TÍTULO: Dinámica del funcionamiento de un nombre de caso: conectando textos y generaciones.

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RESUMEN. En 1997, en Rusia se realizó y describió un experimento dedicado a los problemas de funcionamiento de los nombres de casos en la sociedad posterior a la Perestroika entre la generación más joven. En el 2018 hicimos un experimento con la técnica descrita. Los resultados dieron cambios de las connotaciones relacionadas con el nombre de un caso y reemplazo de la estimación negativa primaria por neutral. Las razones de tal dinámica dieron una disminución en la relevancia de la fuente del texto de un nombre de caso en la sociedad, transformaciones de la conciencia de los lectores, y la transición del tipo lineal de pensamiento a "clip" (fragmentario).

PALABRAS CLAVES: nombre del caso, intertextualidad, lingüística cultural, Ruso.

TITLE: Dynamics of a case name functioning: connecting texts and generations.

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ABSTRACT: In 1997, in Russia the experiment devoted to problems of functioning of case names in post-Perestroika society among the younger generation was made and described. In 2018 we made an experiment by the described technique. The analysis of results revealed changes of the connotations connected with a case name, there was a replacement of primary negative estimation by neutral. As the reasons of such dynamics, we consider not only decrease in relevance of the text source of a case name in society but also transformations of consciousness of readers, the transition from the linear type of thinking to "clip" (fragmentary).

INTRODUCTION.

Problem of a case name functioning.

The case name which is also considered as the antonomasia phenomenon – essential aspect of studying of cognitive base. The case name which is present at art texts, a situation, and a statement create effect of intertextuality. Situations when the hint ciphered in them is not distinguished by the reader, indicate changes in cognitive base, the deep social phenomena, crises and transformations of public consciousness needing the description, the analysis, anticipation and if it is necessary, corrections can be causes and effects of it

The case name, situation, statement are stored in individual and public memory in the form of cultural concepts. They get in various ways there, but need verification, i.e. existence of a communicative situation in which experience of use of the available knowledge is implemented.

 When the sender and the addressee of a statement understand each other and feel intellectual satisfaction from the fact of disclosure of the "curtailed" metaphor concluded in a case name, the got experience is fixed in consciousness of participants of communication as successful, verification is considered carried out. Verification can happen as in real-life and direct written or oral communication, and in the course of reading previously written texts, for example, of fiction.

In a prism of art texts, especially sharp, is a question of estimation: rare texts, especially classical, do not accent this component of dialogue communication "the author – the reader". Verification on estimation – an important component of socialization of an individual and also his self-determination: a part of the majority to be sincere or conformist what social group to join to whom to oppose itself, etc.

The general decrease in reader's culture, social changes of the last twenty years, and reduction of time which is spent by native speakers on the communication directed to assessment of texts, events and statements by means of art metaphors and hints push on the assumptions that in cognitive base there were significant changes. What they and whether it is possible to predict their consequences – the main questions which set authors of this article.

DEVELOPMENT.

Literature review.

The perspective of a case name, case statement and case test in works of the Russian linguists is developed since the end of the XX century so far, it is presented by dissertation researches, monographs, dictionaries of case names, articles (Guard, 1986, 1987; Sorokin, 1987; Dobrovolsky, Karaulov, 1994; Gudkov, Krasnyh, Zakharenko, Bagayeva, 1997; Vasina, 1999, 2000; Gudkov of 1996, 1999; Krasnyh, Gudkov, Zakharenko, Bagayeva, 1997; Krasnyh, 1998; 2002; Zakharenko, 1997; Sergeyev, 2003; Popadinets, 2006; Chernyavskaya, 2009; Ozerova, 2012; Chumak-Zhun, 2014; Voropayev, 2015; Solopova, Chudinov, Shlemova, 2017; etc.). At the same time, the focus of interest of researchers is wide, raises such questions as features of a national picture of the world, ways of cross-cultural communication, aspects of the translation, feature of training in Russian as foreign.

The subject of hints and interpretation of texts of allusion character in publications of foreign colleagues often is considered through an intertextuality prism (Hitchon, Jura 1997; Federici, 2007; Panagiotidou, 2010; Van Peteghem 2015; Stahl, 2018 etc.).

Explaining concepts and terms.

This work in the theoretical part leans on researches of the Russian scientists Yu.N. Karaulova (1986.1987), Yu.A. Sorokina (1987), V.V. Krasnykh, D.B. Gudkova, I.V. Zakharenko, D.V. Bagayeva (1997), etc., in a descriptive part the developed terms and concepts are used by them. Briefly we will explain some.

