4th INTERNATIONAL MULTIDISCIPLINARY

SCIENTIFIC CONFERENCE ON SOCIAL SCIENCES AND ARTS



SGEM2017

SCIENCE & SOCIETY

CONFERENCE PROCEEDINGS

VOLUME I

.

LANGUAGE AND LINGUISTICS

HEALTH POLICY AND SERVICES

.

28 – 31 March, 2017 Extended Scientific Sessions Vienna, Austria

HOFBURG Congress Centre

DISCLAIMER

This book contains abstracts and complete papers approved by the Conference Review Committee. Authors are responsible for the content and accuracy.

Opinions expressed may not necessarily reflect the position of the International Scientific Council of SGEM.

Information in the SGEM 2017 Conference Proceedings is subject to change without notice. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without the express written permission of the International Scientific Council of SGEM.

Copyright © SGEM2017 All Rights Reserved by the SGEM International Multidisciplinary Scientific Conference on SOCIAL SCIENCES and ARTS Published by STEF92 Technology Ltd., 51 "Alexander Malinov" Blvd., 1712 Sofia, Bulgaria Total print: 5000

ISBN 978-619-7105-95-7 ISSN 2367-5659 DOI: 10.5593/sgemsocial2017HB31

SGEM INTERNATIONAL MULTIDISCIPLINARY SCIENTIFIC CONFERENCE ON SOCIAL SCIENCES AND ARTS Secretariat Bureau

Phone: +43 676 3709 478

E-mails: hofburg@sgemvienna.org URL: www.sgemvienna.org

ORGANIZERS & SCIENTIFIC PARTNERS

- THE WORLD ACADEMY OF SCIENCES (TWAS)
- EUROPEAN ACADEMY OF SCIENCES, ARTS AND LETTERS
- THE CZECH ACADEMY OF SCIENCES
- POLISH ACADEMY OF SCIENCES
- SLOVAK ACADEMY OF SCIENCES
- SCIENCE COUNCIL OF JAPAN
- RUSSIAN ACADEMY OF SCIENCES
- LATVIAN ACADEMY OF SCIENCES
- ACADEMY OF FINE ARTS ZAGREB, CROATIA
- CROATIAN ACADEMY OF SCIENCES AND ARTS
- ACADEMY OF FINE ARTS AND DESIGN IN BRATISLAVA
- RUSSIAN ACADEMY OF ARTS
- BULGARIAN CULTURAL INSTITUTE VIENNA, AUSTRIA
- BULGARIAN ACADEMY OF SCIENCES
- SERBIAN ACADEMY OF SCIENCES AND ARTS
- NATIONAL ACADEMY OF SCIENCES OF UKRAINE
- NATIONAL ACADEMY OF SCIENCES OF ARMENIA
- ACADEMY OF SCIENCES OF MOLDOVA
- MONTENEGRIN ACADEMY OF SCIENCES AND ARTS
- GEORGIAN ACADEMY OF SCIENCES
- TURKISH ACADEMY OF SCIENCES

EXCUSIVE PARTNER



INTERNATIONAL SCIENTIFIC COMMITTEE SCIENCE & SOCIETY

- Prof. Alessandro Antonietti, Italy
- Prof. dr. Alois Gherguţ, Romania

- Prof. Andreas Diekmann, Switzerland
- Prof. Antonella Corradini, Italy
- Prof. Manuel Célio de Jesus Conceição, Portugal
- Prof. Palmira Pečiuliauskienė, Lithuania
- Prof. DSc Rumiana Stoilova, Bulgaria
- Prof. Stella Vosniadou, Greece
- Prof. DSc Svetla Koeva, Bulgaria
- Prof. Dr. soc. Talis Tisenkopfs, Latvia
- Prof. PhDr. Zuzana Stanislavová, CSc. Slovakia
- Doc. PaedDr. Pavel Doulík, PhD., Czech Republic
- Assoc. prof. Antoaneta Hristova, Bulgaria
- Assoc. Prof. Dr. Lucian Ciolan, Romania

