

LINGVOCULTUROLOGY: A IMPORTÂNCIA DAS INFORMAÇÕES DE BASE CULTURAL NO ESTUDO DA SEMÂNTICA DAS UNIDADES DE LINGUAGEM

LINGVOCULTUROLOGY: LA IMPORTANCIA DE LA INFORMACIÓN DE FONDO CULTURAL EN EL ESTUDIO DE LA SEMÁNTICA DE LAS UNIDADES DEL LENGUAJE

LINGVOCULTUROLOGY: THE IMPORTANCE OF CULTURAL BACKGROUND INFORMATION IN THE STUDY OF LANGUAGE UNITS' SEMANTICS

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RESUMO: A pesquisa atual é dedicada à solução de vários problemas. A primeira questão é o estudo da lingüística cultural como uma disciplina lingüística moderna observando as características da cultura que se refletem nas unidades lingüísticas usadas pelos falantes nativos do país específico. O terreno da escolha está condicionado não só pelo número de falantes nativos e pela ideia de analisar características históricas e culturais de duas culturas, mas também pela alta frequência do nome próprio “V. Putin” nos textos de autores dos meios de comunicação de massa britânicos e espanhóis dedicados à Federação Russa. A metodologia da pesquisa baseou-se no método de amostragem contínua, métodos descritivos e análise de conteúdo. No resultado da pesquisa, descobriu-se que itens específicos da cultura estão intimamente ligados ao sistema de valores culturais dos falantes nativos.

PALAVRAS-CHAVE: Linguacultura. Aspecto linguacultural. V.V. Putin. Mídia de massa em inglês. Mídia de massa em espanhol.

RESUMEN: La investigación actual está dedicada a la solución de varios problemas. El primer tema es el estudio de la lingüística cultural como una disciplina lingüística moderna que observa las características culturales que se reflejan en las unidades lingüísticas utilizadas por los hablantes nativos del país específico. El fundamento de la elección está condicionado no solo por el número de hablantes nativos y la idea de analizar las características históricas y culturales de dos culturas, sino también por la alta frecuencia del nombre propio “V. Putin” en los textos de los autores de los medios de comunicación británicos y españoles dedicados a la Federación de Rusia. La metodología de investigación se basó en el método de muestreo continuo, métodos de

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análisis descriptivo y de contenido. Como resultado de la investigación, se descubrió que los elementos específicos de la cultura están estrechamente relacionados con el sistema de valores culturales de los hablantes nativos.

PALABRAS CLAVE: *Linguacultural. Vertiente linguacultural. V.V. Putin. Medios de comunicación en inglés. Medios de comunicación en español.*

ABSTRACT: *The current research is dedicated to the solution of number of issues. The first issue is the study of cultural linguistics as a modern linguistic discipline observing culture features that are reflected in the linguistic units used by the native speakers of the specific country. The ground for the choice is conditioned not only by the number of native speakers and the idea to analyze historical and cultural features of two cultures, but also by the high frequency of proper name “V. Putin” usage in the British and Spanish mass media authors’ texts devoted to the Russian Federation. The research methodology was based on the method of continuous sampling, descriptive and content analysis methods. In the result of the research, it has been found out that culture-specific items are closely connected with native speakers’ system of cultural values.*

KEYWORDS: *Linguaculture. Linguacultural aspect. V.V. Putin. English mass media. Spanish mass media.*

Introduction

At the end of the XXth century a new science, cultural linguistics, appeared at the boundary of several humanitarian disciplines: linguistics, cultural studies, ethnolinguistics, etc. That is why cultural linguistics itself is considered to be a new interdisciplinary mainstream in scientific researches which forms the basis for another aspect of language data interpretation. The research sphere is comparatively young, though it has already won the key place in contemporary linguistics. It became possible to work out a large theoretical database for a new human science thanks to the works of a great range of scholars, such as V.V. Vorobyov (2008), who is considered the first Russian author to define a new linguistic discipline, N.D. Arutyunova (1999), V.A. Maslova (2001), F. Sharifian (2017) and others. Its background had been formed in the works of Wilhelm von Humboldt (1985), Edward Sapir (2007), Benjamin Lee Whorf (1956), etc. Being the student of E.M. Vereschagin and V.G. Kostomarov, V.V. Vorobyov represents country studies science through language research school (VERESCHAGIN; KOSTOMAROV, 1990). V.A. Maslova came to the study of cultural linguistics after studying psycholinguistics and the text expressiveness. Australian scholar F. Sharifian came to the research of culture and language interrelation and interconnection, studying semantic-structural characteristics and differences of Australian English and Australian aborigines’ language. All the aforementioned factors prove a huge variety in scientist’s approaches of the past and

