

**Авторлар туралы мәліметтер:**

Қайыпбаева Айжамал – филология ғылымдарының кандидаты, филология және практикалық лингвистика кафедрасы профессорының м.а, «Ахмет.Байтұрсынұлы атындағы Қостанай өңірлік университеті» КЕАҚ, Қазақстан Республикасы, 110005, Қостанай қ., 5 шағ. ауд., 16/5, тел.: +77785450211, e-mail: a.kaypbai1957@mail.ru.

Нурсеитова Айшагул Айдарбековна – гуманитарлық ғылымдар магистрі, филология және практикалық лингвистика кафедрасының аға оқытушысы, «Ахмет.Байтұрсынұлы атындағы Қостанай өңірлік университеті» КЕАҚ, Қазақстан, 110011 Қостанай қ., Штабная көш, 13, тел.: +77752965179, e-mail: a-nurseitova@mail.ru.

Тасмағамбетова Зейнат Жансұлтановна\* – филология магистрі, филология және практикалық лингвистика кафедрасының аға оқытушысы, «Ахмет.Байтұрсынұлы атындағы Қостанай өңірлік университеті» КЕАҚ, Қазақстан, 110001 Қостанай қ, Сибирская көш, 43, тел.: +77752715197, e-mail: zinattas@mail.ru.

Абильбекова Бахыт Тұрсынбековна – филология және практикалық лингвистика кафедрасының аға оқытушысы, «Ахмет.Байтұрсынұлы атындағы Қостанай өңірлік университеті» КЕАҚ, Қазақстан, 110000, Қостанай қ., Герасимова көш., 2, тел.: +77022302275, e-mail: bakyt\_ru@mail.ru.

Қайыпбаева Айжамал – кандидат филологических наук, и.о. профессора кафедры филологии и практической лингвистики, НАО «Костанайский региональный университет имени Ахмет Байтұрсынұлы», Республика Казахстан, 110005, г. Костанай, 5 микр., 16/5. тел.: +77785450211, e-mail: a.kaypbai1957@mail.ru.

Нурсеитова Айшагул Айдарбековна – магистр гуманитарных наук, старший преподаватель кафедры филологии и практической лингвистики, НАО «Костанайский региональный университет имени Ахмет Байтұрсынұлы», Республика Казахстан, 110011, г. Костанай, Штабная, 13, тел.: +77752965179, e-mail: a-nurseitova@mail.ru.

Тасмағамбетова Зейнат Жансұлтановна\* – магистр филологии, старший преподаватель кафедры филологии и практической лингвистики, НАО «Костанайский региональный университет имени Ахмет Байтұрсынұлы», Республика Казахстан, 110001, г. Костанай, Сибирская 43, тел.: +77752715197, e-mail: zinattas@mail.ru.

Абильбекова Бахыт Тұрсынбековна – старший преподаватель кафедры филологии и практической лингвистики, НАО «Костанайский региональный университет имени Ахмет Байтұрсынұлы», Республика Казахстан, 110000, г. Костанай, ул.Герасимова 2, тел.: +77022302275, e-mail: bakyt\_ru@mail.ru.

Kaipbayeva Aizhamal – Candidate of Philological Sciences, acting Professor of the Department of philology and practical linguistics, Akhmet Baitursynuly Kostanay Regional University, Republic of Kazakhstan NLC, Republic of Kazakhstan, 110005, Kostanay, 5 micro district, bld. 16, apt. 5, tel.: +77785450211, e-mail: a.kaypbai1957@mail.ru.

Nurseitova Aishagul Aidarbekona – Master of Humanities, Senior Lecturer of the Department of philology and practical linguistics, Akhmet Baitursynuly Kostanay Regional University NLC, Republic of Kazakhstan, 110011, Kostanay, 13 Shtabnaya Str., tel.: +77752965179, e-mail: a-nurseitova@mail.ru.

Tasmagambetova Zeinat Zhansultanovna\* – Master of Philology, Senior Lecturer of the Department of philology and practical linguistics, Akhmet Baitursynuly Kostanay Regional University NLC, Republic of Kazakhstan, 110001, Kostanay, 43 Sibirskaia Str., tel.: +77752715197, e-mail: zinattas@mail.ru.

