Marina Shkuropachkaya. Secondary nomination in Mongolian and Russian language picture of the world (based on zoonyms) // THE 10TH ANNUAL EMBODIED AND SITUATED LANGUAGE PROCESSING // MOSCOW, 2017. P. 24.

The project aims to describe the semantics of everyday words formed in everyday communicative experience of the Mongolian and Russian native speakers. The main objective of the study is to identify language universals and cultural specifics of the ordinary language meanings of the words in the two compared languages.

The main method of research is a psycholinguistic associative experiment. The experiment involved 100 native Russian and Mongolian native speackers, mostly students of universities city Biysk (Russia) and city Khovd (Mongolia). The stimuli were 10 Russian and 10 Mongolian words that form the thematic group "Pets". Total collected 12,000 associations.

The main results of the study. In the construction of the studied fragments of the Mongolian and Russian national language picture of the world involves the following components of the ordinary language of consciousness: the sensory-receptive, logical-conceptual, emotional and evaluative, value-moral. However, their role in shaping the national contexts are different. Encyclopedic association are most numerous in the fields of associative words in both languages. However, the proportion and nature of specific associative fields are differing.

We have identified areas of identity and the area of contrast associative characteristics.

Identity area includes the association indicating the outward signs of the animal, especially its behavior. Reactions for the Russian language associated with the sedentary nature of the animal content; for the Mongolian language associated with the nomadic way of life and a sign of fertility.

The closest in meaningful relationships were associations that characterize the utilitarian attitude of man to the animal. This demonstrates the coincidence of both national cultures pragmatic man's relationship to pets.

The associations with emotional and evaluative and value-moral components determine the specifics of the national worldview.

Reflection and understanding of the world is inextricably linked to nominative human activity. Our study proves the efficiency of using the names of Pets for the secondary signification by native Mongolian and Russian languages of natural objects, artifacts, and entities. Analysis of the principles of the nomination of artefacts by Mongolian and Russian native speakers proves that the nature of the nomination in different ethnic areas are the same.

This is evidenced by the almost complete coincidence of the principles of the category of words obtained by surveying Mongolian and Russian native speackers. The major differences concern the productivity of the principles of the nomination, which for some is very significant, and for others not so important. The coincidence of the principles of the nomination in different regions can be explained by the same inclusion of Pets into everyday practice of people. Significant differences in the productivity of the principles of the nomination in the sphere of extralinguistic reality, depending on the extralinguistic terms of naming and cultural factors.

The cultural factors also play an important role in the transfer of title of the animal to the person.

The involvement of these two languages allowed us to identify national specificities of the cultural layer of the semantics of words. Specificity is manifested both at the level of lexical system of languages, and at the level of everyday consciousness of native speakers in their nominative associative activities.