present. They also reason the great number of the new scientific discipline methods, theories and terminologies coexisting at the same time.

Scholars from different countries are not unison in opinions regarding this new discipline nomination: *linguaculture* by P. Friedrich (1986), *linguaculture* with “a” by M. Agar (1994), *cultural linguistics* by G.B. Palmer (1996) and by F. Sharifian (2017) or *ethnolinguistics* by J. Underhill (2012), which, according to A. Duranti (2009), has always been widely spread in Europe. B. Peeters (2016, p. 138) offers his own definition of cultural linguistics: “the general area of research on the relationship between language and culture”.

However V.A. Maslova’s approach to language study as a culture phenomenon, where the display of this culture is fixed, seems to be the most logically formed and finalized one (MASLOVA, 2001, p. 8). It is exactly the linguocultural aspect of culture-specific items as constants that are reflected in all languages and cultures our study is devoted to. Particularly the culture-specific items used to represent the image of V. Putin, the President of the Russian Federation, by British and Spanish mass media are in the scope of the current study. Through language analysis, we shall come to these people’s cultural values understanding.

Media sources social and political weight and influence in the world have dramatically increased with new information distribution means appearance. Society’s lifestyle, point of view, opinion and reaction can be easily formed and shaped with the help of modern media sources, which is also obvious to these mass media editorial boards. The crucial role of these processes belongs to such well-known British publishing companies as The Spectator, Reuters, Daily Mail, BBC, The Sun, Daily Mirror, Daily Express, The Guardian and others. The main reason for this fact is the fact that English language is international (total population speaking this language is two billion people, while 400 million are native speakers) (CRYSTAL, 2008). That being said, we state that printed and online versions of aforementioned newspapers and other high rating publishing agencies are used to represent and create domestic and foreign politicians’ images for their audience.

The most popular and rated Spanish Media sources such as El Mundo, La Marca, El Periodico, El País, El Confidencial, and their electronic versions available in open sources of the Internet are also in scope of the current study. Spanish language, being one of the popular world languages, is widely spread and spoken by 580 million

people, 483 million of whom are native speakers (INSTITUTO CERVANTES, 2019). Due to the number of historical and political reasons and, as a consequence, Spanish language popularity it is spoken not only in Spain, but in the countries of Africa, Oceania and South Africa. It leads to the importance and necessity of studying Spanish native speakers' linguistic world-image and the culture specific items they tend to use to refer to particular realities, concepts, events and persons description.

All listed above reasons lead to a deep understanding of the fact that the analysis of linguacultural aspect of culture specific units used by British and Spanish Mass Media to represent Russian President's image seems to be highly vibrant due to the big number of these two languages speakers being involved into the process of media texts production and consuming.

Such culture specific items as phrasal verbs, metaphors, epithets, phraseological units, idioms and others are of special interest in the course of the selected articles study. The representation of any socio-political events and politicians' images is performed with the help of such linguistic units. The scope of the current article includes the study of culture specific items, representing V. Putin's image, and the interconnection between these culture-specific items choices and the cultural reasoning of it. The current study is determined by the following goals:

- 1) to detect and analyze culture specific items, representing Russian President's image in British and Spanish language articles not older than four years;
- 2) to identify linguistic means and ways of representing V. Putin in Mass Media;
- 3) to study obtained results for two cultures, emphasizing common and different cultural features approaches to language means selection and usage by two cultures article authors.