Abilbekova Bakhyt Tursynbekovna – Senior Lecturer of the Department of philology and practical linguistics, Akhmet Baitursynuly Kostanay Regional University NLC, Republic of Kazakhstan, 110000, Kostanay, 2 Gerasimov Str., tel.: +77022302275, e-mail: bakyt\_ru@mail.ru.

IRSTI: 16.21.33: 16.21.27

UDC: 81'42

<https://doi.org/10.52269/NTDG2541231>

**PROXEMES, CHRONEMES AND LEXICAL TIMERS AS LINGUOCULTURAL NOMINANTS OF MODEL CHINESE METROPOLIS (BASED ON THE MATERIAL OF «NATIONAL GEOGRAPHIC» MAGAZINE)**

Kolyadin A.V. – Candidate of Philological Sciences, Senior Lecturer, Ural Federal University, Yekaterinburg, Russia.

The article is devoted to studying markers of the informative code of the journalistic concept HONG KONG in English-language journalistic discourse. The purpose of this article is to study the specifics of the representation and interaction of chronemes and linguocultural lexical timers in the information code of the

*dominant concept HONG KONG and to identify the frequency of parameters of the proxemic, temporal and historical-cultural nominations in the formation of the nominative field of the dominant concept HONG KONG in journalistic discourse. The article updates the interpretation of the concepts of chroneme and linguocultural lexical timers and examines their functioning in the informative code of the dominant concept HONG KONG using the example of a specific journalistic text. The results of the analysis enabled to identify the frequency of use of the parameters of proxemic, temporal and historical-cultural nominations in the journalistic text of the online publication National Geographic and to determine the peculiarities of the functioning of the elements of the informative code of the dominant concept HONG KONG.*

**Key words:** *journalistic discourse, discursive informative code, dominant-concept, chronemes, proxemes, linguocultural lexical timers, urban studies.*

### **ҚЫТАЙ МЕГАПОЛИСІ МОДЕЛІНІҢ ЛИНГВОМӘДЕНИ НОМИНАНТТАРЫ РЕТІНДЕГІ ПРОКСЕМДЕР, ХРОНЕМДЕР ЖӘНЕ ЛЕКСИКАЛЫҚ ТАЙМЕРЛЕР («NATIONAL GEOGRAPHIC» ЖУРНАЛЫ МАТЕРИАЛДАРЫ НЕГІЗІНДЕ)**

*Колядин А.В. – филология ғылымдарының кандидаты, аға оқытушы, Ресейдің Тұңғыш Президенті Б.Н. Ельцин атындағы Орал федералдық университеті, Екатеринбург қ, Ресей Федерациясы.*

*Мақалада ағылшын тіліндегі публицистикалық дискурста ГОНКОНГ публицистикалық концептісінің ақпараттық кодындағы маркерлерді зерттеу мәселесі қарастырылады. Зерттеудің мақсаты ГОНКОНГ концепт-доминантасының ақпараттық кодында хронемдер мен лингвомәдени лексикалық таймерлердің ұсынылу ерекшеліктері мен өзара әрекеттесуін талдау, сондай-ақ публицистикалық дискурста ГОНКОНГ концепт-доминантасының номинативтік өрісін қалыптастыруда проксемдік, темпоралды және тарихи-мәдени номинациялар параметрлерінің қолданылу жиілігін анықтау болып табылады. Мақалада хронема және лингвомәдени лексикалық таймерлер ұғымдарына ғылыми түсініктеме беріліп, олардың ГОНКОНГ концепт-доминантасының ақпараттық кодындағы қалай жұмыс істейтіні нақты публицистикалық мәтін үлгісінде қарастырылады. Жүргізілген талдау нәтижесінде National Geographic интернет-басылымының публицистикалық мәтінінде проксемдік, темпоралды және тарихи-мәдени номинация параметрлерінің қолданылу жиілігі айқындалып, ГОНКОНГ концепт-доминантасының ақпараттық код элементтерінің қызмет ету механизмдері мен ерекшеліктері анықталды.*

**Түйінді сөздер:** *публицистикалық дискурс, дискурстық ақпараттық код, концепт-доминанта, проксемдер, хронемдер, лингвомәдени лексикалық таймерлер, урбанистика.*

