

SYMBOLIC NATURE OF CULTURE: FEATURES OF THE ENGLISH FLORISTIC SYMBOLICS IN MODERN ECONOMIC AND POLITICAL MEDIA TEXTS

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The relevance of the study is conditioned by the objective necessity to form integrated communicative space of floristic symbolics. Weak degree of analysis of floristic symbols and their reflection in modern media language of Great Britain in political and business spheres cause relevance of the research. The object of the research is the floristic symbolical nature of culture of Great Britain. The subject are the main features of floristic symbols of Great Britain in modern political and economic media texts. The aim of the study is to identify the symbolic nature of culture of Great Britain through establishment of the main features of floristic symbols in modern English political and economic media texts. The material contains a comparative analyses of British economic and political media discourse. The ways of analysis are useful for development of communication theory, linguapragmatics, psycho- and sociolinguistics, cultural linguistics, media, business and political linguistics, comparative linguistics. Material of the research are the English political and economic media texts in which floristic symbols of Great Britain occur. In the article, we research the reflection of floristic symbols in modern media of Great Britain, analyse and systematize information on floristic symbols from scientific literature; determine the concept "symbol", reveal the main features of floristic symbols in economic and political media texts.

Keywords: symbolic nature of culture, floristic symbolics, economic and political media texts, business communication, political communication, media discourse.

INTRODUCTION

Language, being a product of culture, its major component and condition for its existence promotes emergence and realization of cultural codes. Anthropocentric approach focuses attention of researchers on the identity of the native speaker and the place of "the language personality" (according to Yu. N. Karaulov) in culture. Culture, developing, creates and uses rule of signs and symbols which become its peculiar carriers. The importance of flora for the person and the fact that the person throughout many centuries looks for compliances among themselves and plants,

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consistently find reflection in language. For example, the metaphor “*person – plant*” is one of the main metaphors practically of any language and has universal character.

The floristic symbol represents the most important component of the cultural coding of language therefore definition of universal and unique features of floristic symbolics is important that will give help in an explanation of mechanisms of formation of phraseological and metaphorical fund of language.

The symbol attracts interest not only of linguists, but also of philosophers, psychologists, literary critics, culturologists, researchers of semiotics and mythopoetics that is the cause of a set various and often opposite interpretation of the term ‘symbol’. We consider floristic symbolics in a linguacultural context, which is the symbol, corresponds to contents of cultural information, which it transfers, in particular in the linguaculture of Great Britain where the symbol appears as a sign in which primary contents realizes a form for secondary contents.

Contrary to so wide range of the sciences, which are interested in a symbol, it has a very weak extent of reflection in each of them. Linguists still have not brought it in the device, proving it by existence of motivation, that there is a certain communication between the symbol and what it designates. Scientific works on this subject are in most cases connected with reflection of various symbols in literary works. Weak degree of study of floristic symbols and their reflection in modern media language of Great Britain in political and business spheres cause relevance of our research.

The object of the research is the floristic symbolical nature of culture of Great Britain. The subject are the main features of floristic symbols of Great Britain in modern political and economic media texts.

The purpose of our research consists in studying of the symbolic nature of culture of Great Britain through establishment of the main features of floristic symbols in modern English political and economic media texts. Achievement of goals requires the solution of the following tasks:

- 1) to define the concept “symbol”,
- 2) to study and systematize information on floristic symbols,
- 3) to investigate the main features of the floristic symbols reflected in political and economic articles of modern media of Great Britain.

METHODOLOGICAL FRAMEWORK

The aim of the research has defined the choice of methods of the analysis. In work, we apply the following methods: inductive, descriptive and comparative, cognitive and discursive, interpretative, linguasemiotic, cultural and historical methods, semantic, definitional, functional and stylistic analysis. The methodological basis of work is a system and anthropocentric approaches. According to the principles

of system approach, any phenomenon is considered as integrity in unity of all its communications and relations. In order to establish which structural and content features are in the analyzed publications was carried out comparative and quantitative analysis (content analysis) of publications in mass media. The ways of analysis are useful for development of communication theory, linguapragmatics, psycho- and sociolinguistics, cultural linguistics, media, business and politics linguistics, comparative linguistics.