Methods

This article basis includes the combination of several methods' application, which, in its turn, is reasoned by the systematic approach to the linguacultural analysis. The anthropocentric, linguistic and extra-linguistic data have been taken into account because of the cross-disciplinary approach of the study. To reach all the aforementioned goals of the research the following scientific methods have been used: the continuous sampling method has been used on the first stage of the research to compile factual material body. Then, in the course of selected culture-specific items description and

interpretation, the contextual, linguo-stylistic and content-analysis methods have been used. The interpretational and statistical methods have been used on the final, material post selective stage of the study.

Results and discussions

It is well understood, that a lot of modern scientists from many countries dedicate their researches to the problems that are in scope of cultural linguistics. Among them such modern scholars as Z.K. Sabitova (2015), T.V. Evsyukova, E. Y. Boutenko (2014), and V.M. Shaklein (2017), who published the monograph on cultural linguistics, can be highlighted. J. Szerszunowicz, P.A. Ishida and K. Yagi (2015) are European scientists who study this linguistic discipline. F. Sharifian (2017) is also one of the leading scholars in this field.

The language-culture correlation in its functioning is the cornerstone of the studies of above-mentioned scholars. It seems to be compelling and vital research domain for the current study. It should be pointed out that despite the serious differences in the approaches of scientists to the linguistic analysis of the factual material of their studies, all of them are similar in the fact of the fixation of cultural concepts in culture specific items. This becomes possible due to the cumulative function of the language, within the framework of which cultural information is fixed and accumulated in the language units, after which it becomes available for perception by its speakers.

The task of appropriate factual material body compilation for its further linguistic and cultural analysis has reasoned the necessity of culture-specific items accurate definition and interpretation. However, in the course of more detailed study it's turned out that there is not still any unified approach neither to the way of culture-specific items definition, nor to their classification, nor even to the single term which would be used unanimously by all the scholars. The difference in naming culture-specific lexis by many of scientists can be a proof for the aforementioned statement. The terms such as *culture-specific item* are used by J.F. Aixela (1997), and by E.A. Davies (2003), *culture-specific material* by N. Ramière (2006), by H. Olk (2001), *culture-loaded words* by R. Lado (1972). Another term *cultural words* is used by P. Newmark (2003) or *culture-bound phenomena/concepts* by him as well, and by M. Baker (2018) with D. Robinson (2003). The term *realia* is also frequently used by D. Robinson (2003), and also *non-equivalent lexis* by A. Gudavičius. However,

according to E. Davies's opinion, "culture-specific items" term is used in the majority of the cases (DAVIES, 2003, p. 68). We are also going to stick to the term *culture-specific items* (or *CSI*) in describing selected body of factual material.

For CSI better understanding and identification for the factual material body collection it's necessary to obtain clear and accurate definition of this term. For that we propose to refer to M. Baker's definition "source-language words that express concepts totally unknown in the target culture" (BAKER, 2018, p. 21). She goes on, saying, that "The concept in question may be abstract or concrete; it may relate to a religious belief, a social custom, or even a type of food." (BAKER, 2018, p. 21). She also states that there is no need in context to identify CSI, though J. Aixela (1997, p. 57) sticks to the opposite opinion, stating that CSI can be identified only in the source context. He also applies a correct CSI definition note, that "The main difficulty with the definition lies, of course, in the fact that in a language everything is culturally produced, beginning with language itself" (AIXELA, 1997, p. 57). P. Newmark (2003) backs M. Baker up and writes, that CSI are likely similar to dictionary items.

R. Lado (1972, p. 285) defines his own term *culture loaded words* for CSI as "Culture loaded words refer to those lexical items that are similar in primary meaning in both L1 and L2 but different meaning in connotation".

C. Nord (2018, p. 34), for instance, has the following view on CSI: "a social phenomenon of a culture X that is regarded as relevant by the members of this culture and, when compared with a corresponding social phenomenon in a culture Y, is found to be specific to culture X". She also specifies her understanding of the word corresponding in her definition, and writes that it "means that the two phenomena are comparable under certain definable conditions." (NORD, 2018, p. 34).

U. Persson (2015, p. 30) provides the following definition: "Culture-specific items are concepts that are specific for a certain culture. These concepts can refer to domains such as flora, fauna, food, clothes, housing, work, leisure, politics, law, and religion among others". I. Ranzato (2013, p. 72) brings forward the next statement: "These items create networks of associations which are specific to the culture in which they are rooted".