CONFERENCE PROCEEDINGS CONTENTS

SECTION LANGUAGE AND LINGUISTICS

3. ANALYSIS OF WRITTEN MEDICAL DISCOURSE GENRES TYPICAL FOR TRANSLATOR'S PROFESSIONAL ACTIVITY, Prof. Victoria Kurilenko,Assoc. Prof. Yulia Biryukova, Prof. Alexander Kovalenko , Prof. Natalia Rumyantseva, Assoc.Prof. Olga Shcherbakova, Peoples Friendship University of Russia, Russia......19

11. INFLUENCE OF SOCIAL FACTORS ON INTONATION PECULIARITIES OF AUSTRALIAN ENGLISH, Full Prof. Dr. Elena Malyuga, Full Prof. Dr. Maria Ivanova, C.Sc. Svetlana Orlova, Peoples Friendship University of Russia, Russia.......79

23. PRESENTING A SYSTEMATIC, INTERDISCIPLINARY AND SEQUENTIAL MODEL OF TRANSLATION: WHEN TRANSLATION MEETS LINGUISTICS, Assoc. Prof. Michela Canepari, University of Parma, Italy......175

29. SELF-PERCEPTION OF NEAR-NATIVE FORMS IN ITALIAN: A STUDY ON THE UNIVERSITY STUDENTS OF PULA, Dr. Dino Selvaggi, Dr. Nada Poropat Jeletic, University of Calabria, Italy, Juraj Dobrila University of Pula, Croatia ... 219

47. THE "ENEMY" IMAGE IN THE RUSSIAN AND **YAKUT** LINGUISTIC CONSCIOUSNESSES, Assoc. Prof. Sargylana Filippova, Assoc. Prof. Lena Zamorshchikova, North-Eastern Federal University named

SECTION HEALTH POLICY AND SERVICES

53. CHANGE OF REGIMEN IN CARDIOLOGICAL PREVENTION FROM THE PATIENTS PERSPECTIVE, Sedova Lenka, Tothova Valerie, Olisarova Vera, Adamkova Vera, University of South Bohemia in Ceske Budejovice, Czech Republic 425

56. DATA AND COMMUNICATION ISSUES IN COOPERATION CHALLENGES TO IMPROVE THE FRENCH HEALTHCARE SYSTEM WITH NEW INTERFACE ORGANIZATIONS, Bourret Christian, UPMLV, France.......447

58. EMPATHY AS A RISK FACTOR FOR BURNOUT, Asist. Prof. Dr. Šárka Vévodová, Asist. Prof. Simona Dobešová Cakirpaloglu, Andrea Lastovičková, Radka Kozáková, Bronislava Grygová, Palacký University Olomouc, Czech Republic, Charles University in Prague and General University Hospital in Prague, Czech Republic.....465

63. IMPORTANCE OF CONCEPTUAL MODELS IN CLINICAL AND COMMUNITY PRACTICE FROM NURSES PERSPECTIVE, Mgr. Kristyna Toumova, Mgr. Jana Manhalova, Mgr. Jiri Kaas, Mgr. Tereza Dusickova, Mgr. PhD Vera Olisarova, University of South Bohemia in Ceske Budejovice, Czech Republic 507

64. MOTIVATION AS PART OF PREVENTION OF CARDIOVASCULAR DISEASES AS SEEN BY CITIZENS OF THE CZECH REPUBLIC, PhD. Mgr. Vera Olisarova, Prof. PhDr. Valerie Tothova, Mgr. Ivana Chloubova, Prof. MUDr. Vera Adamkova, University of South Bohemia in Ceske Budejovice, Czech Republic513

68. PROBLEMATIC SITUATIONS IN CARE OF THE SENIORS WITH DEMENTIA SYNDROME IN NURSING HOMES WITH SPECIFIC REGIME, PhDr. Lenka Motlova, University of South Bohemia in Ceske Budejovice, Czech Republic