### **ПРОКСЕМЫ, ХРОНЕМЫ И ЛЕКСИЧЕСКИЕ ТАЙМЕРЫ КАК ЛИНГВОКУЛЬТУРНЫЕ НОМИНАНТЫ МОДЕЛИ КИТАЙСКОГО МЕГАПОЛИСА (НА МАТЕРИАЛЕ ЖУРНАЛА «NATIONAL GEOGRAPHIC»)**

*Колядин А.В. – кандидат филологических наук, старший преподаватель, Уральский федеральный университет имени первого Президента России Б.Н. Ельцина, г. Екатеринбург, Российская Федерация.*

*Статья посвящена теме исследования маркеров информативного кода публицистического концепта ГОНКОНГ в англоязычном публицистическом дискурсе. Целью данной статьи является изучение специфики представленности и взаимодействия хронем и лингвокультурных лексических таймеров в информационном коде концепта-доминанты ГОНКОНГ и выявление частотности параметров проксемной, темпоральной и историко-культурной номинаций в формировании номинативного поля концепта-доминанты ГОНКОНГ в публицистическом дискурсе. В статье актуализируется трактование понятий хронема и лингвокультурные лексические таймеры и исследуется их функционирование в информативном коде концепта-доминанты ГОНКОНГ на примере конкретного публицистического текста. Результаты проведённого анализа позволили выявить частотность употребления параметров проксемной, темпоральной и историко-культурной номинации в публицистическом тексте интернет-издания «National Geographic» и определить особенности функционирования элементов информативного кода концепта-доминанты ГОНКОНГ.*

**Ключевые слова:** *публицистический дискурс, дискурсивный информативный код, концепт-доминанта, проксемы, лингвокультурные лексические таймеры, урбанистика.*

#### **Introduction**

At present, one of the most compelling domains within linguistic scholarship is the field of discourse studies. Discourse, endowed with a highly elaborated structural organisation, constitutes a substantial corpus for scholarly investigation. Given that discourse possesses a structure with delineated micro-level constituents, rigorous analysis must commence with its specific components. Within this epistemological framework, the construct of the informative code assumes particular significance. Through the deployment of its diverse

constituents, the reader gains access to the discursive world instantiated by the text's author. In the context of journalistic discourse, the reader engages not solely with the linguistic system but also with the encompassing cultural milieu. Indeed, each journalistic text is characterised by a distinctive informative code, which simultaneously reflects the linguocultural specificity of the locale to which the text is dedicated.

According to A.P. Sadokhin, the cultural code of each journalistic text has its peculiarities, which, in turn, indicate that each linguistic culture, through verbal and non-verbal means, reflects certain national habits, behavioral norms characteristic of specific ethnic group, as well as features of spatial organisation [1: 72; 2]. Thus, the study of markers of the informative code in contemporary journalistic texts allows not only to interpret the dynamics of sociocultural transformations in society projected in journalistic discourse but also to qualitatively analyse autonomous elements and delve into the depth of meaning representation.

Journalistic discourse represents a unique phenomenon: it is simultaneously the product of journalistic practice, the manifestation of the journalist's epistemic and self-reflective processes, and a communicative medium bridging the author with the audience within the sphere of contemporary media [3: 3-4]. Country-oriented journalistic discourse, which includes urbanistic texts, is aimed at attracting visitors, which explains its conditioning by regional culture and traditions. Journalistic texts function as semiotic phenomena capable of rendering the deep strata of national culture and collective mentality. Such representational capacity is realised through the verbalisation of journalistic cognitive dominants. Within this investigation, a cognitive dominant is defined as a cognitive-informative construct, comprising two or more dominant concepts. The conceptosphere of journalistic discourse, in turn, denotes the totality of journalistic concepts unified by the authorial intent into an integrated, complex informative model embedded within the communicative situation.

Each journalistic text is characterised by a specific set of nominants of the informative code, reflecting its linguocultural features conditioned by the specificity of the toponym to which the article is devoted. In this study, the materials analysed are drawn from journalistic discourse of an urbanistic orientation. A salient feature of urbanistic texts is the specificity of their informative code, which is instantiated through discrete groups of markers denoting the observable characteristics of objects, thereby constituting the architectural space of a given toponymic unit.

As with all discourse types, journalistic discourse operates as a system of meanings. As S.L. Kushneruk underscores, this system is dynamic and consists of identifiable nominants [4: 7].