Following in the footsteps of M. Olk, N. Ramière (2006, p. 155), considers CSI being such a language material, that is able "to encompass the verbal and non-verbal (visual and auditory) signs which constitute a problem for cross-cultural transfer because they refer to objects or concepts that are specific to the original sociocultural

context”. And adds, that the aforementioned objects and concepts “do not exist, or deviate significantly in their connotational value from similar objects and concepts in the target culture(s) considered.” (RAMIÈRE, 2016, p. 155).

It is necessary to notice that these are not the only existing views on the fixation of cultural information in linguistic units and their definitions. For example, the Australian linguist F. Sharifian, as well as other representatives of the American linguistic tradition, investigate the issue of the language-culture interconnection from the standpoint of the theory of complex adaptive systems (CAS) and the theory of cultural models. Many of them are convinced that culture is embodied in language with the help of cultural concepts, which, in addition to language, can be reflected in a large number of aspects of human life: “cultural art, literature, cultural events, folk songs, ritual, non-verbal behavior, and emotion”. (SHARIFIAN, 2017, p. 6).

Taking in account all existing modern approaches towards CSI definition, we have come up with our own interpretation, according to which, CSI is a language unit, possessing the unity of interlinguistic and extralinguistic meanings, standing for the concepts and objects similar in primary meaning in several languages but different in connotation meaning.

Along with a great amount of existing approaches towards the CSI definition, there are not less CSI classifications, designed by many Russian and foreign scholars. However, the majority of them categorize CSI belonging to a specific thematic group of reality objects or concepts, which makes all non-thematic classifications stand out. One of such categorizations is presented in the book “Introduction to interlinguoculturology” written by V.V. Kabachki and E.V. Beloglazova (2012), who offer their own CSI classification, where depending on their belonging to a culture, there are:

- 1) polyonyms – world civilization general elements, met in many cultures;
- 2) idionyms – linguistic units, assigned to specific culture elements of the nation-native speakers of a language;
- 3) xenonym – linguistic units, assigned to specific culture elements of the outer, foreign cultures. (p. 27).

The researchers state, that CSI can be not only nonequivalent, but also culturally specific and general. The factual material analysis in the current research will be held based on V.V. Kabachki’s, E.V. Beloglazova’s approach and with the usage of the following scheme, seeming the most logical and efficient for reaching set goals: context general description → values culture specifications of a nation the author belongs to

detection → detected specifications and made conclusions extrapolation to the description of Russian president and the situations he is mentioned in. This classification has been used in the current scientific article with the purpose to detect CSI more accurately and enrich the methodical armoury at our disposal.

It is proposed to follow language-culture interdependence describing the context detected in British newspapers.

British central newspapers and mass media outlets, as well as Spanish ones, tend to use lexemes, idiomatic and phraseological units, semantics of which have features of ancient Greek or ancient Roman mythology, both of which are common civilizational assets and are understood by representatives of most linguistic cultures. G. Falconbridge and L. Fielder, for example, titled their article published on June 15, 2018 in the London-based international agency Reuters, which retells an interview with financier and investor B. Browder, the following way: “*Kremlin foe Bill Browder tells West – Russian money is Putin's Achilles heel*” (FAULCONBRIDGE; FIELDER, 2018, p. 4).

British authors select the polyonym “*Achilles heel*” of ancient Greek etymology for a metaphorical description of the weak point of V.V. Putin in the title of his article. In the context under consideration, it performs nominative and emotive functions. Such a linguistic unit usage decision is pragmatically motivated by the fact that the analyzed phraseological unit is familiar not only to the British readership, but also to representatives of other, even non-English-speaking, countries, since Reuters targets a wide readership, as evidenced by the multilingualism of their official electronic resource of the Internet. Guided by these factors, the authors of international agencies articles, such as Reuters, are forced to give for a reason preference to the vocabulary and other linguistic units, which are common among representatives of a large number of linguacultural societies. The source of culturally significant information contained in the denotative seme of the phraseological unit “*Achilles heel*” is a universal human intellectual property. The analyzed phraseological unit, the etymology of which goes back to the precedent text-primary source, can be easily reused in other articles.