74. ATTITUDES OF FUTURE NURSES TOWARDS THE IMPORTANCE OF LEARNING THE SUBJECT OF GERONTOLOGY, Assoc. Prof. Dr. Zyta Kuzborska, Lecturer Agne Jakavonyte-Akstiniene, Vilnius Gediminas Technical University, Lithuania, Vilniaus Kolegija/University of Applied Sciences, Lithuania..589

RUSSIAN COMPARATIVE PHRASEOLOGICAL UNITS WITH THE BASIS 'SILLY' (ГЛУПЫЙ) AND 'STUPID' (ТУПОЙ) AGAINST THE BACKGROUND OF OTHER LANGUAGES: UNIVERSAL AND NATIONAL

Prof. Dr. Elena Zinovieva¹

Ass. Prof. PhD Alexey Alyoshin²

¹Saint-Petersburg State University, **Russia**

²The Bonch-Bruevich Saint-Petersburg State University of Telecommunications, Russia

ABSTRACT

The research objective is in revealing thematic affiliation of standards of stable comparisons, motivation of comparison, the importance of these units in the Russian language consciousness according to questioning of native speakers, as well as to investigate features of their functioning in the modern Russian speech. The analysis of Russian language units was carried out against the background of kindred and not kindred languages. To achieve the goal, the authors have identified the structure of standards of the considered phraseological units according to Russian lexicographical sources, carried out a comparative analysis of the obtained data with the collection of units functioning in the 'Russian National Corpus', conducted a survey of native speakers of Russian and of other languages, analyzed the results. The research has shown that thematic spheres of comparison standards in different languages coincide in many respects. The most universal standards are zoonyms. This thematic group, as well as comparisons with standard-names of inanimate objects, can be considered to be motivated in all languages. National specific manifests itself in concrete realities chosen as comparison standards. For Slavs in general the choice of 'wooden' subject for standards is very typical. A choice of any standard is influenced by such factors as traditional household culture, country geography, folklore ideas of animals. A lacunarity in Russian of such thematic group of standards as names of natural realities is of interest. The results can be used in theory and practice of phraseography when reprinting dictionaries of Russian stable comparisons.

Keywords: stable comparison, comparison basis, comparison standard, thematic group.

INTRODUCTION

Comparative idioms as a special category of phraseological units are present in all languages. The term 'stable comparison' (hereinafter - SC) is more common in Russian linguistics. In this research, SC is understood as a stable word combination representing a figurative language tool (figure of speech) which 'usually is a result of centuries of use' [9: 4-5]. SC are examined by modern linguists from various points of view, they 'represent clot of cultural information, allow to say much along with saving language resources and at the same time as deeply as possible, precisely, brightly, specifically national' [2: 58]. SCs were studied in different aspects (these aspects are defined in the L.A. Lebedeva's monograph) [3]: in structural-typological, cognitive-functional, ethnolinguistic, psycholinguistic, pragmatic and communicative ones. It should be noted

that there are individual doctoral researches on the linguocultural analysis of stable comparisons characterizing mainly a person's appearance [e.g., 1, 4, 6].

Comparison takes the extraordinary important role in cognition and language as one way to reflect a language picture of the world of entire people. In this paper we consider it expedient to take the definition proposed by E. S. Yakovleva: a language picture of the world is 'a reality perception scheme fixed in a language and specific to a given linguistic community' [7: 47]. The national specificity of SC is evident in distinction of comparison basis', comparison standards and stereotypes adopted in one or another culture.

SCs with the basis '*silly*' are present in almost all languages. In this article, the object of research is the SC standards with this basis in the Russian language compared to other languages. As V. N. Telia fairly notes, stable comparisons are a system of image-standards [5: 241-242]. The objective of this research is to identify a common and national-culturally stereotyped understanding of a silly person through the prism of stable comparisons of Russian and other languages. This goal assumes determining a thematic relatedness of SCs standards in Russian and some other languages, their motivation for selection, a representation of comparisons in a language consciousness of native speakers of different linguistic cultures.