The theoretical basis of our research is made by works of V.A. Andreyeva (2006), A.K. Bayburin (1995), K. H. Jamieson (1997), K.K. Campbell (1997), K.S. Johnson-Cartee (1997), G.A. Copeland (1997), V. Kuklev, (2006), K.A. Malygina (2015), Yu.M. Lotman (1996), N. Panasenko (2016), V.V. Pokhlebkina (1995), E.V. Ryzhkova (2001), Yu.S. Stepanov (1985), M.R. Zheltukhina (2015), etc. Material of the research are the English political and economic media texts in which floristic symbols of Great Britain occur.

RESULTS

In our research, we prove a hypothesis that the culture has the symbolic nature, in particular floristic symbols of culture of Great Britain find reflection in modern English political and economic media discourse. We have to identify the role of floristic symbols in culture of Great Britain through a prism of political and economic media texts.

Symbolism is considered as art expression of intuitively comprehended entities, ideas and cultural phenomena by means of symbols. The symbol is a link between the rational world consisting of signs and irrational world including mystical values [Mechkovskaya, 2004: 132]. In perception of the symbol, it is important for us to observe its correlation to cultural information, which it transfers. According to A.F. Losev the generalized principle of the subsequent expansion of the semantic maintenance curtailed is put into a symbol. It means that the symbol can be considered as a specific factor of sociocultural coding of information and at the same time as the mechanism of its transfer [Losev, 1995: 62]. Yu. M. Lotman notes similar ability of a symbol. In his opinion, the culture is always set of a certain number of inherited texts and symbols [Lotman, 1996: 57].

The symbol is closed on itself, clearly limited and easily can be isolated from a semiotics context. Whereas other signs self-actualize being included in a certain sequence. The symbol owns value and isn't a part of a syntagmatic row. In case when the symbol is included in any text, it can keep independence of the sense and the structure by means of which we also distinguish it as a symbol. Due to this, the symbol can change the environment with ease and be a part of other contexts.

We understand the cultural determined, multiple-valued, rather steady, contextually caused lexical unit of floristic semantics having associativity and emotionality as a floristic symbol.

Plants in human life always play a large role, and respectively the language symbols designating them, reflect a powerful part of a language picture of the world. Feature of studying of floristic symbols is an opportunity to learn besides cultural values of native speakers as well about the physical environment surrounding them in the past.

Throughout many times people give to plants special symbolical sense, allocate them from the environment. The simple plant can become a sign symbol of difference of the whole people, having received special sense in the culture. Therefore, for example, the concept “national flower” appears long before emergence of the coats of arms or flags. In each of cultures, the plant acts as a basic symbol of life of the earth and a natural cycle of the birth, death and revival. Plants – a symbol of vital force, recurrence, abundance, passivity and immovability.

Let us define the concepts “flora” and “plant”.

Flora represents the set of species of plants, which was historically fixed in a certain territory.

Plants are a biological kingdom, group of metaphytes including mosses, ferns, horsetails, club mosses, seaweed, gymnospermous and flowering plants [BSE, 2012].

Various vital forms (trees, bushes, herbs, etc.) present plants. Plants components are seeds, roots, stalks, leaves, flowers and fruits that are a final stage of development of flowers.

As a result of the analysis of material and special literature [Andreyeva, 2006: 25, 145, 225; Afanasyev, 1982: 144; Foley, 1997: 38, 77; Tomakhin, 2003: 82, 95, 128; Pokhlebkina, 1995: 24; Kholostyakov, 2015; Zheltukhina, 2015; Zheltukhina, Krasavsky, Slyshkin & Ponomarenko, 2016; Zheltukhina, Slyshkin, Ponomarenko, Busygina & Omelchenko, 2016; ‘Zheltukhina, Vikulova, Serebrennikova, Gerasimova & Borbotko, 2016; Zheltukhina, Mouzykant, Barabash, Ponomarenko, Morozova & Mori, 2017; BE; BARFS; CID; DPSA; LDELIC; SHI; etc.] it is established that the floristic symbolics of Great Britain is formed by wood, flower symbols, and also national plant symbols.

