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Summary. The figurative word expresses ethnocultural consciousness, mediating acts of world perception and outlook in the process of creative thinking. It uses for its purposes subjectively educated regional cultures as a value-semantic space interpreted by the ethnolinguistic consciousness of the people. This kind of consciousness is formed with the help of regional discourse as complex communicative-cognitive education that contains not only the texts of the authors of the Belgorod Slobozhanshchina, but also the various extralinguistic semantic components reflected in them: knowledge of the local history character, socially significant opinions and value orientations.

Keywords: ethnic culture, cognitive semasiology, verbal image, linguo-regional studies.

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