The President of the Russian Federation is often compared by British journalists to both: James Bond and his nemeses. T. Dowling (2020) gives the following explanation to this particularity in his 23.03.20 Guardian article:

Stierlitz, James Bond’s Soviet equivalent, was a deliberate propaganda creation – the book on which the series was based was commissioned by the then head of the

KGB, Yuri Andropov. In one concrete sense, the effort was successful: it made 20-year-old Vladimir Putin want to become a spy. (p. 3).

According to G. Tomakhin's definition, J. Bond is "the main character in the stories of Ian Fleming. Bond is a daring and attractive secret agent who works for the British Government and has the number 007. He is famous for his charm, wit and resourcefulness." (TOMAKHIN, 2001, p. 102).

Undoubtedly, the Bond protagonist is a collective image of a courageous, brave, heroic and brave loyal subject of the British crown. According to the writings of Ian Fleming, Bond has short, straight, dark hair, as well as cold blue-gray eyes. He is smart and cheerful, but unable to sympathize. Perhaps that is why there are not so many friends around him. The Encyclopedia Britannica (2021b) describes Bond as "a peerless spy, notorious womanizer, and masculine icon". In British culture, masculinity, embodied in the image of the protagonist of J. Fleming's novels, is characterized by elegance of manners and behavior, resourcefulness, courage, sharpness of mind, a refined sense of humor and a gallant attitude towards ladies.

T. Tahir, for instance, represents V. Putin's image in his 27.07.19 The Sun article "Tyrants are forever. Vladimir Putin pulls off Bond villain impression as he plunges to the bottom of the sea in mini-submarine mission" with his comparison to main Bond villains: "*From cat-cradling Blofeld to dead shot Scaramanga, it's hard to tell apart a posing Putin from a scheming villain bent on world domination.*" (TAHIR, 2019, p. 7).

The sources of culturally significant information for the non-equivalent idionyms *Blofeld* and *Scaramanga* are the precedent texts by J. Fleming. The analyzed idionyms standing for Bond villains are used in the context under consideration as a representation of the Russian President's image. The author of the context implicitly compares V. Putin to E. Blofeld, the main villain, who challenged J. Bond in the film adaptation of the homonymous novel by J. Fleming "Diamonds Are Forever" and another Bond antagonist F. Scaramanga, character of the novel "The Man with the Golden Gun". These two fictional characters are well-known to all representatives of the British linguistic culture.

The analyzed idionyms in the context of T. Tahir are reused not in their original sources – precedent texts. They give negative connotations to the metaphorical comparison of V. Putin to the Bond antagonists, and also store discrete information that

characterizes the attitude of British culture representatives towards the enemies of the protagonist of J. Fleming's masterpieces adored by all British through the perception of J. Bond's character as a symbol of British culture.

Then the author of the article goes on intensifying the negative impression effect, listing other Bond antagonists who somehow can be compared to Russian President, among whom are: Karl Stromberg, Auric Goldfinger, Goldfinger's henchman Oddjob, Hugo Drax, the leader of the clandestine organization SPECTRE, Red Grant, Alec Trevelyan, Le Chiffre and Emilio Largo.

Steve Myall writes in The Mirror newspaper 19.03.18: "*While the rest of the world was shocked by Putin's behaviour, back home the public loved his strength and it was likened to that of the all-powerful Tsar.*" (MYALL, 2018, p. 4).

The aforementioned context *CSI a tsar* is a polyonym, which belongs to a large number of cultures. The United Kingdom of Great Britain and Northern Ireland incorporates the island, called Great Britain, and Northern Ireland. It is a constitutional monarchy with two legislative houses (ENCYCLOPEDIA BRITANNICA, 2021c). Therefore, this culture representatives have specific attitude towards monarchy and monarchs. Polls of the population and based on their results articles can help one trace Brits' attitude. One of the proofs for that is the article of Tom Clark (2012, p. 3), which was published in *The Guardian* 24.05.12. This poll results in the record popularity of a monarch among the population of the United Kingdom, which equals 69%, that stand for the number of the British who think that the life without a monarch would be worse. NatCen is the UK's leading independent social research institute. In 2016 it held the monarch popularity level population poll among the British, the results of which showed that 73% of UK population "remained in favour of the monarchy" (CLARK, 2016, p. 2). Such a monarchy popularity level among UK citizens can be a logical basis to make the statement about British positive attitude towards the institute of monarchy. Initially described polyonym from the context of V. Putin being an all-powerful tsar possesses positive connotations which were accordingly embedded into it by the representative of Anglo-Saxon culture, who is aware of British population attitude towards monarchy lexis.