MATERIALS AND METHODS

Materials for the study are based on the data of the dictionaries of Russian SCs by L. A. Lebedeva [10], V. M. Ogoltsev [13], V. M. Mokienko [11], V. I. Dahl's Russian Dictionary [8], materials of 'Russian National Corpus' [12] (hereinafter - RNC), results of questioning of native Russians and foreigners.

By the method of full extract from dictionaries of stable comparisons of the Russian literary language we have defined a bulk of SCs standards with the basis 'silly' ('stupid'). Thematic classification of the selected standards allowed us to reveal thematic spheres, relevant for the Russian linguistic culture. To identify the characteristics of SCs in texts of Russian contemporary literary and publicistic literature (based on RNC) methods of the componential, distributive and contextual analysis have been used. Technique of questioning of Russian native speakers made it possible to draw conclusions concerning frequency and common use of particular standards to characterize a silly person. The questionnaire offered 2 tasks: 1) continue number of comparisons silly as ..., stupid as ...; 2) fill in the table with recorded in dictionaries Russian stable comparisons by placing a plus sign in one of the boxes: 'I do not know', 'I know, but I do not use' and 'I know and I use'. The results of the survey of representatives of other linguocultures using techniques of questioning and linguistic interviewing served as a comparative background for the study. Speakers of other languages were invited to further optional assignment – to write what they think can be explained by the existence of this or that standard in their mother tongue.

100 native speakers of Russian took part in the questioning, students and professors of Saint-Petersburg universities at the age from 18 to 70 years acted as informants. Interviewed speakers of other languages were foreign students studying in Russian universities, as well as professors and students of universities of Serbia, Poland,

Germany and other countries, respectively. For the survey were selected 25 representatives of each linguistic culture.

THE CORPUS OF STANDARDS OF RUSSIAN STABLE COMPARISONS ACCORDING TO LEXICOGRAPHIC SOURCES AND THEIR THEMATIC CLASSIFICATION

In the topical vocabulary of Russian stable comparisons by L. A. Lebedeva the list of units with the comparison basis *silly* (*глупый*) and *stupid* (*тупой*) looks as follows: *silly*, *stupid* as a log (бревно), a billet (полено), a cork (пробка), a ram (баран), a goose (гусь), a gray gelding (сивый мерин); stupid as an oak (тупой как дуб), a <Siberian> felt boot (сибирский валенок) [10: 215-219]. Dictionaries of Russian stable comparisons by V. M. Mokienko and V. M. Ogoltsev additionally record the following standards of SCs which are of interest to us: a bast shoe (лапоть), a donkey (осел), a heel (пятка), a corkscrew (штопор), a stump (пень), as well as the rhymed SC silly as a woman's navel (глуп как бабий пуп) [11] and silly as a block (a block of wood, a chock) (чурбан, чурбак, чурка) [13]. V. I. Dahl gives the following SCs: silly as an Indian rooster (глуп как индейский петух), as a sturgeon noggin (как осетровая башка), as a Siberian box (как сибирский турс) [8].

Thus, it is possible to allocate the following theme groups of standards of Russian SCs: zoonyms and parts thereof – a ram (баран), a goose (гусь), a gray gelding (сивый мерин), a donkey (осел), an Indian rooster (индейский петух), a sturgeon noggin (осетровая башка); names of household realities – a bast shoe (лапоть), (a Siberian) felt boot (сибирский валенок), a corkscrew (штопор), a cork (пробка), a Siberian box (сибирский турс); lexicon nominating different parts of a tree and a breed of a tree (рнуtопутв) – a log (бревно), a billet (полено), a stump (пень), a block / chock (чурбак, чурка), an oak (дуб) and somatisms – a heel (пятка) and a woman's navel (бабий пуп).

