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#### Representations of Crucial Cultural Concepts of American and Russiain National Characters Within Modern Academic Discourse

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## "Strength lies in differences, not in similarities"

Stephen R. Covey

### **KEY POINTS**

I. The fundamental cultural concepts American and Russian national characters are based on

2. The profound influence of cultural concepts on academic discourse

### CULTURE

Culture consists of 3 components: ideal culture, material culture and social culture.

"Society and culture in sociological and anthropological tradition" by Gavin Walker

Culture is acquired behaviors that are shared by and transmitted among the members of the society

"Dictionary of the Social Sciences" by Craig Calhoun

### **COGNITIVE REPRESENTATION**

- is a mental model of a phenomenon from the external reality. Stanford Encyclopedia of Philosophy

Types of cognitive representations:

- individual
- collective

Individual: a person's internal mental model. Collective: shared cultural mental models.

Emile Durkheim

#### CONCEPT

# **Concepts** are the units of meaning that are denoted by lexical categories of a language.

"Cognitive Linguistics" by William Croft and Alan Cruse

#### CULTURAL CONCEPT

in the merging line between semantics studies and cultural studies

**Cultural concepts** are 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.

# AMERICAN DREAM

"that dream of a land in which life should be better and richer and fuller for everyone, with opportunity for each according to ability or achievement"

"Epic of America" written by James Truslow Adams

# AMERICAN INDIVIDUALIAM "SELF-MADE MAN" and "SELF-HELP"

A National idol - an independent hardworking and independent man

#### **RUSSIAN CHARACTER**

EMOTIONALITY: concepts of "душа" (soul) and "тоска" (yearning)

#### **RUSSIAN CHARACTER**

#### PATIENCE/OBEDIENCE concept of "судьба" (fortune)

#### HOW CULTURAL CONCEPTS ARE RELATED TO LANGUAGE?

#### LINGUISTIC RELATIVITY

Vocabulary units of a language display distinctive features of physical, cultural and social environment of its native speakers.

Edward Sapir "Language and Environment"

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#### LINGUISTIC DETERMINISM!

#### DISCOURSE

A term used in linguistics to refer to a continuous stretch of (especially spoken) language larger than a sentence

"A Dictionary of Linguistics and Phonetics", David Crystal

# **ACADEMIC DISCOURSE**

# A fundamental for the construction of social networks, roles and norms within educational institutions

"Academic Discourse: English in Global Context" by Ken Hyland

May be understood as a marker of the social affiliation to a privileged social class

#### **ACADEMIC DISCOURSE**

Crucial aim of academic discourse is to create and transfer some specialized knowledge captured with the help of complex grammatical, rhetorical and lexical tools

#### PUBLIC DISCOURSE FEATURES ARE MERGING INTO ACADEMIC DISCOURSE

- LINGUISTIC TOOLS: simplified grammar and vocabulary

- PUBLIC SPEAKING TOOLS: storytelling and attention grabbing devices

- PARALINGUISTIC TOOLS: from academic to publicistic intonation

- MODEL OF COMMUNICATION: from linear to interactional

# RESEARCH

# MATERIALS FOR ANALYSIS

| Aspects of         | Lecture I                          | Lecture 2 |
|--------------------|------------------------------------|-----------|
| description        |                                    |           |
| Year of publishing | 2016                               | 2017      |
| Duration           | 15:20                              | 12:44     |
| Scientific field   | Medicine, Biophysics               |           |
| Target audience    | Interdisciplinary, non-specialists |           |

### **ASPECTS FOR ANALYSIS**

I. Structure of the speech.

The ratio between structural parts of lectures.

2. Stylistic marks used in different structural parts.

The correlation between the frequency of stylistic marks usage and the amount of informational on the subject.

**3.Thematic theses of the fragments** 

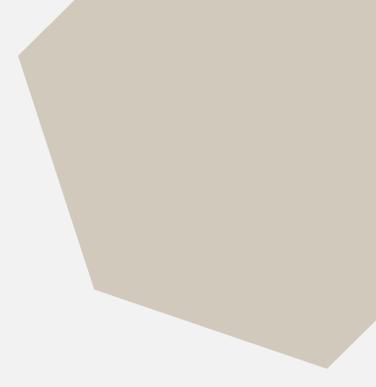
of the main part of each lecture.

4. Cultural concepts represented in the lectures.

## **KEY FINDINGS**

 Russian academic discourse tends to hold its traditional characteristics while American academic discourse has borrowed a variety of public discourse features;

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



CONCLUSION

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