1. Wood Symbolics

All ancient people, which considered that in certain trees live gods, worshipped trees. The first tree, which has gained symbolical value, was the Tree of Knowledge. The tree is the major basic traditional symbol. Often the tree symbol does not belong to a certain sort, however many people choose any separate species as patrimonial (for example, an oak for Celts; an ash-tree for Scandinavians). In the broadest sense, the tree symbolizes space: its laws and processes therefore it symbolizes frequent also immortality. In the ancient time, the most part of Great Britain has been covered with the dense woods from an oak, a linden, a birch and other deciduous trees. The Celts living here considered sacred as separate breeds,

in particular oaks, and the woods, groves. For Celts trees were the bridge between the top world as mortal world, and the lower Other world since roots of trees conduct deeply under the earth, and their kroner aspire to the sky. Trees were perceived as the embodiment of a mythical Tree of Life and respectively as a fertility symbol. Annual updating of foliage on trees has caused Celtic philosophy of eternal revival and updating. We will list below symbolical character of important trees for the people of Great Britain:

- oak – a symbol of the divine power, protection and wisdom.
- apple-tree – a symbol of the evil and rescue, immortality.
- acacia – a symbol of a freemasonry, immortality.

2. Flowers Symbolics

Flowers most often symbolize beauty, youth, innocence, being attribute of goddesses Flora, Aurora and Spring. In an allegorical still life flowers are a symbol of rapidity and ephemerality of human life, pleasures of paradise, boundlessness of perfection of the nature. Flowers act as a spiritual symbol for many religions. Flower symbolism stretches from a virtue allegory to association with a bloody sacrifice and death (red flowers – anemones, poppies, violets). Color, aroma and invoice of flowers often allocate them with individual symbolism:

- forget-me-not – a memory symbol
 - heather – a symbol of modesty and inevitable rewarding for kindness
 - lilac – misfortune symbol
 - hand bell – a symbol of long, joyful and safe life
 - carnation – a symbol of love and purity
 - verbena – a symbol of love and fulfillment of desires
 - lily – a symbol of injustice and not duty
 - white lilies – a purity symbol
 - magnificent magnolias – a boasting symbol
 - pansies, “hearts ease” – a symbol of expression of feelings, sincere ease and rest
- E.g.

The floristic symbol ‘pansies’ contains in several articles of the British media (2014-2015), devoted to St. Valentine’s Day. Authors of articles recommend in the headings “*to send pansies*”, meaning “*to open the feelings*”. One of ways to make it is to send a card “... *to includes a verse and an image of a young woman with pansies*” [Culture box, 2/7/2015].

3. National Plant Symbols

People represented plants on the coats of arms throughout many centuries:

olive branch – a symbol of the world and hope

laurel branch – a glory symbol

pomegranate – a fertility symbol

wheat – a fertility symbol

lily flower – a symbol of purity and hope.

E.g.

Leek – the national symbol of Wales connected with a name of Saint David. On an ancient legend, David has lived several years, eating only bread and wild onions. On other belief on the onions field one of fights with the Saxons was conducted, and then Saint David has ordered to the soldiers to insert leek into a helmet easily to distinguish the colleagues. By the 14th century, colors of leek – white and green – were a distinction of archers of Wales. The fact that Welshmen fixed to themselves wild onions can find the Proof in Shakespeare's play "Henry V". In modern Wales in the first day of spring – Day of Saint David – people decorate their clothes with leek.

Narcissus – yellow daffodil – a symbol of Wales connected with Saint David. Narcissuses begin to blossom on March 1 in day of Saint David. There is an opinion that this flower became the Welsh symbol because of confusion in translation as in language of Wales leek and narcissus are called equally – cenhinen.

The narcissus is an emblem of the known in the English culture World Organization of Fight against Cancer, representing fight and hope of the people having this illness. The narcissus has been chosen as by the first it is beaten through the frozen soil in the spring.

Every year last Friday of August a large number of charitable actions is carried out. In the run-up to this event a set of the British newspaper headings, use a narcissus as a component of a metaphor of "The Daffodil Day" symbolizing Day of Fight against Cancer.