The concept of cognitive base which entered the active use in the 90th of the XX century in the Russian linguistics means the double nature and at the same time orientation of cognitive processes. If V. Evans differentiates a lexical concept and cognitive model which that represented, as the interacting units of two self-sufficient universal levels, language and mental (Evans, 2009), then V.V. Krasnykh and her colleagues (D.B. Gudkov, I.V. Zakharenko, D.V. Bagayeva) suggest to consider process of structuring knowledge of the world and exchange of information in various groups (cultural, ethnic, confessional, professional, etc.) as a unit in which knowledge and representations created thanks to verbal and nonverbal sources of experience and also knowledge of language and knowledge of language [Krasnyh, are involved 1997: 130-131]. Calls units of such information system V.V. Krasnykh cognitive structures (subdividing them into phenomenological and linguistic) and calls cognitive base definitely the structured set of knowledge of national and linguocultural community which head elements are case phenomena [Krasnyh, 1997: 130].

Thus, it is obvious that in this case the vector of a research is displaced towards studying of thinking and language through a prism of society and culture. However, it should be added that, both in V. Evans's works, and in V.V. works. Krasnyh and her adherents it is claimed that the set of experience and knowledge means sets of invariants, therefore, the number of interpretations, both in conceptual, and in verbal aspects repeatedly increases.

Invariant of perception of a case name – "the general for all members of this cultural community, the including national determined feature set in the minimized, reduced look. Existence of an invariant of perception of a case name allows distinguishing a case name from not case" [I.V. Zakharenko, V.V. Krasnykh, etc. 1997: 84]. V.V. Krasnykh notes that the case name has a certain structure: the

center of an invariant of perception of a case name is been differential signs, the periphery – attributes [see fig. 1, Krasnyh 2002: 80].
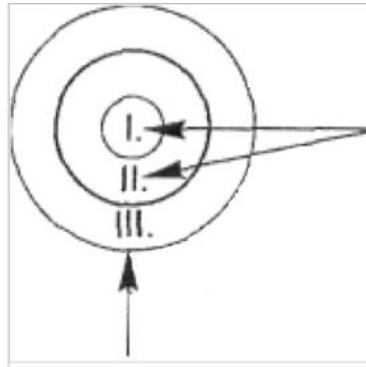

Fig. 1: Structure of a case name.

Invariant of perception of a case name.

I. Differential signs:

1) Appearance.

2) Character.

3) Case situation.

II. Attributes.

Potentially possible individual representations and knowledge of a case name.

To case, that is significant for concrete culture and its carriers, to phenomena traditionally carry case names, situations, statements and texts. On means of expression, it is verbal case phenomena, carrying performing painting, architecture, music, etc. to nonverbal.

Case name.

The name becomes case in that case when ceases to designate the concrete carrier, and the verbal sign, there is nobody a cultural concept with the unique system of the associations caused by it in consciousness of native speakers.

Case situation.

I.V. Zakharenko describes a case situation as sated with certain connotations, perceived by native speakers and cultures as certain "reference" with which it is associative; subsequently, other

situations having similar signs "are verified". So, for example, for a Christian civilization a case situation is Judas's treachery, it acts as treachery "standard" in general and a quintessence of the estimates caused by it, feelings and emotions. Respectively, any treachery among carriers of this culture will be perceived further as option of such initial "ideal" situation [Zakharenko, Krasnyh, etc. 1997: 85].

The case statement for carriers of culture and language is usually closely connected with a case situation, acts, being expressed in present metaphors, and «hyperlink» to the source describing a situation. The case statement used as the cognitive metaphor, also starts the mechanism of "restoration" of estimates and emotional perception, the mechanism of their transfer from the known ("reference") events - on new, relevant for communicants.

The case statement is stronger than catchwords or phraseological units, communication with a case situation and the identity of expressing keeps. On one hand, it intellectualizes the text. With another – fills it with a modality, estimation. In a communication situation – by a straight line (personal contact) or mediated (creation of the text) – the quality of the personality which expressed it is projected on other personality: the one who used a case statement as the, or the one whom this statement characterizes: "Eureka!", "Tu quoque Brute", "The Moor has done his duty, let him go", etc.

Quotes from texts of various characters, including from classical works belong to PV number in the Russian culture of language: "Carriage to me, carriage!" (A. Griboyedov "Woe from Wit"), "Horses, people …" (M. Lermontov Borodino) mixed up in a heap whether "A creature I am shivering or have the right …" (F. Dostoyevsky "Crime and punishment"). The case statements of heroes of the Soviet movies, especially ironical are very popular. Sometimes they represent paraphrases on classics that are as case statements cause more associations.