FUNCTIONING OF STABLE COMPARISONS IN MODERN RUSSIAN

RNC's data indicates that the most common in written sources of the corpus is a comparison standard from the thematic group of names of household realities – *a cork* (*пробка*). This standard is applied to characterize both men and women. For instance: «Про вас, евреев, говорят, что вы хитрые и мудрые, но ты, видно, *туп, как пробка!»* [12]; «Работал по письму 1 человек, бывший следак. *Тупой, как пробка*. Вся работа свелась к его письменным запросам типа "подтвердите, что такие-то факты имели место"» [12]; «Из грязи в князи. *Тупая, как пробка*. И дочурка в мамашу пошла, такая же безмозглая напыщенная дура» [12]; «Надо ли говорить, что Шурочка была *глупа как пробка?»* [12]. Questioning of Russian native speakers confirmed the highest rate of this comparison standard among others. V. M. Mokienko explains the motivation of this SC so that it arose from a more lengthy saying: *Глуп как пробка: куда ни ткнёшь, там и торчит* [11: 345]

Another standard of this group, which was found in RNC's contexts, is a felt boot (валенок): «Неотесанный Живодер, лишенный рассудка, иронии и форм протяжения, тупой, как сибирский валенок» [12]. A possible choice motivation as standards of the SCs names of footwear is given, in our opinion, in the following

context from the corpus: «Никогда нельзя было, глядя на нее сказать — «Эта девушка пуста как валенок, мокасин, унт или другой род обуви» [12]. A felt boot (валенок) appears also as the SC standard in questionnaires of Russian native speakers.

A survey of Russian native speakers has also revealed other standards from the sphere of household lexicon which are not recorded in dictionaries: *a nesting doll* (матрешка) and *a stool (maбypemka)*. Informants noted that these standards are used only in relation to women.

From the thematic group of standards-zoonyms in the RNC only a ram (баран), a goose (гусь) and a donkey (осел) are recorded. For example: 'А скажи ведь, — вопрошал Гоша у Жорика, — что Егор глуп, как осел' [12]; 'Она сделает даже то, что превышает ее силы, и тут же подохнет от усердия... Говорят еще: глуп, как гусь... А умнее этой птицы нет на свете' [12]. The SC as a ram (как баран) acts without reference to the basis of comparison, the stupidity of the bearer of this quality is derived from the following contexts: 'Ну она же женщина — и я, как баран последний, поверил ей!' [12]; 'В половине окна стекло уцелело, и там отражался холодильник, а на нем приемник со светящейся шкалой, но я никак не мог понять, что это шкала, и смотрел на нее, как баран, ничего не понимая... потом все-таки понял и смог перевести взгляд наружу, в темноту' [12]; 'Может, она все факты уничтожила в уборной? .. А он, как баран, уши развесил. — Слушай, ты никому не говори, что я тебе разрешил домой заехать, поняла?' [12]. All these SCs are used only in relation to a male. As for the SC as gray gelding (как сивый мерин), it occurs in the RNC's materials only in contexts of fiction of the 19th century and can characterize both men, and women, e.g.: 'Глупа, как сивый мерин, чёрт бы её взял' [12].

A survey of Russian native speakers has shown that the most common in language consciousness of Russians are the SCs with standards-zoonyms *a donkey* (*ocen*), *an ass* (*uuak*), *a ram* (*bapah*). This number of zoonyms, according to questioning, was replenished with such often noted units as *an amoeba* (*amëba*), *a turkey-cock* (*uhdюk*) and *a sheep* (*osua*). The latter standard has been specified with the note that it is the characteristic of only females. Among the occasional standards, apparently, should be considered such standards *as a woodpecker* (*damen*) and *a he-goat* (*ko3en*) which were encountered once.

Атопд SCs with standard-phytonyms in the materials of the RNC were found *silly as a stump (глуп как пень)* and *silly as a log (глуп как бревно)*: 'Да, но Раюмсдаль *глуп, как пень,* – удивилась Луна' [12]; 'Только и лезет тому счастье, *кто глуп, как бревно*, ни о чем не думает, ничего не делает.' [12] The same SCs were given by Russian native speakers expanding the group of these comparison standards with such nouns as a tree (дерево) (the most frequent standard in questionnaires), a cudgel (дубина), a firewood (дрова), a board (доска) and a blank (болванка).

