Japan: *location* (islands); *climate* (resort); *landscape* (mountains, Fujiyama); *flora and fauna* (beautiful nature, sakura); *sights* (Stone garden); *history* (samurai, geisha); *economics* (progress, technologies, robotics technology, robots); *culture, art, science* (anime, hieroglyphics); *everyday culture* (sushi, kimono, fish); *psychological perception* (progress).

Most of cultural-geographic parameters are presented in the following associative fields: Greece (13), Japan (11), Italy (9).

The most frequent parameters: everyday culture (7); psychological perception (7); sights (7); personality (6); administrative arrangement (6); economy (5). The most unclaimed parameters are: size (0), history (2).

Discussion and conclusions

In the presence of some matches, significant changes in the content of directions of association as well as their presence/absence in the consciousness of students of different generations have been revealed. For instance, the location parameter (one of the main in the RAD) has become optional for the modern students consciousness and acquired an optional meaning. It is significant that such perceptions were very general in the RAD:

America (faraway, far away), Belarus (foreign land), France (Europe), Japan (island), Italy (jackboot). These perceptions were based on knowledge gained from textbooks and geographical atlases.

The actual geographical directions of association connected to climate, landscape and fauna (optional in the RAD), turned to be more frequent and have significantly extended. It is mainly about those countries which have been included into the sphere of active rest and tourism of the Russians (Italy, Greece, France). C.f.: Italy (sunny, sun, resort); Greece (sea, sunny, sun, resort, olives, grapes); France (beaches).

Perceptions of the sights and administrative arrangement of the most visited countries have fundamentally extended. C.f.: Italy (Venice, Toscana, Florence, Milan, Sicilia, Rome; Tower of Pisa, the Vatican City); France (Paris, Provence, Nice; Notre Dame, the Louvre, the Eiffel Tower). It is revealing that this kind of associations in the RAD has mainly been unified with reactions representing the country names.

The direction of association related to the history of countries, which is well known to Russian students of the last quarter of XX century by school books and fine literature, significantly weakened.

Modern political changes have influenced the psychological perception of these countries, as a consequence, not only positive (Belarus: friends), but also negative assessments never recorded in the RAD (the USA: war, weapon, rockets, sanctions) have appeared.

Economic crisis, various economic growth rates have had an impact on the ideas about the economies of these countries. C.f.: a positive image of Japanese economy (progress, technologies, robotics technology, robots) and the highly negative assessments of a number of countries: Greece (crisis), Belarus (poverty).

The greatest changes affected a sphere of the everyday culture. This direction of association, almost unclaimed in the RAD, became an obliged component of modern cultural-geographic notions. In addition, its content has exceedingly extended especially by the increase of the scope of knowledge related to the national cuisine of other countries: the USA (junk food, burgers, hamburgers, McDonald's, Pepsi); Greece (olives, cheese, olive oil, wine, grapes); Italy (pizza, wine, pasta, spaghetti, macaroni); France (wine, croissant, baguette). It is worth reminding that such reactions have not been recorded in the RAD.

The obtained results allow to conclude that political and economical changes, that are characterizing our times global changes, have affected the cultural-geographic perceptions of students. Transformation of the Russian culture into an "open type" culture [17], which let modern Russian students see other countries, get familiar with their cultural-geographic features as well as people living there, was crucial. Personal acquaintance with other countries weakened the directions of association correlated with the most common, not specific representations which have been replaced by specific, lively impressions of students about the real life of the French, the Italians, the Americans and other nations. Thus, the meaning of the everyday culture of other countries has several times increased in the linguistic consciousness of Russian students. Therefore the stereotyped cultural-geographic images have lost the most general "scholastic" perceptions about their history and geographical location, and have acquired lively everyday life nature, considerably determined by the touristic and "gastronomic" impressions.