Such is a phrase "Quietly, Masha, I am Dubrovsky". Names (in itself – case) heroes of the novel of A. Pushkin familiar to each Russian school student, are associated with image of the courageous, impudent and noble nobleman-robber Vladimir Dubrovsky and his beloved, Masha Troyekurova.

The situation to which points a statement presents behavior model: effective appearance of the hero, a mystification, knightly desire of Vladimir to come to the rescue in situations, dangerous or difficult to the girl, not to allow her fright and panic. However, there is no such phrase in the novel by A. Pushkin. It is in the fantastic-adventure movie "Big Space Travel" (1974, the director V. Selivanov) and belongs to the young participant of an experimental space expedition. Nevertheless, exactly thanks to compliance to Dubrovsky's image this phrase is used as a case statement with an irony shade, with value 'without panic, I – the one who keeps everything under control'.

The Case Text (CT), by I.V. Zakharenko's definition, "the finished and self-sufficient product of speech-thought activity; (weed) predicative unit; the difficult sign which sum of values of components is not equal to its sense; PT is good the sign to any mean of national and linguocultural community" [Zakharenko, 1997: 83]. Carry to case texts not only monumental monuments of literature, such texts can be very short that facilitates questions of their citing: paremias, names of literary compositions, movies; advertising slogans, phrases from political publicistic texts, songs etc.

Materials and methods.

The purpose of the experiment.

To find out features of existing of the case names connected with knowledge of case texts, works of classical works of the Russian literature, in consciousness from the younger generation (given rise in the late nineties, the beginning of the 2000th) and also to reveal dynamics in development of the Russian cognitive base during 1998 – 2019, the experiment on a sample and methods of the questioning undertaken and described by D.B. Gudkov (Gudkov, 1998) was made. In parallel with it, poetic texts of the authors belonging to the senior generation were analyzed. These texts – an example of the intertext created on border of eras of "book" and "screen" culture they can help to clear how case names were involved in processes of the literary creativity focused on the "book" reader of the end of the XX century (time of an experiment of D.B. Gudkov).

The hypothesis of the study.

D.B. Gudkov and his colleagues (V.V. Krasnykh, I.V. Zakharenko, etc.) carried out questioning among respondents, of which at the time of the experiment 16-17 years were younger; this age was recognized as age of "rather full socialization" (Gudkov, 1998: 84).

Reading, including according to the obligatory school program, viewing of educational and art programs and movies, communication with the senior companions and adults more affected intellectual formation and erudition of generation of the residents of Russia born in the early eighties (respondents lived in the territory of RSFSR).

Now, the younger generation had other sources of obtaining information forming if not an intellectual outlook, then the emotional, figurative and estimated judgment including connected with case names. It is possible to carry social networks, the websites with a summary of contents of literary works (case texts) to these sources, advertising products and branding.

The hypothesis of a research consists that existence of these sources makes changes to cognitive base of modern society, so, concepts of national culture appear under the influence of the transforming factors. What these factors this influence is also how expressed – and has to help to define an experiment.

The participants of the experiment.

Russian-speaking first-year students of not philological specialties participated in an experiment with questioning (the number of participants – 133 persons).

Experiment methods.

The choice of a technique of an experiment is connected with a technique of a research of 1998 (Gudkov, 1998). Among experimental methods – the free associative experiment, the directed associative experiment, were also applied a comparative method and a method of random sampling.

The methods' content and focus.

The experiment of 1998 assumed collecting associative reactions to various case names, rigidly or indirectly connected with case texts. This experiment is focused only on one of case names of the list of 1998, so far: Plyushkin.

Plyushkin — the literary case name (CN), its source is the work of art, the poem by N. Gogol "Dead souls" (1842). From the middle of the 19th century and till today this precedent actively functions in texts recipients (literary articles, works of art, sketches, Internet articles, etc.) as in existential value, so (that is the most important for allocation of a name as case) in intentional value that is confirmed by the materials presented in the National Case of Russian (NCR). URL: http://www.ruscorpora.ru and the texts found as a result of Internet search on the website: Google of News URL: https://news.google.com

In contexts of the XIX century, PI "Plyushkin" mainly acts as the sign symbol of avarice, in HH-go's texts recipients of a century the differential sign "pathological hoarding" which is used for characteristic of the people gravitating to collecting various, most often unnecessary, old things becomes "leader".