On the main turn the Guardian in 2004 has published lines from the poem "Daffodil Day" in which the narcissus also symbolizes hope:

*Today I bought a daffodil,
A symbol of hope we share,
In memory of a loved one,
To show mankind I care.*

According to the constitution of Ireland, a shamrock is the state symbol, which is represented on stamps, military medals, seals and other regalia. The clover is connected with a name of Saint Patrick. On a legend by means of a shamrock, he explained to the people a concept of the Holy Trinity: as three leaves can grow from one stalk and God is capable to exist in three persons. The clover has turned into a symbol of the St. Patrick's Day. For the first time the tradition to fix to

clothes the shamrock is mentioned in the end of the 17th century. The clover became for Irish a symbol of love to freedom and mutiny over time, an embodiment of these people. The image of a clover, its name can be seen on the Irish pubs, forms of teams worldwide:

«*Five Shamrock senior-athletes receive four rivers conference Scholar Athlete Award*»; «*It is the second winning of shamrock teams*» [Monitor, 07.09.2015].

DISCUSSIONS

The study of literature indicates on the presence of a theoretical framework on the issue of the formation of symbolic nature of culture: identification of the main features of the English floristic symbolics in modern economic and political media texts.

The analysis of material shows that the British mass media actively use floristic symbols especially in economic and political media texts. It is connected with the fact that they have the task as social regulation that causes high degree of a metaphorization and symbolization of the media text for drawing attention of the addressee and influence on him.

1. Floristic Symbols in Economic Articles of Modern Media of Great Britain

Symbolically plants have close connection with the goddess of earth, fertility and vegetation. The flower represents a bowl, a receptacle, a storage of something. The above-named values of representatives of flora are a basis for use of floristic symbols as a component of metaphors in the media texts devoted to economy. We will give examples of widespread floristic symbols in the British economic media texts below.

In economic texts, the metaphor '*flower bond*' designates the state bonds of the USA accepted irrespective of the price of their purchase at par value at payment of a tax on the inherited property if the dead was their registered owner at the time of death; bonds for payment of a tax on the inherited property have the same name. In this example, the flower symbolizes respect for memory of the dead:

«*Flower bonds may be redeemed at par before their maturity date when offered in payment of federal estate taxes.*» [Monitor By Robert Edwards, 2015].

«*A flower bond maturing in June 1983 with a coupon of 3 1/4 percent may be selling for a discount of 80*» [The Guardian, 17.08.2015].

Daisies are a floristic symbol in expression '*daisy chain*' which use for designation of trade between market speculators with the purpose to attract authorized investors, having created visibility of active trade operations. When the last raise the prices, the first get rid of the purchases, and naive investors lose buyers with whom they could make transactions. Initially a chain of daisies is a children's game in which children do wreaths, necklaces, bracelets of these flowers. The daisy symbolizes innocence and purity.

«*Big data drives the daisy chain of value in today's economy*» [Big Data.com, 10/2015].

«*While the daisy chain brokers may profit from these falsely boosted transactions, manufactured transactions of this kind hamper the natural flow of activity for securities and can be dangerous for investors*». [The Guardian, 19.11.2015]

2. Floristic Symbols in Political Articles of Modern Media of Great Britain

The world picture in journalism is firmly predetermined by the political order. Theorists of journalism have drawn a conclusion that the appeal of mass media to audience for the purpose of its political activation surely has to contain “mechanisms” which will influence cognitive, emotional interests of the person and strong-willed regulators of his behavior in the structure. One of such “mechanisms” is use of symbols, including floristic symbols.

In the analysis of the British political media texts, we allocated cases of use of floristic symbols, which can be classified on several groups:

1) The floristic symbols designating parts of plants: *roots, branch, stems, offspring, core, grassroots*, etc.

In the symbolical plan, the listed images are used at designation of the prime cause, the beginning of political process or its result.

«*We are not alone in these problems and the roots sometimes go very, very deep, but there is no cause or justification for defeatism, for saying there is nothing we can do about this*» [Blair's Speech on improving parenting, 02.09.05].