In the present study, the nominants shaping the informative code of discourse are conceptualised as culturally marked proxemic links, which constitute a synergistic descriptive framework of urbanistic architectural objects, integrating a triad of parameters: proxemic, temporal, and historico-cultural nominations.

Proxemic nomination includes markers of the non-verbal proxemic code that nominate the components of the described space [5: 296].

Temporal nomination comprises chronemes and linguocultural lexical timers. A chroneme is understood as a linguistic unit verbalising a temporal marker in the sequential contour of the text, representing time as a component of the non-verbal code of communication [6: 141]. Y.I. Buzina interprets linguocultural lexical timers as "words and word combinations whose semantics indirectly represents the temporal aspect" [7: 177].

Historico-cultural nomination includes linguocultural nominants, lexical units representing a combination of geographical and social information, a kind of synthesis of information about a geographical object and the society located on it. In combination with temporal markers, historico-cultural nomination characterises the geographical object, providing the recipient with a comprehensive picture of the discursive world [8: 87].

The purpose of this study is to investigate the interaction of chronemes and linguocultural lexical timers within the informative code of the concept HONG KONG and to analyze the frequency of spatial, temporal, and historical-cultural markers in urbanistic journalistic discourse. To achieve this aim, the following tasks were identified: first, to clarify the theoretical functions of chronemes and lexical timers as elements of the discursive informative code; second, to identify and categorize the specific markers that constitute the nominative field of the concept HONG KONG; and third, to determine the frequency of these nominations and interpret their role in modeling the image of a modern Chinese metropolis.

### **Materials and methods**

The research material comprises urban-oriented and country-specific journalistic texts published in the English-language popular science magazine *National Geographic* between 2019 and 2024. The choice of this source is due to the fact that journalistic genre texts describing the sights of different cities contribute to the formation of a complex image of the culture of the described linguistic societies and concentrate the pragmatic orientation of the discourse. The empirical material for the analysis, the results of which are presented in this article, was Kate Springer's publication on architectural icons of Hong Kong, on the basis of which a file of nominees for the informative code was formed [9].

To verify the obtained data and to conduct an in-depth analysis of the text's architectonics, a set of methods was employed:

semantic analysis aimed at identifying the nominees of the informative code (proxeme, chroneme, lexical timers) as part of cognitive structures, followed by the construction of their matrices.;

a method of linguocultural analysis aimed at establishing the cultural aspect of the nominees of the informative code and identifying the connection of architectural images with national traditions;

an interpretive analysis that allowed to determine the functional role of the nominees in shaping the image of the city;

a quantitative analysis that helped determine the frequency of nominees and identify the dominant groups of markers in the text.

For comprehensive material analysis, the author's algorithm for interpreting and modeling discursive cognitive dominants was applied [3: 11-12]. This methodological framework encompasses several stages pertinent to the study of urbanistic discourse:

the choice of a journal as a format for journalistic discourse (in this case, National Geographic);

creation of a model of cognitive dominants and identification of a key dominant concept (HONG KONG);

identification of a spectrum of subconcepts and markers in the modeled dominant concept;

the study of the informative code of the nominative fields of concepts (analysis of proxemes, chronemes, linguocultural markershyper);

the construction of a matrix of the informative code of concepts and the interpretation of their role in the architectonics of the text.

Of particular analytical interest is the characterisation of linguocultural temporal markers within the architectural configuration of the journalistic dominant concept HONG KONG as instantiated in the National Geographic article. The analysed text depicts Chinese architectural phenomena from a temporal perspective and represents a culturally marked spatial domain of the Chinese city through the nominative field of the dominant concept of HONG KONG.

### Results and discussion

During the linguistic analysis of culturally marked links of the discursive informative code in Kate Springer's article "Explore 5 architectural icons Hong Kong neighborhood", published in National Geographic, it is possible to conclude that temporal nomination, together with historico-cultural nomination, forms the near-periphery of the core-periphery structure of the dominant concept HONG KONG. In the discursive informative code of the urbanistic journalistic article, the following number of three types of nominations for the dominant HONG KONG is represented: 13 temporal nominations, 18 proxemic, and 16 historico-cultural nominations.