In the XXI century, the name "Plyushkin" is enshrined in the quasi-medical term Compulsive hoarding, which repeatedly meets in the modern mass media telling about the lonely, mainly old people littering because of a psychological disease the houses and apartments with various garbage.

Students were offered to answer a question anonymously: "What means if say about the person that he is the real Plyushkin?". Examinees were not limited in the reactions and could write as one word, and several words, phrases and offers. The free associative experiment had to show what images stand behind this case name in consciousness of youth. Mainly, we were interested in a problem of a ratio of associations of students with "reference" reactions addressed to Plyushkin (that is with an invariant of perception of a case name).

The kernel of an invariant of perception of the case name "Plyushkin" includes the following differential signs:

1) Pathological hoarding.

2) Avarice.

3) The old man dressed in tatters (data are confirmed with the research of the 2018th year conducted on the basis of materials of "The national case of Russian").

Results.

Percentage of associations of examinees is presented in table No. 1.

Table 1: The associations caused by the name "Plyushkin".

Assosiation	Percent in relation to total number of answers
Absence of associations	22,1 %
Avarice/greed	19,5%
Pathological hoarding	15%
Thick / the fan to eat	12,1%
Individual representations / assumptions	9,3%
Soft on character, kind	6,7%
Untidy/careless	4,7%
Diffident / scattered	2,7%
Lazy	2,7%
Hero of the literary work	2,6%
Prosperous / idle	2,6%

Nearly 40% (39.2%) of answers correspond to an invariant of perception of a case name. It says, that more than a third of respondents are well familiar with the name "Plyushkin" as case. At perception of a context in which implicitly (that is without open reference to the poem by N. Gogol "Dead souls") this name will be used similar associations will result in positive communicative result.

It should be noted that a number of reactions of students illustrates profound knowledge of the sphere source of a case name: "the avarice will ruin in it the strong outstanding personality", "the pathological store" is avaricious even for own children". Also occur among individual (single) associations similar to Plyushkin's characteristic as character of the Gogol poem: "lived as the beggar", lost the purpose in life", "moral poverty".

Other associations ("hero of the literary work"; "thick", "kind", "prosperous") serve as the reason of incomplete or false interpretation of a context in which the name "Plyushkin" is implicitly used: "What to do if in the neighbourhood there lives Plyushkin?" (Internet article heading)

http://ulpravda.ru/rubrics/obschestvo/chto-delat-esli-po-sosedstvu-zhivet-pliushkin

Ignorance by examinees of the sphere source of a case name resulted in a significant amount of the associations (26.7%) caused by semantics of the name "Plyushkin": "eats buns", "loves buns", "glutton" well cooks pastries. Compare to values of cognate words in the explanatory dictionary:

Плюшка – *1. Rich roll. 2. Stout person.*

Плюш – *cotton, silk or woolen fabric with soft pile on the face [S.A. Kuznetsov 2000: 846*].

Indirectly existence in the city of shop of the Plyushkin fast food known for inexpensive and various pastries fixes such "national etymology", – a case no single, in such cities as St. Petersburg and Kaliningrad the case name was used as the name of restaurant.

In parallel with questioning of students as wrote above, we examined works of the poets residents of Belgorod who are representing the senior generation, got an education in 1950-1970. Regarding existence in the poetic text of case names we on the basis of the accidental choice analyzed Alexander Filatov, Igor Chernukhin, Vladimir Molchanov, Tatyana Ogurtsova's compositions (Filatov, 1997; Chernukhin, 2003; Molchanov, 2002, 2007; Ogurtsova, 2004).

 The analysis showed what in texts is as the names connected with world history and culture, names of authors of texts and literary characters (Homer, Oedipus, Orpheus, Ariadna, Aphrodite, Pandora, Janus, Bakhus, Caesar, Brutus, Anthony, Venus, Marco Polo, Don Juan, Mozart, Salieri, Jules Verne, Dumas, Simenon, Lorca, Márquez, the Sistine Madonna, the Cinderella, Thumbelina, the Muse, Lira); the names connected with the Bible (Abel, Cain, Ache).

Not only the names connected with history, folklore, professional art and literature of Russia, names of writers, artists, politicians and their environments, names of characters of the Russian classical literature (Boyan, Koshchey, the grandfather Mazay, Vladimir Monomakh, Baty, Mamay, Konchak, the prince Igor, the prince Dmitry Donskoy, Sergey of Radonezh, Ivan the Terrible, Mazepa,

Kochubey, Bogdan Khmelnytsky, Peter I, Stepan Razin, Zhukovsky, Dahl, Rayevsky, Pushkin, Lanskaya, Dantes, Lermontov, Benkendorf, Tyutchev, Polenov, Blok, Tolstoy, Lenin, Stalin, Yesenin, Shukshin, Gagarin, Papanin), but also names of negatively perceived representatives of modern show business (Buzov) and politicians, both Russian, and foreign meet (Gorbachev, Yeltsin, Yanukovych, Bill Clinton, Kohl, Chirac).

