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## LINGUO-CULTURAL MODELING

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*The article deals with the innovative methodology of communicative strategy creation. The specific features of three types of linguistic regional study, such as geographical, historical, and literary ones are presented. Two comparative linguo-cultural models are presented to identify some facts of people cultural similarity.*

*Key words: linguo-cultural models, regional study, area studies, linguo-cultural communicative skills.*

Nowadays when there are some innovative ways to develop linguistic regional study some methodological issues need to be discussed more than before. “Contemporary linguo-cultural researches have the purpose to identify the specificity of linguistic representation of traditions and customs in the local history” [Ogneva, Denisenko, Sanivskaya, and al 2017: 175]. So, we need to use the new methodology of teaching as the unity of area studies and linguistic regional study [Glinkina 2004; Gurskaya 2010; Okuneva 2010].

According to S.G. Shendaeva linguistic regional study is “the research of local history, and local culture on the base of linguistic facts” [Shendaeva 2012: 5]. In our opinion “linguistic regional study means the scientific sphere to interpret the specificities of foreign verbalization of traditions and customs. The methods of linguistic regional study interpret the specificities of local history, local geography, and ethno-geography to form different linguo-cultural communicative skills” [Ogneva, Denisenko, Sanivskaya, and al 2017: 175].

Linguistic regional study is so effective way to form different cross-cultural communication skills. Linguistic regional study consists of three types, such as geographical, historical, and literary ones.

Geographical linguistic regional study is knowledge unity of landscape, climate, population, industry, agriculture, and trade on local territory.

Historical linguistic regional study is knowledge unity of heroic people, traditions, customs, and geographical names of local territory.

Literary linguistic regional study is knowledge unity of famous poets, writers, and literary museums of local territory. As we know “the sentence processing and discourse/text comprehension literature have produced comprehension theories and computational instantiations thereof, with rather different foci” [Venhuizen, Crocker, and Brouwer 2018].

In the text comprehension literature the focus has traditionally been on explaining mental model construction and representation [Kintsch 1998; Langston & Trabasso, 1999].

The innovative way of linguistic regional research is based on the complex linguo-cultural model as the synergy of three types of linguistic regional study.

We present two comparative linguo-cultural models to illustrate the using of linguo-cultural modeling algorithm.

*The comparative linguo-cultural model of "Belgorod (Russia) – Nis (Serbia)"*  
by Zhana N. Avilova.

Nis is a twin town of Belgorod, located in Serbia. As in Belgorod, the population in Nis is about three hundred thousand people.

The city of Nis is located to the southeast of Belgrade, on the Nishava River, near its confluence in the South Moravia. Here the main transport routes from Central Europe to Greece and Turkey converge. Over the centuries, Nis, as well as Belgorod, was an administrative, commercial and military center.

Favorable geographical position made Nis strategically important and, therefore, attractive for many conquerors. Historically, Nis belonged to Dardants, Thracians, Illyrians, Celts, Romans, Huns, Avars, and then Byzantines, Serbs, Bulgarians and Turks. Several times the city was occupied by the Hungarians and the Austrians. Several times the city was occupied by the Hungarians and the Austrians. In 1878 Nis was released from the Turks. Since then, the city has become part of Serbia, with small interruptions during the First and Second World War, when it was occupied.

Belgorod originated on the site of the settlement of the eastern Slavic people, located on the Cretaceous mountain, near the confluence of the river Vezelitsa in the river Seversky Donets. The dominance of the Alans coming to these places from the south was replaced by the power of the warlike nomad Khazars and Pechenegs. Subsequently, the walled city was many times attacked by Tatars, Lithuanians, Poles. During the Great Patriotic War, Belgorod was twice occupied by the Germans, severely destroyed, almost the entire historic building of the city was lost.

As well as Belgorod, Nis is currently a large industrial and commercial city. It has a university, a symphony orchestra, museums, theaters and other cultural institutions. The city is an important economic, scientific, cultural, religious and political center of Serbia. The University in Nis, founded in 1965, has 13 faculties and about 30,000 students.

Today, Belgorod is a dynamic city in which elements of antiquity and modernity, culture and science, classics and innovation are harmoniously intertwined.

Belgorod is characterized by a variety of cultural traditions, due to the historical mixture of different peoples inhabiting this land. The city has a lot of scientific and cultural institutions, as well as temples and other monuments of architecture, which include the Theater. M.S. Shchepkina, the State Puppet Theater, the Belgorod State Philharmonic Society, the Institute of Culture and Arts, the Music School, cinemas, etc.

