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**FILM DISCOURSE AS AN OBJECT OF  
LINGUISTIC RESEARCH**  
**КИНОДИСКУРС КАК ОБЪЕКТ  
ЛИНГВИСТИЧЕСКОГО ИССЛЕДОВАНИЯ**

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*Ключевые слова: кинодискурс, кинотекст, фильм, будущее, лингвистика.*

*Abstract. This article deals with the actual problem of film discourse research in modern linguistics. It reviews the works of scientists in this field, as well as representatives of related scientific disciplines. The prospects for future study of film discourse are also considered.*

*Аннотация. Данная статья посвящена актуальной проблеме исследования кинодискурса в современной лингвистике. В ней рассматриваются работы ученых в этой области, а также представителей смежных научных дисциплин. Также рассматриваются перспективы дальнейшего изучения кинодискурса.*

Film discourse is one of the topical problems in modern linguistics. It represents a comprehensive study of the linguistic features inherent in cinema and the cinematographic process. The study of film discourse includes the analysis of various aspects such as vocabulary, grammar, stylistics, rhetoric, etc., which are used in cinema to convey information and create a certain atmosphere.

In recent years, many linguists and representatives of related scientific branches have shown interest in the study of film discourse. They analyze various linguistic and stylistic techniques used in cinema and study their influence on the perception of the audience. Some researchers also draw attention to the relationship between film discourse and other cultural spheres such as literature, painting and theatre.

One of the main areas of film discourse research is the analysis of lexical and grammatical features of film language. Researchers study the specific vocabulary used in cinema, such as terms related to filming, editing and special effects. They also analyze grammatical constructions used in dialogues and

monologues of characters and study how they help to create a certain image or emotional atmosphere.

Another important aspect of film discourse research is the analysis of the stylistics and rhetoric used in film. Researchers study various stylistic techniques such as the use of metaphors, comparisons and repetition and analyses their effect on the viewer. They also look at rhetorical devices such as the use of rhetorical questions, emotional expression and addressing the viewer.

In addition, researchers study the impact of film discourse on the viewer and society as a whole. They analyze how cinema influences the formation of public opinion, stereotypes and values. Studies show that film discourse can play an important role in shaping cultural identity and social dynamics.

The prospects for further study of film discourse are vast. Researchers continue to study various aspects of film discourse such as genres, scripts, acting, etc. They also apply new methods and approaches, such as corpus research and data analysis, to obtain more accurate results.

In conclusion, the study of film discourse is a topical problem in modern linguistics. It is a comprehensive study of the linguistic features inherent in cinema and its influence on the viewer and society. Further study of film discourse is of great interest to linguists and representatives of related scientific branches.

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### **CONCEPTUAL REPRESENTATION IN ENGLISH AND RUSSIAN LANGUAGES CULTURES**

### **КОНЦЕПТУАЛИЗАЦИЯ В КУЛЬТУРЕ АНГЛИЙСКОГО И РУССКОГО ЯЗЫКОВ**

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*Abstract. The study of conceptual representation in English and Russian language cultures provides intriguing insights into how different societies perceive and articulate their understanding of the world. Within the field of cognitive linguistics, this investigation involves analyzing how concepts – such*