With respect to proxemic nominations, it was observed that numerous markers may be simultaneously interpreted as proxemic toponyms, signaling the author's intent to provide precise geospatial information regarding urban objects, thereby facilitating the reader's acquaintance with both geographic and linguocultural features of the described locale. Examples include: "a prime location in the heart of the city's commercial and civic center", "the global stage", "business district", "along the harbor", "bustling markets in the laneways about sleek galleries", "on the map", "the island's main east-west artery", "the buildable area", "the urban environment", "across the street", "trapezoidal plot on a slope in a typhoon zone", "directly below", "across the harbor", "the little lanes of Central", "To the northwest", "in the distance", "in the city", "surrounded by major landmarks".

Analysis suggests that, through a complex of markers representing horizontal and vertical spatial axes, the urban space of Hong Kong is cognitively constructed as hyper-scale: "Hyper-dense Hong Kong... boasts the largest collection of high-rise buildings on Earth".

It is noteworthy that proxemes in the nominative field also encode contemporary architectural styles: "the latest technologies", "modern towers", "international design", "modular prefabricated steel structure" [3: 15-16]. These markers facilitate the reconstruction of the expressive architectural style, whereby edifices are metaphorically likened to natural forms, e.g., tower facades described as "look like koalas hugging tree trunks", and the Bank of China Tower "designed to resemble a flourishing bamboo shoot". Proxemes and similes constitute the urbanistic code of Hong Kong.

Of the analyzed proxemes, 20 are additionally associated with historico-cultural nomination: "on Earth," "Central and Admiralty districts", "Victoria Harbour", "the US, Japan and the UK", "Queen's Road", "Chater Garden", "the Bond Center", "the Peak Tram station", "in Paris", "in Dallas", "in Hong Kong", "outside North America", "Two International Finance Center", "in the West Kowloon Art District", "the Eight Mountains of Kowloon", "on Murray Road in the heart of Central".

Consider temporal verbal markers of the informative code in journalistic discourse. These are defined as chronemes and linguocultural lexical timers, representing a "temporal cognitive attractor" [10: 180; 11; 12], which forms the set of nominants of the nominative field of the dominant concept. It is important to note that linguocultural lexical timers only indirectly indicate the time in which the event described by the text occurred, thus creating the temporal background of the event or subject in the temporal space. Consequently, for a full understanding of the time referenced in the context, the reader must possess historical knowledge of the topic described in the journalistic text.

Chronemes in the temporal nomination of the discursive informative code were divided into two groups: those reflecting the exact date of an event and those reflecting an approximate date or time period.

The first group included 7 chronemes indicating precise dates: "In the 1980s", "1997", "in 2023", "In 1979", "back in the 1800s", "since 1888", "the 19th-century". These chronemes are culturally and historically marked and participate in defining the diachronic spectrum of the temporally conditioned space of Hong Kong.

The second group, indicating an approximate period of events, included 6 lexical units: “During this time of great change”, “an ancient Chinese practice”, “just months before debuting”, “throughout the last two centuries”, “at the time”, “Still today”, “next year”.

The historico-cultural nomination of the discursive informative code of the dominant concept HONG KONG in the analyzed article includes two units of linguocultural lexical timers: “an economically robust time for the city”, “Edwardian low-rises”.

Special attention in the informative code is given to linguocultural markers that reveal the deep architectural intent hidden behind external forms [10: 180; 11; 12]. Modernity and innovation in Chinese architecture, as presented in Hong Kong discourse, are closely combined with traditional symbols. This is expressed in descriptions of structures using the latest technologies in combination with traditional principles: “...traditional feng shui principles (an ancient Chinese practice intended to harmonize and improve the energy in our physical environments)”.

### Discussion

Thus, the informative code of the dominant concept demonstrates the aspiration to embody advanced achievements while maintaining adherence to traditions. Modern architecture in a metropolis finds a balance between preserving national traditions and internationality. Informative code nominants capture the balance between representing ancient and contemporary cultures, explained by the pursuit of harmony with nature – a fundamental postulate of Chinese culture.

It should be noted that the article shows an intersection of historico-cultural and proxemic nominations. Some proxemes also act as toponyms and are thus components of both historico-cultural and proxemic nominations [13; 14]. Based on the title of the journal article, it can be assumed that the author's goal is to familiarize readers with famous landmarks in Hong Kong and the architects who designed them. Since the author provides locations of these landmarks and brief biographical information about the architects, the text contains frequent use of proper nouns, namely names of districts, cities, and countries.