Another British author, Shaun Walker, in his article "2018 election is no problem for Putin – but what about 2024?" published in The Guardian 06.02.18 compares V. Putin to a tsar in the following sentence: "*He has backed an organization calling for a return to the monarchy and hinted that Putin could fill the role of a new*

tsar – a solution few expect to transpire but which illustrates the lack of current alternatives.” (WALKER, 2018, p. 3).

The author of the context, which is analyzed, refers to the same monarchical metaphor *tsar*, describing Russian President as the only person who can possibly fill the leading position in the Russian Federation. This metaphor usage efficiency is reasoned by S. Walker’s being aware of the readership’s positive attitude towards the monarchy as a dominion form of government.

Gwynne Dyer from the British weekly magazine *The Spectator* compares V. Putin to British king Henry II, substituting the aforementioned lexical unit *tsar* with another synonymic polyonym king in the following article headline which was published 24.08.20: “*How Vladimir Putin is in a similar situation to Britain’s King Henry II*” (DYER, 2020, p. 4).

11.08.20 Reuters article “*Putin hails new Sputnik moment as Russia is first to approve a COVID-19 vaccine*” written by Gabrielle Tétrault-Farber and Vladimir Soldatkin has the following lines: “*President Vladimir Putin said on Tuesday that Russia had become the first country to grant regulatory approval to a COVID-19 vaccine after less than two months of human testing, a move Moscow likened to its success in the Cold War-era space race.*” (TÉTRAULT-FARBER; SOLDATKIN, 2020, p. 2).

According to *Encyclopedia Britannica* (2021a), polyonym *Cold War* is “the open yet restricted rivalry that developed after World War II between the United States and the Soviet Union and their respective allies”. The term itself originated in G. Orwell’s “article published in 1945 to refer to what he predicted would be a nuclear stalemate between “two or three monstrous super-states, each possessed of a weapon by which millions of people can be wiped out in a few seconds.” (ENCYCLOPEDIA BRITANNICA, 2021a). In March 1946, he wrote in the *Observer* following sentence: “after the Moscow conference last December, Russia began to make a „cold war” on Britain and the British Empire.” (ORWELL, 1946, p. 2).

In April 1945, British Prime Minister Winston Churchill ordered the preparation of a plan to equip Nazi prisoners with their own captured weapons for the war against the USSR. On March 5, 1946, Churchill, as a private person (at that time no longer held the post of Prime Minister of the UK), made a speech in Fulton (USA, Missouri), where he stated that the relations of the USSR on the one hand and the USA and Great Britain on the other must be built on the military superiority of the English-speaking countries

and put forward the idea of creating a military alliance of the Anglo-Saxon countries to fight world communism. All these actions combined led to a long opposition between the USSR, predecessor of modern Russia, and Anglo-Saxon world, that lasted till the end of the XX century. Thus, the linguistic unit *Cold War* itself is deeply rooted into British culture and acquired negative connotations for British citizens in the course of the lasting rigorous political event. Nowadays this term is used by British journalists to intensify negative effect that they are trying to exert on English-speaking readership, that on the one hand remember the Cold War tension and on the other hand are successor of the generation that had experienced Cold War themselves and evidently has shared its impression with modern Brits. Despite *Cold War* CSI being a polyonym, in the aforementioned context it refers British readers to the negative experience of the USSR-Anglo-Saxon countries confrontation in the XX century and links these impressions with current V. Putin's policy as the President of the Russian Federation.

At the current stage of the study, it is proposed to move to analyzing contexts from Spanish sources and comparing detected linguistic units with already analyzed ones to identify cultural similarities and differences.