Somatisms as SC standards in the materials of the RNC are not met. However, the Internet forums use the SC *silly as a woman's navel (глуп как бабий nyn)*.

The results of the survey allowed us to identify another group of SC with standardsnames of persons which is not recorded in dictionaries: *silly as a Neanderthal (глупый как неандерталец)*, *silly as a blonde (глупа как блондинка)* and *silly as an infant (глупый как младенец)*.

COMPARATIVE ANALYSIS OF RUSSIAN STABLE COMPARISONS AND STABLE COMPARISONS IN OTHER LANGUAGES

The comparative analysis of the considered SCs with other languages which was carried out by questioning of Russian speakers and representatives of kindred and not kindred languages to the Russian language revealed the following.

In Slavic languages the group of 'wooden' standards of comparisons was also revealed. So, in Serbian the following SCs function: глуп као клада – silly as log; глуп као цепаница – silly as billet. In Czech: hloupý jako dub – silly as oak, hloupý jak kláda silly as log, block. In Polish: glupi jak pień – silly as tree trunk. SCs with standardsnames of household realities are frequently used in speech of native speakers of Slavic languages: in Polish – głupi jak but – stupid as a boot (глупый как ботинок), in Serbian - глуп као ћускија - stupid like a crowbar, ice pick (глупый как лом, пешня), глуп као точак – silly as wheel (глупый как колесо), глуп као $\partial y \partial y \kappa$ – stupid like a tune, a shepherd's flute. In Czech: hloupý jako fusekle - silly as socks, hloupý jako jelito - silly as a blood sausage, blbý jak bačkora – bad (silly) as a house slipper, blbej jak bota – as a boot, hloupý jako kredenc - as a sideboard. In Bulgarian: тъп като галош – silly as a galosh. Standards-zoonyms function in the following comparisons of Slavic languages. In Serbian: глуп као во – silly as a bull; only about a woman: глупа као кокош, кокошка (a hen), глупа као ћурка (a turkey), глупа као гуска (a goose), глупа као крава (a cow). In Czech: hloupý jako bulík – silly as a young bull-calf, hloupý jako boží hovádko – silly as God's cattle, hloupý jako osel – silly as a donkey, hloupý jako [uzená] husa – silly as a [smoked] goose, hloupý jak beran – silly as ram, hloupý jak svině – silly as a pig, blbá jako kráva – nasty (silly) as a cow. In Polish: głupi jak osioł - silly as a donkey, głupia jak krowa – silly like a cow. In Bulgarian: глупав като гъска - silly as a goose. However, Bulgarian informants noted that this expression is peculiar only to the elderly. The difference with the Russian language is that Russians for characteristics of a silly woman do not use SCs with standards-zoonyms, but metaphors. e.g. a (silly) hen, cloth ears. The group of SCs with standard-name of a person in Slavic languages includes the following units. In Serbian: глуп као Босанац – silly as a Bosnian, глупа као плавуша – silly as a blonde. In Czech: hloupý jak Tatar - silly as a Tatar, hloupý jak naš Vávra – silly as our Vavra. In Polish: głupia jak blondynka – silly as the blonde. Noteworthy is the fact that the SC 'silly as a blond' is not recorded in Russian dictionaries, and, apparently, it is formed in the Russian speech as a reflection of the prevailing stereotype, whereas in other Slavic languages this SC is present.

In Finno-Ugric languages the most frequently used, according to the conducted survey, is the following SCs. In Hungarian: *buta mint a tök* – silly as a pumpkin, *buta mint a föld* – silly as an earth. In Finnish: *tyhmä kuin saapas* – silly as a boot; sometimes there is an amplification – in the literal translation – silly as a boot from the left leg, *tyhmä kuin tynnyri* – silly as barrel (this expression uses alliteration), *tyhmä kuin aasi* – silly as a donkey.