2) The floristic symbols designating vital stages of plants: *growth, flowering, withering, reproduction*, etc.

By means of floristic symbols, authors specify stages of existence of various political organizations, career of certain politicians, parties. They are capable ‘*to blossom, ripen, wither, breed*’ etc.

«*For many years the new organisation struggled to take root in the British political system*» [Labour Party Manifesto, 2005].

Also in English in similar cases, a wide synonymic row is used: *to bloom, to blossom, to flourish, to flower, to thrive*. The British journalists, creating an image of the successful country, often use the positive potential of symbolism of blossoming.

«*Over the next few years, Paul hopes to move down-under with Demos. Despite the recent re-election of the centre-right party, Paul believes Australia is ripe for political renewal and there is a «hunger for new policy thinking»* [Martha Housden, 2014].

3) The floristic symbols designating names of concrete species of plants or his derivatives (fruit, leaves). Orange, rose, lily, tulip, etc. receive ideological reevaluation in a political media discourse.

«*He is not a wilting lily. This is a tough man*», said Landis, the Damascus-based author of Syria [Comment.com, 18.10.15].

Данные символы также несут функцию этнографической и культурной индикации. «*Orange squashed. V. Yanukovich seems the likely winner of Ukraine's presidential election*» [Economist 08.02.10];

«*The Marigold Revolution? Another color revolution may be forming in Latin America*» [Strat-for.com. 05.10.07].

Metaphorical use of the floristic symbols extended for this or that area is an effective method of representation of the certain territory of the country, its inhabitants and politicians.

4) The floristic symbols meaning processes of interaction of the person and the plant. So, for example, the word '*Harvest*' is regularly used for symbolization of process of attraction of votes: «...*to reap thousands of crucial votes, to reap a rich harvest of disgruntled former Labour voters, the party could reap most transatlantic benefit*» [The Guardian, 10.09.15].

In the political discourse of Great Britain the words '*to slash, to whittle down, to axe, to cut, to nurture democracy*' designating removal of plants are very demanded at the description of curtailment something, e.g., the public expenditures.

5) The words designating the place of growth of plants. For example, in the British political media discourse the garden often symbolizes the residence of the Prime Minister in London. Here in a garden since the end of the 20th century a large number of the political actions broadcast on television is carried out. Therefore, this floristic symbol often matters the place of public activity of the Prime Minister of Great Britain.

«*Gordon's garden. Three days of summer sun and Labour is feeling the heat*» [M. Urry/FT 07.06.07].

CONCLUSIONS

So, apparently from the previously mentioned, flora is always of great importance in human life that is reflected in his language picture of the world. Floristic symbols are an important element of a cultural code of Great Britain; their studying allows removing many linguaculturological problems in realization of a modern media discourse in economic and political spheres.

Within the research of reflection of floristic symbols in modern media of Great Britain information on floristic symbols from scientific literature has been analysed and systematized; the concept "symbol" is opened, the main features of floristic symbols in economic and political media texts are revealed.

During the research, we have formulated the following conclusions:

- 1) the symbol can be considered as a specific factor of sociocultural coding of information and at the same time as the mechanism of its transfer;

- 2) the most important floristic symbols of Great Britain are wood, flowers and national plant symbols (an oak, an apple-tree, a pansy, a shamrock, a narcissus, a lily, a thistle, a rose, etc.);
- 3) floristic symbols have wide circulation in political and economic media discourses of Great Britain;
- 4) in the English media texts, floristic symbols most often have reflection as key elements of metaphors, phraseological units, and also directly symbols and allusions in artistic literature.

Implications and recommendations for future studies are as follows. Based on findings of this study we can compare floristic symbols in different human spheres. It should be noted that our future study could form integrated communicative space of floristic symbolics. It is recommended that linguistic and cultural development of research should include complex methods, which were integrated into research process and should be discussed by experts in their fields. The next step in the development of this research will be the creation of basis of the floristic symbolics in economic and political media texts in different media cultures. The field of practical application of this research is the possibility of its use by philologists and teachers for work with the authentic artistic texts and media texts containing floristic symbols of Great Britain and for preparation for regional geographic lessons of English.

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