In the city there are museums of various profiles, art schools. Belgorod is a very beautiful green city, with a lot of squares and parks.

Though the agreement on cooperation between Belgorod and Nis was signed only in 2014, the educational and cultural relationships between the two cities have a long history. So, for almost twenty years scientific contacts have been maintained and students' groups are

exchanged between the leading universities of twin towns. Nis is considered in Serbia as a city of students. On the basis of BSTU. V.G. Shukhov was created and for several years the Serbian resource center is actively functioning.

There are established cultural relationships between the art organizations of the two cities. The artists of the Belgorod State Philharmonic and the Drama Theater group named M.S. Shchepkina went on tour to Serbia. The Nish National Theater performed on the scene of Belgorod. Currently, the issue of organizing foreign tours of artists of our dramatic theater with the show "Sons of My Brothers" of Serbian playwright Sinishi Kovacevic is under consideration.

However, our peoples are not only related to culture, but also to Orthodox faith and a common history. Residents of Nish sacredly honor the memory of Russian soldiers who liberated Serbia from the Ottoman yoke, and during the Second World War – from the Nazi invaders. Our languages have a common origin from the Old Slavonic language, as well as our peoples have a common, Old Slavonic origin.

Actually, the issues of developing some relationships in the future between the twin cities, including the fields of economy and tourism, are actively discussed.

*The comparative linguo-cultural model of "St. Petersburg (Russia) – Paris (France)" by Inna Demenenko.*

Two beautiful cities, the capital of France – Paris and the northern capital of Russia – St. Petersburg are the centers of the architectural and cultural environment at the world level.

St. Petersburg can be called the most French city in Russia. Since the eighteenth century, since the beginning of Peter the Great's reformatory activities in Russia, numerous transformations have not only come, but the study of French by noblemen began, while the French court began to study Italian and Spanish for communication.

The most elegant of Russian cities – St. Petersburg attracts its special character and clear intelligence, which is an indisputable attribute of Paris.

The most important and obvious similarity between the cities of Paris and St. Petersburg is the water element. The Paris Seine with its coastal buildings reminds the Nevskaya embankment in St. Petersburg. A lot of bridges, monumental cathedral domes, protruding from behind trees, navigable transport carrying millions of tourists, many architectural compositions.

The second notable resemblance of the great cities is the presence of powerful bridges. In Paris there is a bridge, granted in 1897 as a sign of Russian-French friendship by the Russian Emperor Nicholas II and named in honor of his father – Alexander III. The bridge is a construction in the style of baroque and is considered the most beautiful bridge of the French capital. Figures of angels, nymphs, pegasus, wreaths made of stone laurel wreaths adorn Pont Alexandre III. In addition, the nearby Grand Palais well emphasizes the royal architectural style of the bridge.

Bolsheokhtinsky bridge in St. Petersburg was built in 1917 and earlier was called the Peter the Great's Bridge and has historical and architectural similarities with the Alexander III bridge in Paris. The bridge creates a particle of the Parisian atmosphere in the Russian city. The Trinity Bridge was laid on August 12, 1897, during the rapprochement between Russia and France, so at the ceremony there was not only Nikolai the second, but also the President of France, For.

Just like St. Petersburg, nowadays Paris is a large industrial and commercial city. It has universities, symphony orchestras, museums, theaters and other cultural institutions. The city is an important economic, scientific, cultural, religious and political center of Russia.

Initially built on all European canons, the northern capital has borrowed graceful galleries and gleaming fountains of Peterhof at the Parisian Versailles. Therefore, walking along the streets of the northern capital, it's easy to forget that you are in Russia.

To sum up, these comparative linguo-cultural models of Russian and foreign conglomerations present the cultural similarity of different people. This fact of people similarity is the way for successful communication.

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## INCOMPLETE AND SECONDARY-FULL SENTENCES AS STRUCTURAL ELEMENTS OF ENGLISH AND RUSSIAN COLLOQUIAL SPEECH

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*The article is devoted to a modern understanding of the incomplete sentences in English and Russian. Elliptical sentence as the condition for successful communication is becoming more widespread. Therefore, there was a tendency in modern linguistics to expand the notion of incomplete sentences, to interpret it as one of the ways of correct application of a statement on the basis of certain contextual data. The aim of the article is to analyze the study of the incomplete and secondary-full sentences in order to determine the role of the elliptical component in the reproduction and perception of the colloquial speech.*

**Key words:** *incomplete sentences, elliptical sentence, secondary-full sentences, colloquial speech, predicate, communication.*