In Germanic languages as the most commonly used are the next SCs: in the German language – dumm wie ein Esel, wie Stroh, wie Brot – silly as a donkey, as straw, as bread; in Dutch: zo dom als het achterste van een varken/koe – silly as a swine's (cow's) ass, zo dom als een ezel – silly as a donkey. In Swedish: dum som en gås – silly as a goose, dum som ett/en spån - silly as a sawdust, lika dum som gud är vis – so stupid, how God is wise, dum som en flundra – silly as a flounder, dum som en kalv –

stupid as a calf, *dum som en ko* – stupid as a cow, *menlös som en duva* – silly like a pigeon. In the English language there is a representative group of SCs with standards-zoonyms: *as dumb as a fish, an oyster, an ox, a donkey, an ass, a woodcock, as stupid (dumb) as a goose* (of a woman), as well as the names of inanimate objects: *as dumb as a statue, a stone, a stump, a doorknob, a post, a lamppost, a rock, sand.*

In the Turkish language, the most frequent are SCs which sound in a literal translation into English as follows: *like a goose's head*, *like a bird's brain* and *dumb as a blonde*.

The situation is more complicated if to deal with the Chinese language. The Russian adjective '*stupid*' corresponds to several Chinese units. Because of it the meaning of the adjective as a part of the following categories of SCs varies:

1. If a Chinese unit corresponds to the Russian translation of the adjective *clumsy* (неуклюжий), then it is possible to consider such SCs as (literally) silly as a penguin, silly as a bear, silly like Panda, silly as an idol (истукан).

2. If to consider two other Chinese units acting as the translation analog of Russian *silly*, then they combine the meanings of 'bad' and 'clumsy', e.g., the SC (literally) *silly as pig.* As a motivation of the use of this comparison standard Chinese native speakers put forward the version about the long experience of people-watching over the way of life of pigs. These animals eat and sleep a lot. They do not realize that when they gain weight, they will be killed. The SC *silly as bear.* Motivation of using of comparison standards is a fairy tale. A bear wanted to collect corn and came to a field. He joyously grabbed one corn cob. Then it walked up to the second ear of corn, but it could not understand how it is possible to carry away two at once. Therefore it threw out one, and took the second ear. This was repeated many times. As a result, it spent a lot of time, but could away only one ear of corn. The SC *silly as bird* is motivated by the expression *a silly bird flies in advance*, i.e., in a figurative sense, this means that a silly person should start to work earlier and work harder than everyone else. This group of SCs includes the following comparisons: *silly as bull (cow)* and *silly as donkey*.

3. The Chinese language unit, which functions within the meaning of Russian adjectives *bad* and *naive*, is a part of SCs with a collective noun that can be translated into Russian like *silly as a pumpkin, a watermelon, a melon*. To this class of SCs relates *stupid as a post-graduate student*, since it is commonly assumed that the higher the intellectual abilities of the person, the less he has interest in anything else than studying. Such units, as *someone's head is silly like a piece of elm* and *silly as the child*, enter into the same group of SCs.

4. Another unit of the Chinese language which can translate the Russian adjective *silly*, means that a person does not think of anything. Hence such SCs like *silly as a goose*, *silly as a wooden rooster* (in ancient China cockfighting was a game of aristocrats).

