

FEDERAL STATE AUTONOMOUS EDUCATIONAL INSTITUTION
OF HIGHER EDUCATION
«NATIONAL RESEARCH UNIVERSITY
«HIGHER SCHOOL OF ECONOMICS»

Faculty of Humanities

School of foreign languages

Bachelor educational program

“Foreign languages and intercultural communication”

45.03.02 “Linguistics”

Course paper

on the topic:

**The representations of crucial cultural concepts of american and russiain
national characters within modern academic discourse**

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MOSCOW, 2020

ABSTRACT

Cultural concepts as a unique system of values and beliefs that is shared by members of a variety of ethnical communities are reflected in each sphere of people's lives. In particular, cultural concepts influence the educational and scientific global environment to a large extent which is currently undergoing major changes as well.

This research paper is going to be focused on the way in what key cultural concepts of American and Russian society affect features of academic discourse used within educational environment.

The key research questions are the following:

- What are the fundamental cultural concepts American and Russian national characters are based on?
- In what exact way these concepts are represented in Russian and English languages?
- Do these characteristics differ in Russian and American academic discourse?

The hypothesis of the research is as follows: the concept of American dream, self-made man as well as a cultural feature of individualism which are the basis of American national character, and the concepts of *душа*, *судьба*, *тоска* as fundamental elements of Russian mentality are represented in national languages and influence the way in what academic discourse is used within American and Russian educational tradition. Furthermore, there is the shift between academic discourse and public discourse due to major changes in modern global academia.

Overall, the data obtained while conducting an empirical research described in Chapter 2 illustrates the following.

- Russian academic discourse tends to hold its traditional characteristics while American academic discourse has borrowed a variety of public discourse features (e.g. storytelling);

- Key cultural concepts are represented through lexical categories such as personal pronouns and set phrases.