



Volume 95, Issue 3

June 2025

Special issue "Sociolinguistic Grounds of Modern Discourse Analysis" Guest  
Editor: Tatiana Yu. Tameryan

---

22 articles in this issue

---

### **Editorial**

T. Yu. Tameryan

**EditorialNotes** | 05 February 2026 | Pages: 283 – 283

---

### **A Narrative Approach to Social Knowledge**

T. Yu. Tameryan

**Socially Relevant Facets of Communication** | 05 February 2026 |  
Pages: 284 – 290

---

### **Sociolinguistic Characteristics of Artificial Intelligence**

V. I. Karasik

**Socially Relevant Facets of Communication** | 05 February 2026 |  
Pages: 291 – 297

---

### **Urislinguistics in the Social Space of Belarus**

A. L. Dziadzinkin

**Socially Relevant Facets of Communication** | 05 February 2026 |  
Pages: 298 – 304

---

### **Standardization of Legal Terminology within Linguistic Expertise**

A. A. Lavitski

**Socially Relevant Facets of Communication** | 05 February 2026 |  
Pages: 305 – 311

## **Language Parameters of Ethnic Identity of an Individual**

V. I. Terkulov

Language and Culture within Sociolinguistics | 05 February 2026 |

Pages: 312 – 318

---

## **Ethnolinguistic Identity in the Discourse of the Crimean Region**

N. N. Kislitsyna & G. Yu. Bogdanovich

Language and Culture within Sociolinguistics | 05 February 2026 |

Pages: 319 – 323

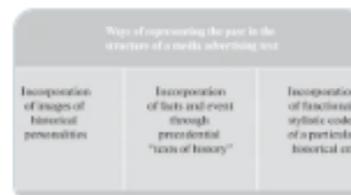
---

## **Representation of Historical Memory in Russian Media Advertising Discourse**

E. N. Ezhova

Language and Culture within Sociolinguistics | 05 February 2026 |

Pages: 324 – 330



## **Territorial Identity in the Mirror of Urbanonyms of Northern Cities in the Ural Federal District: A Discursive Approach**

M. V. Golomidova & A. V. Dmitrieva

Language and Culture within Sociolinguistics | 05 February 2026 |

Pages: 331 – 337

---

## **The Sociocultural Underpinnings of Linguocreativity: Digital Community Discourse Strategies**

O. M. Akay

Linguistic Creativity in the Conceptual Representation of Social Processes |

05 February 2026 | Pages: 338 – 345

---

## **Models of Linguistic Manipulation of the Audience in Polycode Advertising Texts in Healthcare**

T. B. Radbil

Linguistic Creativity in the Conceptual Representation of Social Processes |

05 February 2026 | Pages: 346 – 351

---

## **The Provocative Potential of Glocal Online Media Discourse as a Space for Modifying Social Values**

E. A. Avdeev, S. M. Vorob'ev & B. A. Shishkin

**Linguistic Creativity in the Conceptual Representation of Social Processes** |  
05 February 2026 | Pages: 352 – 361

---

## **Linguocultural Aspects of Verbalization of Chromosymbolism**

S. G. Vorkachev & E. A. Vorkacheva

**Linguistic Creativity in the Conceptual Representation of Social Processes** |  
05 February 2026 | Pages: 362 – 367

---

## **Neologization of Political Processes in Russian Society**

N. S. Soloveva & V. V. Katermina

**Pragmatic Aspects of Media Communication in Society** | 05 February 2026 |  
Pages: 368 – 378

---

## **Onyms with a Numerical Component in the Implementation of the Strategy for Preserving Sociocultural Memory**

E. V. Dziuba

**Pragmatic Aspects of Media Communication in Society** | 05 February 2026 |  
Pages: 379 – 385

---

## **Analytical Article on Legal Issues: Interrelation of Sociopragmatic and Communicative Characteristics**

V. A. Mityagina & Yu. V. Chemeteva

**Pragmatic Aspects of Media Communication in Society** | 05 February 2026 |  
Pages: 386 – 395

---



## **Speech Personality of an Online Teacher in the Mediasphere of Distance Education**

I. V. Chernova

**Pragmatic Aspects of Media Communication in Society** | 05 February 2026 |  
Pages: 396 – 401

## **Convergence of Codes in Metaphorization and Precedent Reflection in Categorizing Urban Locus**

T. V. Marchenko & S. N. Bredikhin

Social Metaphor in the Digital Space | 05 February 2026 | Pages: 402 – 408

---

## **Metaphorical Image of the President of Russia in the German Mass Media**

M. S. Sergeeva & M. V. Kamensky

Social Metaphor in the Digital Space | 05 February 2026 | Pages: 409 – 417

---

## **Metaphorical Modeling of a Political Leader in Russian Media**

O. I. Mikhnevich & A. P. Chudinov

Social Metaphor in the Digital Space | 05 February 2026 | Pages: 418 – 427

---

## **Metaphor As a Tool of Social Construction in Professional Communication in the Digital Era: A Linguosemiotic Perspective**

T. A. Shiryayeva

Social Metaphor in the Digital Space | 05 February 2026 | Pages: 428 – 434

---

## **Metaphorical Modeling in Medical Public Service Advertising**

M. V. Terskikh

Social Metaphor in the Digital Space | 05 February 2026 | Pages: 435 – 441