Thanks to ancient Greek and Roman cultural and historical heritage, which is a common civilizational heritage at the same time, lexemes, phraseological units and other linguistic units that etymologically belong to the culture of these two ancient civilizations, can be spotted in most modern languages. Undoubtedly, all of them are polyonyms in modern world languages: their connotations, meanings and perception are basically unified among representatives of any linguacultural societies (Spanish is not exception). So, K. García-Abadillo (2018) published an article in the central Spanish electronic edition of *El Independiente* on March 19, 2018, which he entitled with the following sentence: "*La economía: el talón de Aquiles del autócrata Putin*" (The economy: Achilles heel of the autocrat Putin).

The Spanish-speaking author chooses for a metaphorical description of the weakness of the Russian economy under V.V. Putin a polyonym of ancient Greek origin, which will be understood not only by Spanish readers, but also in other Spanish-speaking and foreign languages-speaking countries, since the *El Independiente* edition is designed for a wide range of readers living far beyond the Spanish-speaking countries. Given this factor, the motivation for author's choosing the most unified linguistic unit seems to be more than justified. The phraseological unit in the context under consideration performs nominative and emotive functions, which intensifies the

influence effect exerted on readers. It can be stated that the universal human intellectual heritage served as a source of culturally significant information contained in the denotative seme of the phraseological unit *el talón de Aquiles*.

It is necessary to note, that the use of CSI by Spanish-speaking authors, the source of culturally significant information of which is the universal human intellectual and cultural heritage, is a characteristic feature in the dedicated to the Russian President journalistic texts of the central Spanish media (also aimed at the international readership).

The article by Pilar Bonet published on 11.06.18 in the Spanish newspaper *El Mundo* has the following title, which is going to be analyzed in the current research: “*El Mundial de fútbol corona al ‘zar’ Putin*” (Soccer World Cup crowns ‘Tsar’ Putin) (BONET, 2018, p. 3).

The language units *El Mundial* and *zar* are of particular interest for our study. It is suggested to start with the substantivized idionym *Mundial*, which, according to the most authoritative Spanish dictionary, Real Academia Española (2021), means “Championship in which all nationalities of the world can take part”. The root of the noun being analyzed is the Spanish word *mun-do* ("world").

Being culturally cpecific, this lexical unit represents, according to the definition of similar units by S. Saad Khelal (2018, p. 266), possible “difficulties in translating them”, the consequence of which may be the absence of their equivalent in many languages. Instead of its translation in Russian, for instance, and in the context under consideration, in particular, the transliterated noun *Mundial* is used, which is most often used to replace the name of any World Cup sports competition (RIA NOVOSTI, 2018, p. 4; RT, 2018, p. 2). There is the same language situation in British linguacultural society. As the result for that, the following can be stated: without knowledge of such cultural information, it is quite difficult for a representative of a culture, which is external to the Spanish to understand what kind of world event the author is writing about.

The second noun *zar* ("king") is distinguished by its connotative seme, despite the fact that, according to the classification of V.V. Kabakchi, it is a polyonym that is simultaneously present in more than one culture. It should be noted that despite the fact that polyonyms are present simultaneously in several cultures, they can also have special connotations specific to a particular culture they are used in. Specifically due to the above-mentioned reason, it is proposed to analyze this context together with others

similar to it. It should also be stated, that at the same time with the lexical unit *zar* not less culturally specific item *coronar* ("to crown") is used in the same sentence. The connotative seme, which is incorporated in these monarchist terms in Spanish culture, presents special interest for research. To carry it out, it is necessary to turn to the factual material associated with the reaction and attitude of the Spain citizens to the institution of the monarchy, as such. 05.16.18 in the *El Diario* (2018, p. 2) newspaper article, it was stated that only less than half of the population of Spain supports the monarchy, while 52% of the Spanish are for holding a referendum in order to change the form of government in favor of the republic. P. Iglesias (2018), in one of his articles published on 22.11.18 in the newspaper *El País*, wrote about the protests that took place throughout Spain in 2018 against the monarchical form of government. Thanks to such background knowledge, it can be concluded that recently the Spanish population has had a negative attitude towards the form of government which currently exists in their country, and, consequently, the connotative seme embedded in the analyzed context is negative.

