

SUMMARIES

Zuzanna Grenbetska. Black “Volga” and naked Negresses: modern myths, urban legends, and rumours about the times of People’s Republic of Poland

Key Words: People’s Republic of Poland, urban stories, post-communism, Legnica, Warsaw, Smolensk, Polish-Soviet relations, Polish-Russian relations

The article analyses urban stories, myths, legends, and rumours of Poland of the communist times (particularly devoted to the Polish-Soviet relations) on the example of Warsaw and Legnica, and the rumours appeared as the result of the Polish plane crash near Smolensk at April 10, 2010.

Oleg Afanasiev, Alexandra Trotsenko The category “legendary city” and its functions for geohistorical region (on example Dnieper Nadporozhe^{*)}).

^{*)} *Dnieper Nadporozhe means geohistorical region on the territory before Dnieper rapids.*

Key words: the legendary space, the legendary landscape legendary city mental-semiosis systems, Dnieper Nadporozhe.

The category of "legendary space", "legendary landscape" and "legendary city" as objects of scientific interest in the cultural and human geography are considered.

Authorial classification of "legendary spaces" with examples from the region geohistorical "Dnieper Nadporozhe" is represented

The problems of information reliability of categories "legendary city" and "the legendary space", the functions and importance of "urban legends" for geohistorical regions are outlined.

Two types of "legendary spaces" or mental-semiotic systems are identified.

Under the "legendary cities" is proposed to understand the category settlements, that historically known, mentioned in various primary sources, but does not authentically localized, not identified on the territory, had exceptional significance in the past and, as a consequence, had got obtain a stable fixation in the historical memory of the people.

The scientific concepts of probabilistic localization of the legendary cities Nadporozhya Dnieper are describes.

Svetlana Tretyakova. Archangel. Town at Europe`s End.

Keywords: Archangel, Russian North, seaport, provincial town, image of Russia, city soul, urban space.

Article deals with the images of pre-revolutionary Archangel which was the first Russian seaport and is based on narrations by English travelers in XIX – early XXth century. Archangel is described as main Russian Northern gateway, at the border of culture and nature, as the center of province where real Russia was conserved “in woods as in ice”. Foreign images of Archangel differ: seaport, wooden town, busy and sleepy, cosmopolitan and sacred place.

Maria Krylova. Features of modern commercial nomination (based on the shopping center "Mega", Rostov-on-Don)

Keywords: commercial nomination, pragmatonim, loan word, russian word, precedent name, wordplay.

The article deals such type of pragmatonims (commercial names), as the names of stores. Analysis of the dynamics of pragmatonims within the shopping center "Mega" (Rostov-on-Don) showed that from 2008 to 2013 reduced the number of foreign-language titles. The analysis of Russian commercial names allowed to note the prevalence of the names of one or two Russian words, written mostly in Cyrillic. When creating them using various grammatical models borrowed words and proper names. Among the advantages of the majority of the considered Russian commercial names can distinguish short, much of the figurativeness of names, the pursuit of language game, the presence of cultural connotations, the informativeness. The outcome of the paper are recommendations on designing of pragmatonims.

Viktoria Sukovataya. The Peterburg Stones and the imperial symbols: the poetics and mythology of City.

Keywords: mythopoetics, Petersburg, the City

The article is devoted to analyzes of the social and artistic interest in the phenomenon of the City, in particular, on material of St. Petersburg. There are investigated the literary sources of the Petersburg mythopoetics, and two directions in the picturing of the City. The actuality of article is stipulated by a novelty of material which has not been studied previously in a cross-cultural and conceptual-semantic aspect, as well as the results obtained from the studies: the images of the "empire" is formed to a symbolism of architecture, the "sacred stones" in which the memory of the past is saved.

Oleg Lysenko. The image of the provincial town dweller (based on the sociological surveys of perm dwellers)

Key words: Constructivism, image, self-imagination, local communities, urban identity, glocalization, urban style, urbanism, urban sociology.

The article is devoted to the analysis of the big provincial town (Perm) dwellers' way of life. Self-imagination is considered by the author as an element of a local community identity presentation and construction, and acts as a concept explaining some peculiarities of the urban practices and discourses. The image of Perm dweller contains a contradictory complex of fear of the capitals on the one hand, and self-assertion over the neighbor towns on the other hand, and is a consequence of the processes of glocalization. The article is based on the materials of sociological research "Perm as a style".

Lidiya Kouznetsova. Zoomorphic wish space in St. Petersburg

Key words: St. Petersburg, wish, animals, monuments to the animals, space

The article describes collective ideas about three kinds of St. Petersburg spaces: 1) the space of wishes (the strongest wishes of St. Petersburg dwellers, the wishes they raise monuments for); 2) zoomorphic space (why these animals are chosen as wishmasters, and which functions each zoomorphic character has); 3) urban space (in what place the monument to this or that animal was raised, and how the wish topography of the city was formed).

Alex Zobnin. Between Organizational Procedure and Collective Choice: “Bounded Choice Paradox” in International Consultations

Key words: international consultation, “bounded choice paradox”, “paradox of choice”, consensus, international intergovernmental organization, international socio-political communications, B. Schwartz, K. Arrow, A. Gibbard.

“Bounded choice paradox” is in the center of this article. Analyzes and explains this phenomenon in international consultations, which uses in international intergovernmental organizations like NATO, OWP, OSCE, SOC, CIS. Compares “bounded choice paradox” and “paradox of choice”, which discovered by the American sociologist Barry Schwartz.