The linguistic analysis of culturally marked proxemic links in the journalistic model of the dominant concept HONG KONG revealed the following. The frequency of chronemes and linguocultural lexical timers indicates that one of the subconcepts of the dominant concept HONG KONG is TIME. Temporal markers function in the article as follows: they characterize time, directly or indirectly, in combination with the spatial parameters of the described architecture. However, as the analysis shows, among the triad of proxemic, temporal, and historico-cultural nominations, the author predominantly uses proxemic and historico-cultural nominations.

Modeling the informative code in the architectonics of various discourse types is based on the results of the interpretative process of understanding the parameters of the discursive informative code. In the discursive informative code of the urbanistic article, the nominative field of the dominant concept HONG KONG shows a clear combination of proxemes, chronemes, and linguocultural lexical timers. Proxemes allow the reader to visualize the described place, while the lexical timers and chronemes provide additional information and reflection for the reader on the described landmark and its creator.

Thus, it can be concluded that the author of the analyzed journalistic text on urbanistics emphasizes the use of spatial nominants in describing urban space, since such texts have a sociocultural character. Reading Kate Springer's article “Explore 5 architectural icons in Hong Kong neighborhood” can be compared to a city excursion – precisely what the author attempts to recreate in the reader's perception: the experience of the observed place through immersion in the discourse with exact references to locations and dates.

### Conclusion

This study conducted a comprehensive interpretation of the informative code of the journalistic dominant concept HONG KONG based on the English-language magazine National Geographic. Using the author's algorithm for modeling, specific markers – proxemes, chronemes, and linguocultural lexical timers – forming a multidimensional image of the Chinese metropolis were identified and systematised. The analysis showed that the representation of urban space in journalistic discourse, while incorporating geographical coordinates, constitutes a synergistic interaction of spatial parameters with temporal and cultural-historical characteristics.

The study of frequency and semantics of the identified nominants allowed for determining the structure of the nominative field of the concept and the role of each type of marker in fulfilling the author's intention. It was established that the predominance of proxemic nomination, combined with the historical depth provided by chronemes, creates an effect of presence and allows the reader to decode the cultural meanings of the architectural environment.

The study enables the integration of the concept HONG KONG into the broader taxonomic model of the cognitive dominant “CHINESE ARCHITECTURE”. A characteristic feature of representing the Chinese metropolis in English-language journalistic discourse is the emphasis on scale and a tendency towards gigantism, reflected in the frequency of proxemic nominants marking modern architectural objects [3: 25]. At the same time, the informative code model exhibits a high density of chronemes and linguocultural markers compared to descriptions of other architectural traditions (e.g., Arabic, where the emphases may differ). The properties of the identified model are predetermined by a triad of factors: the thematic spectrum of urbanistic discourse, the high frequency of informative code nominants, and the specific linguocultural impact of a society striving to harmonize the technogenic environment.

Thus, reading linguocultural journalistic texts allows the recipient to model and interpret urban space, recreating images of architectural structures, landmarks, and city surroundings.