REFERENCES

1. Gilbert E.W. The idea of the region. *Geography*, 1960, vol. XIV, Part 3, no. 208.
2. Minchull R. *Regional geography: Theory and Practice*. Leningrad, 1967.
3. Uvarov M. S. Cultural geography in cultural perspective (analytical review). *International Journal of Cultural Research*, 2011, no. 4 (5), pp. 6-18. (in Russian)
4. Zamyatin D. N. Humanitarian geography: space, imagination and interaction of modern Humanities. *Sociological review*, 2010, vol. 9, no. 3, pp. 26-27. (in Russian)
5. Miloslavskaya S. K. Russian as a foreign language in the history of the formation of the European image of Russia: monograph. Moscow, Flinta: Nauka Publ., 2012. 400 p.
6. Zamyatin D. N. Humanitarian geography: Space and language of geographical images. Saint-Petersburg, Alethea Publ., 2003, pp. 49-50. (in Russian)
7. Shareho I. N., Tupitsyna N. B. Pushcha Belarus – an element of cultural and geographical image of the country. *Bulletin of Priamursky State University. Sholom-Aleichem*, 2016, no. 3(24), pp. 79-90. (in Russian)
8. Lavreneva O. A. Geographical space in Russian poetry of XVIII – early XX century (geocultural aspect). Moscow, Institute of heritage Publ., 1998. 128 p. (in Russian)
9. Loshakova G. A., Smirnova L. E. Germany in the works of Russian writers of the late XVIII – the first half of the XIX century: the transformation of cultural and geographical image. *Philological Sciences. Theory and practice*, 2019, vol. 12, issue 3, pp. 389-392. Available at: <https://doi.org/10.30853/filnauki.2019.3.81> (in Russian)
10. Ratzel F. *Antropogeografic*. Stuttgart. 1921. Switching Board. 1-2.
11. Lippman W. *Public Opinion*. New York, Hartcourt, Brace and Co., 1922. 65 p.
12. Russian associative dictionary in 2 TT. T. 1 From stimulus to reaction. / Yu. N. Karaulov, G.A. Cherkasova, N.V. Ufimtseva [and others]. Moscow, AST. Astrel Publ., 2002, 781 p. (in Russian)
13. Kiss G. Words, associations, and networks. *Journal of Verbal Learning and Verbal Behavior*, 1968. no. 7. pp. 707-713.
14. Balyasnikova O.V., Ufimtseva N.V., Cherkasova G.A., Chulkina N.L. Language and cognition: regional perspective. *Russian Journal of Linguistics*, 2018, vol. 22, 2018. no. 2, pp. 232-250. DOI: 10.22363/2312-9182-2018-22-2-232-250 (in Russian)
15. Karaulov Yu.N. Russian Associative Dictionary as a New Linguistic Source and Analysis Tool of Language Ability / Yu.N. Karaulov, G.A. Cherkosova, N.V. Ufimtseva, Yu.A. Sorokin, E.F. Tarasov, N.V. Ufimtseva, G.A. Cherkasova. Russian associative dictionary: in 2 Vol. Moscow, Pomovskii i partner Publ., 1994, Book. 1. Direct dictionary: from stimulus to reaction. Associative Thesaurus of Modern Russian Language, pp. 191 – 218. (in Russian)
16. Karaulov Yu.N. Indicators of the national mentality in the associative-verbal chain / *Linguistic consciousness and the image of the world. Digest of articles* / Ed. by N.V. Ufimtseva. Moscow, 2000. pp. 191-206. (in Russian)
17. Triandis H.C. Cross-cultural studies of individualism and collectivism. / ed. by J. Berman. *Nebraska Symposium on Motivation*, Lincoln: University of Nebraska Press, 1989. pp. 41-133.

Информация об авторах**Васильева Галина Михайловна**

(Россия, Санкт-Петербург)

Доктор филологических наук, профессор кафедры межкультурной коммуникации

Российский государственный педагогический

университет им. А.И. Герцена

E-mail: galinav44@mail.ru

ORCID ID: 0000-0002-4169-0330

Information about the authors**Galina M. Vasileva**

(Russia, Saint-Petersburg)

Doctor of Philology,

Professor of of the Department of intercultural communication

Herzen State Pedagogical University of Russia

E-mail: galinav44@mail.ru

ORCID ID: 0000-0002-4169-0330

Виноградова Марина Владимировна

(Россия, Санкт-Петербург)

Кандидат педагогических наук, доцент Высшей школы международных образовательных программ

Санкт-Петербургский политехнический

университет Петра Великого

E-mail: marinavla2008@rambler.ru

ORCID ID: 0000-0001-7149-2549

Marina V. Vinogradova

(Russia, Saint-Petersburg)

PhD in Pedagogical Sciences,

Associate Professor of Higher School of International Educational Programs

Peter the Great St.Petersburg Polytechnic University

E-mail: marinavla2008@rambler.ru

ORCID ID: 0000-0001-7149-2549

Мячина Влада Ваэлевна

(Россия, Санкт-Петербург)

Аспирант кафедры межкультурной коммуникации

Российский государственный педагогический

университет им. А.И. Герцена

E-mail: vlada.mch@gmail.com

ORCID ID: 0000-0002-3879-0357

Vlada W. Miachina

(Russia, Saint-Petersburg)

Graduate student

of the Department of intercultural communication

Herzen State Pedagogical University of Russia

E-mail: vlada.mch@gmail.com

ORCID ID: 0000-0002-3879-0357