Discussion.

In an experiment of 1998, PI "Plyushkin" were identified by 74% of respondents that is slightly lower than present 77.9%. The general compliance to a perception invariant at the level of about 40% of respondents remains. However, percentage indicators of steady associations significantly disperse: in D.B. Gudkov's experiment of 43% of respondents associated a case name with senseless hoarding (against 15% in 2019), and 45% – with avarice and greed [88] In poll of 2019 the number of the respondents associating PI "Plyushkin" with greed and avarice make 19.5% of respondents.

It, in our opinion, demonstrates significant changes in cognitive base. First, about some "impoverishment" of its associative part relying on detailed knowledge of the case text in which the appearance of the hero, his behavior, the situation surrounding it is described. Secondly, it can demonstrate absence in the society of motivations to the appeal to a case name in a uniform estimated discourse as it was observed in society the XIX-XX centuries.

Whether there can be reversible a situation with emasculation of an associative array, it is inevitable, and such gradual disappearance from memory of native speakers and the culture of estimated characteristics will lead to loss of relevance of the most case name sooner or later, and it is possible, and to its disappearance from cognitive base.

As the poem "Dead Souls" is included into a circle of the texts obligatory to reading and discussion on occupations it is aware of the basic school program, names of heroes will be discussed with a bigger share of probability as case. However, outside school they can lose relevance if are not involved in emotional exchange of information and in process of literary creativity of a new, modern era.

Saturation of texts of the Belgorod poet's case names testifies to a broad outlook not only of authors, but also potential readers contemporaries. At the same time, we appeal to the case names, statements, situations and texts connected with N.V. Gogol's creativity including hints on his poem "Dead Souls" are not revealed.

Hardly the text is unfamiliar to poets. However, they do not find a reason for communication with audience and joint reflection with attraction of images from the poem by Gogol. When the senior generation does not find a reason for communication with attraction of case phenomena and replaces allusive sendings with universal characteristics, it promotes loss of relevance of case lexicon, so, to reduction of cultural constants in cognitive base.

 As for results of questioning of students, the statement of the Russian-speaking Internet user which was heard within the review of the book "Dead Souls" set thinking on existence of other possible reasons of transformations in cognitive base us. Judging from the fact that the young man (from his words) read the work by Gogol within the school program, he is the representative of generation of the 2000th. Let's give the fragment which interested us: "The first that was evident to me, is a huge number of descriptions. They create feeling of prolixity in a plot. Descriptions of farms of each of landowners it is possible to forgive – it gives an idea of their character, their relation to life. However other extensive reasonings, often absolutely out of place, forced to yawn and feel at some point draft for sleeping" http://librebook.me/mertvye_dushi/review/1770

Exarticulation from texts of information of descriptive character by which in cognitive base verification of a case name will be followed demands thoughtful reading and skill to think linearly. The skill of linear thinking in the true reality is often substituted for so-called "clip" (mosaic) thinking (the term is entered by the Russian philosopher Fedor Girenk. (Girenok, 2014)), and the generation of millenials is involved in this process.

The fundamental difference between types of thinking consists that linear thinking operates with the images created by him on the basis of the read verbal texts can independently isolate characteristics for formation of images, and thinking clip seeks to the verbal text to pick up already ready, created

not by it visual or synthetic image (in general, carriers of "clip" thinking perceive verbal texts as burdening for a "high-speed" figurative flow of information).

 To gain at respondents with the leading clip thinking effect of recognition not only a case name, but also its associative characteristics, it is necessary that the associative array was guided not how many by the verbal text, how many on syncretic in which visual images will be a semantic dominant.

CONCLUSIONS.

Experience of studying of features of functioning of case names leads us to problems of the different types of thinking peculiar to different generations. By convention, the senior generation feels responsibility for preservation and the fullest information transfer, concerning such phenomena as a national picture of the world, cultural identification and self-identification. The younger generation traditionally passes a stage of denial of experience of seniors – for the sake of evolutionary advance and self-affirmation as new generation.

Transformations of cognitive base are inevitable, but studying of deep processes of both social, and cognitive character can promote the choice of strategy of influence on processes of change of cognitive base, so on valuable and associative dominants of society in general.

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