# REFERENCES:

1. **Sadolin A.P. Vvedenie v teoriyu mezhkul'turnoj kommunikacii** [Introduction to the theory of intercultural communication]. Moscow, Knorus, 2014, 256 p. (In Russian)
2. **Trofimova N.A. Chastotnost' markerov neverbal'noj kommunikacii v zhenskoy publicisticheskoy diskurse (na materiale statej E'llen Barri v gazete "New York Times")** [Frequency of nonverbal communication markers in female journalistic discourse (based on articles by Ellen Barry in the "New York Times")]. *Vestnik VGU. Seriya: Lingvistika i mezhkul'turnaya kommunikaciya*, 2021, no. 2. (In Russian)
3. **Kolyadin A.V. Lingvokul'turnoe modelirovaniye publicisticheskogo informativnogo koda v diskursivnykh kognitivnykh dominantakh «architecture» i «arhitektura»** [Linguocultural modeling of the journalistic informative code in discursive cognitive dominants "architecture" and "arhitektura"]. PhD thesis, Belgorod, 2025. (In Russian)
4. **Kushneruk S.L. Kognitivno-diskursivnoye miromodelirovaniye. Opyt sopostavitel'nogo issledovaniya reklamnoj kommunikacii** [Cognitive-discursive world modeling. Experience of comparative research of advertising communication]. Moscow, Flinta, 2019, 368 p. (In Russian)
5. **Ogneva E.A., Trofimova N.A. Markery neverbal'nogo koda kak komponenty diskursivnogo informativnogo koda (na materiale gazety "The New York Times")** [Non-verbal code markers as components of discursive informative code (based on "The New York Times" newspaper)]. *Filologicheskie nauki. Voprosy teorii i praktiki*, 2023, vol. 16, iss. 1, pp. 296–300. (In Russian)
6. **Ogneva E.A. Temporal'naya arhitektonika konceptosfery hudozhestvennogo teksta** [Temporal architectonics of the literary text conceptosphere]. *Prioritetnyye napravleniya lingvisticheskikh issledovaniy* [Priority directions of linguistic research]. Novosibirsk, SibAK, 2013, pp. 138–155. (In Russian)
7. **Buzina E.I. Determinatsiya leksicheskikh tajmerov v temporal'noy strukture hudozhestvennogo teksta** [Determination of lexical timers in the temporal structure of a literary text]. *Inostrannyye yazyki: lingvisticheskie i metodicheskie aspekty*, 2019, no. 44, pp. 174–178. (In Russian)
8. **Ogneva E.A. Arhitektonika nauchno-populyarnogo koncepta-dominanty «Geograficheskie otkrytiya» v svete interpretativnogo modelirovaniya** [Architectonics of the popular science dominant concept "Geographical Discoveries" in the light of interpretive modeling]. *Nauchnyj rezul'tat. Voprosy teoreticheskoy i prikladnoy lingvistiki*, 2021, vol. 7, no. 2, pp. 82–89. (In Russian)
9. **Springer K. Explore 5 architectural icons in 1 Hong Kong neighborhood. National Geographic.** Available at: <https://www.nationalgeographic.com/travel/article/paid-content-explore-5-architectural-icons-in-1-hong-kong-neighborhood> (accessed 23 March 2025).
10. **Ogneva E.A. Temporal'nyj tekstovyy attraktor v informativnom kode voennoy prozy (na materiale romana B. Vasil'eva «A zori zdes' tihye...»)** [Temporal text attractor in the informative code of war prose (based on B. Vasil'yev's novel "The Dawns Here Are Quiet...")]. *Vestnik Chelyabinskogo gosudarstvennogo universiteta*, 2022, no. 9 (467), pp. 178–188. (In Russian)
11. **Chen J., Su Y., Tamaoka K. Positioning of Chinese time nouns and adverbs: Evidence from corpus, acceptability, and processing studies.** *PLOS One*, 2025, vol. 20.
12. **Wang C., Zhang Q. The time course of lexical and sublexical phonological activation in Chinese written production.** *Biological Psychology*, 2022, vol. 175.
13. **Lin N., Zhu Y., Jiang S., Cai X., Zhang Y. Exploring Chinese lexical differences based on synergetic-linguistic model.** *Digit. Scholarsh. Humanit.*, 2022, vol. 37, pp. 1073–1083.
14. **Yu H., Lowie W. Dynamic Paths of Complexity and Accuracy in Second Language Speech: A Longitudinal Case Study of Chinese Learners.** *Applied Linguistics*, 2020.

## Information about the author:

Kolyadin Anton Valeriyevich – Candidate of Philological Sciences, Senior Lecturer of the Preparatory Department for International Students, Ural Federal University named after the First President of Russia B.N. Yeltsin, Russian Federation, 620062, Yekaterinburg, 19 Mira Str., tel.: +7(343)3759359, e-mail: kav3105@yandex.ru.

Колядин Антон Валерьевич – филология ғылымдарының кандидаты, Б.Н. Ельцин атындағы Орал федералдық университетінің шетел студенттері үшін дайындық бөлімінің аға оқытушысы, Ресей Федерациясы, 620062, Екатеринбург қ., Мира көш., 19-үй, тел.: +7(343)3759359, e-mail: kav3105@yandex.ru.

Колядин Антон Валерьевич – кандидат филологических наук, старший преподаватель подготовительного отделения для иностранных учащихся Уральского федерального университета имени первого Президента России Б.Н.Ельцина, Российская Федерация, 620062, г. Екатеринбург, ул. Мира, д. 19, тел.: +7(343)3759359, e-mail: kav3105@yandex.ru.