V. Putin's presidency assumption is metaphorically compared to ascending to the throne in the headline of Xavier Colás article published in the Spanish newspaper *El Mundo* 31.12.19: "*El día en que Vladimir Putin subió al trono*" (The day Vladimir Putin ascended the throne) (COLÁS, December 2019, p. 3).

It pushes the readership think of Vladimir Putin as a monarch. Drawing on the culturological extra-linguistic information given in the analysis of the previous context, the polyonymical phrase *subir al trono* can be concluded that the usage of such a figure of speech brings in negative connotation to the whole context. The following sentence, which is met in the same article of the same author, contains a similar context of figure of speech that is close to the topic of monarchy: "*Nadie sabía en ese momento que los siguientes 20 años discurrirían bajo su 'reinado', bien sea desde el Kremlin o desde la oficina de primer ministro*" (No one knew at the time that the next 20 years would pass under his 'reign', either from the Kremlin or from the prime minister's office). (COLÁS, December 2019, p. 3).

The author turns again to the reign analogy he has already used, adding quotations marks to the word-polyonym *reinado*. The reason for this linguistic unit being used is the same as in the previous context. Connotative seme in the aforeanalyzed context appears to be negative.

Same newspaper's author uses the verb *reinar* in the headline of another article published in Spanish newspaper El Mundo 20.10.19. This polyonym is usually expected to be used only in cases of monarchy form of state rule, which cannot refer to Russia's dominion form of government, however, Xavier Colás takes advantage of it in the following sentence: "*Putin reina en Oriente Próximo entre bandos enfrentados*" (Putin reigns in the Middle East between opposing sides) (COLÁS, October 2019, p. 4).

Such a decision can be the result of necessity to present V. Putin as the person who consciously benefits from different groups coming into conflict in the Middle East, and furthermore hypothetically controls the situation. It is clear that the connotative meaning of the context is negative, based on the culturological information described in the *zar* context.

Conclusion

100 printed and digital versions of both countries most read papers articles have been analyzed in the course of the study, aiming to detect 12 contexts of CSI representing V. Putin's image, used by Anglo-Saxons from the UK and Spanish from Spain. There were 39 UK articles that have been analyzed to detect 6 contexts, while 61 Spanish articles analysis led to the to same number of contexts detection. It follows, that Anglo-Saxon culture representatives tend to use CSI in political publicistic texts 1.5 times more often than their Spanish colleagues, which can be the consequence of their tighter link to culture and historical background on the one hand, and deeper interest in V. Putin's image representation on the other hand.

It is worth mentioning that British authors tend to use both: polyonyms and idionyms (71.5% and 28.5%, correspondingly), while Spanish use more polyonyms (nearly 100% of cases). It can be conditioned by greater uniqueness and culture-historical inheritance of Anglo-Saxon linguaculture in general. Spanish authors represent V. Putin's Mass Media image in a more negative way, while their British colleagues are better well balanced, taking advantage of both: CSI with negative and positive connotation (49% and 51%, respectively).

Furthermore, it is worth noting that there is difference in the way two cultures representatives choose the CSI to represent Russian President image. British authors apt to use precedent text CSI (*Blofeld*, *Scaramanga*) and culturally specific political terms (*Cold War*). At the same time Spanish journalists use CSI connected to the sports events (*Mundial*) to represent the image of V. Putin. The use of polyonyms (*zar*, *subir al trono*,

reinar, reinado, tsar, king), that are common for the majority of cultures, is typical for both analyzed cultures, however the attitude towards the monarchical lexis differs based on the monarchy institute perception by the cultures representatives.

Main goals set in the very beginning of the study, that are culture specific items, representing Russian President's image in British and Spanish language articles not older than four years detection and analysis; linguistic means and ways of representing V. Putin in Mass Media identification and, lastly, cultural features of the approaches to language units selection and usage by different authors naming, are referred to as reached.

Finally, it has to be noted, that further cultural linguistics CSI studies are crucial due to the increasing volume of linguistic material, representing the image of politicians, generated by English and Spanish speaking journalists. This language material can shed light on deeper reasons of them choosing and using specific CSI, based on the historical and cultural features.

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