CONCLUSION

Thus, as a result of the analysis, it is possible to conclude that thematic spheres of standards of SCs in different languages in many respects coincide. The most universal standards are zoonyms. It can be assumed that for centuries of watching pets, such as *an ox* and *a donkey*, people saw how much they have to work. Hence the stereotype was formed: everything that exceeds a norm and is not compensated is silly. Names of

poultry - goose, turkey-cock, etc. as standards of stupidity are motivated probably with the same ideas which Chinese have about such a pet as a pig. These birds live, eat, think about nothing and do not know that in the near future will serve as food for humans. Also the idea of silliness of blondes is stereotypical and universal for speakers of different languages. Names of footwear can be also considered universal standards of SCs describing a silly person, as well as names of other household realities as a whole. Motivated can be considered words with standards-names of inanimate objects in general (all names of economic and household realities, by definition, are deprived of mind as a property inherent in objects referred to animate nouns). National specificity is manifested in the concrete realities chosen as comparison standards. For Slavs as a whole the choice of 'wooden' subject of SCs standards is very typical. The choice of a standard is influenced by such factors as a traditional household culture, a country geography (different animals are not randomly selected - *flounder* or *Panda*, for example) and folklore beliefs about animals. Lacunarity of such Russian theme group of standards of SCs as names of natural realities is of interest. E.g., in Serbian: *2лvn (2лve*, луд) као но \hbar – stupid (deaf, crazy) as night, it is similar in Czech - hloupý jako noc; in English – such standards as a stone, a rock, a sand. Obviously, with a certain degree of conditionality in this case we can speak about not typicalness for the Russian consciousness of the idea of stupidity of inanimate nature because of its primordiality and permanence, i.e. about so-called 'significant' absence of this group of SCs in the Russian language.

REFERENCES

[1] Alyoshin A.S. Ustojchivye sravneniya shvedskogo yazyka, xarakterizuyushhie cheloveka: Avtoreferat dis. ... kand. filol. nauk: 10.02.04. – Sankt-Peterburg, 2011. – 24 s.

[2] Krylova M.N. «Kak ryba v vode» (Ustojchivye sravneniya: tradicii i transformacii) // Russkaya rech'. – № 5. – 2013. – S. 58-64.

[3] Lebedeva L.A. Ustojchivye sravneniya russkogo yazyka vo frazeologii i frazeografii: Avtoreferat dis. ... d-ra filol. nauk: 10.02.01. – Krasnodar: Kubanskij gosuniversitet, 1999. – 34 s.

[4] Podhomutnikov V.G. Lingvokul'turologicheskie osobennosti ustojchivyh sravnenij v russkom i anglijskih yazykah (na primere ideograficheskogo polya «Vneshnost'»): Avtoreferat dis. ... kand. filol. nauk: 10.02.20. – Omsk, 2002. – 19 s.

[5] Teliya V.N. Russkaya frazeologiya. Semanticheskij, pragmaticheskij i lingvokul'turologicheskij aspekty. – M.: Iz-vo SHkola. YAzyki russkoj kul'tury, 1996. – 230 s.

[6] Yuj Fehnin Ustojchivye sravneniya, harakterizuyushchie lico cheloveka, v russkoj yazykovoj kartine mira (na fone kitajskogo yazyka): Avtoreferat dis. ... kand. filol. nauk. 10.02.01. – Sankt-Peterburg, 2016. – 24 s.

[7] Yakovleva E.S. K opisaniyu russkoj yazykovoj kartiny mira // Russkij yazyk za rubezhom. – №1-3. – M., 1996. – S. 34-48.

[8] Dal' V.I. Tolkovyj slovar' zhivogo velikorusskogo yazyka. V 4-h tt. – M.: TERRA, 1995.

[9] Lebedeva L.A. Ustojchivye sravneniya russkogo yazyka: Kratkij tematicheskij slovar'. – Krasnodar: KGU, 2003. – 300 s.

[10] Lebedeva L.A. Ustojchivye sravnenija russkogo jazyka. Tematicheskij slovar'. – M.: Flinta, Nauka, 2013. – 316 s.

[11] Mokienko V.M. Slovar' sravnenij russkogo jazyka. – SPb.: Norint, 2003. – 608 s.

[12] Russian National Corpus - Rezhim dostupa: http:// www.ruscorpora.ru/

[13] Ogol'cev V.M. Slovar' ustojchivyh sravnenij russkogo jazyka. – M.: Russkie slovari, 2001. – 800 s.