Author Guidelines

- 1. The recommended length of the articles is to 0.75 printer's sheet (30,000 characters including spaces and punctuation), scientific reports to 0.4 printer's sheet (16,000 characters including spaces and punctuation), other papers to 0.15 printer's sheet (6,000 characters including spaces and punctuation). The recommended length of the articles for postgraduates is to 0.4 printer's sheet (16,000 characters including spaces and punctuation).
- 2. In the electronic version a common wordprocessing program such as Word for Windows should be used. Any special characters used should be labeled and clearly identified at their first occurrence. Their files (in *.ttf True Type Font) should be attached to the letter with the article. If there are no such characters in Times New Roman font (e.g., transcription signs, any foreign language examples), there should be used standard fonts (Symbol, Lucida Sans Unicode, SILDoulosIPA, SILDoulos IPA93). Tables, graphs, and illustrations should be made using standard Microsoft Office; graphics should be included into the file.
- 3. Examples in the articles should be set in *italics*.
- 4. Notes should be set as paginal notes and numbered page-by-page.
- 5. References should be shortened (see the pattern below) and given at the end of the paper, listed alphabetically. Sources in foreign languages follow the Russian ones.
- 6. References in the paper should be used in square brackets where should be given the author's surname, the year, the pages quoted. E.g., [Vinogradov, 1963, p. 46]. If there are some works of one and the same author and year in the reference list, there should be the specification used: [Gorelov, 1987a]. The reference list itself should contain the same specification.
- 7. Contacts: Executive secretary of the journal Doronina Svetlana Valerievna, Altai State University, the Department of Mass Communications, Philology, and Political Science, ulitsa Dimitrova, 66, office 405a, Barnaul, Russian Federation 656049. The postal messages should be doubled via e-mail. The electronic version of the paper should be attached to your letter via e-mail: sovet01@filo.asu.ru. The topic should say "To Journal Editorial Office". The information about the authors should be attached to the article: your surname, name, patronymic, organization you work in (the official name of the organization, address, zip-code), position held, academic degree, academic rank, official and private addresses, telephone / fax number, e-mail. E-mail address is obligatory.
- 8. Authors are asked to check their manuscripts very carefully before submitting them in order to prevent delays and denials at the proof stage.
- 9. Recommendations to the submitting paper: Please use font size Times New Roman 12 point and single line spacing throughout, paragraph indention is 0.8 cm. **The additional** text going before the paper (scientific report) consists from those components: author's name, patronymic, surname (in Russian and English, semibold type), paper title (in Russian and English, semibold type), abstract in Russian and English (no less than 1,000 characters each one). Then goes **the paper text itself**: title (in Russian, in capital letters, center alignment), key words in Russian and English (no more than six in each language), right and left indentions are 0.8 cm, full justification, the paper text, references.

The Paper Pattern:

М.Н. Крылова. Человек сравнивающий: современная языковая личность в контексте используемых сравнений. В статье описываются культурные и ментальные особенности современной языковой личности, которые становятся явными при анализе сравнительных конструкций, используемых говорящим. Современная языковая личность активно использует сравнения, большинство из которых кратки и лаконичны; выбирает

экспрессивный. яркий образ. Структура сравнения нередко однообразна невыразительна, количество структурных типов ограничено, используются в основном союзные формы. Говорящий часто прибегает к сниженным, вульгарным образам, нарушающим культурные нормы. Создаваемые конструкции нередко юмористический демонстрируют творческий характер, подход говорящего к устойчивым сравнениям, свободу оперирования прецедентными феноменами, а также изменение системы ценностей современной языковой личности.

M.N. Krylova. Person Who Compares: The Modern Language Personality in the Context of Using Comparisons. This article describes the cultural and mental peculiarities of modern language personality, which become apparent in the analysis of comparative constructions which author of the text is using. The modern language personality is actively using comparisons, most of which are short and concise; chooses an expressive and vivid image. The structure of comparison is often monotonous and inexpressive, the number of structural types is limited, mainly the forms with conjunctions are used. A speaker often resorts to lower, vulgar images that violate cultural norms. Comparative constructions are often humorous. We see that the language personality uses changing sustainable comparisons, often refers to the precedential phenomenon, also changes in the value system of a modern native speaker.

ЧЕЛОВЕК СРАВНИВАЮЩИЙ : СОВРЕМЕННАЯ ЯЗЫКОВАЯ ЛИЧНОСТЬ В КОНТЕКСТЕ ИСПОЛЬЗУЕМЫХ СРАВНЕНИЙ

М.Н. Крылова

Ключевые слова: языковая личность, сравнительные конструкции, прецедентный феномен.

Keywords: language personality, comparative constructions, precedential phenomenon.

Text, text,

References:

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Notes:

- 1. Papers submitted by postgraduates and aspirants for the Candidate's Degree should contain the main research results, correspond to the scientific style, and be recommended by the chair, which postgraduates or aspirants are attached to (the recommendation should be set in a form of an extract from the chair record of a meeting). The paper should be submitted with the academic advisor's reference letter where he / she gives the evaluation of the theoretical and practical research significance and novelty of its results and the recommendation to publish the paper in the "Filologiya i chelovek" Journal. Support documentation (with the corporate seal) should be scanned and sent to the Editorial Office via e-mail or telephone / fax (3852)366384.
- 2. The recommended in paragraph 1 length of the article includes all its components (from the title to the notes and sources quoted).
- 3. Postgraduates submit their manuscripts for free.