

PHILOLOGY

- T. P. ARISKINA, A. I. FOMINA** (*Saransk, Russia*). **The system of kinship terminology in the Erzya and Hungarian languages (based on the epic “Mastorava” / “Masztorava”)** 6
 The article studies the kinship terminology in the Erzya and Hungarian languages based on Mordovian heroic epic “Mastorava” (1994), collected by A. M. Sharonov, and its translation as “Masztorava” (2010) made by M. Duganchi.
Keywords: term; word building; kinship terminology; blood relations; epic; “Mastorava” / “Masztorava”.
- N. A. AGAFONOVA** (*Saransk, Russia*). **“Mordovia ethnographic collection” by A. A. Shakhmatov as a source to study Erzya dialects** 12
 It analyzes Shakhmatov’s description of phonetic and morphological features of dialects in villages Suhkoi Karbulak and Orkino in Saratov province in terms of contemporary Mordovian linguistics.
Keywords: dialectology; folklore; speech samples; phonetics; morphology; case system; conjugation of verbs; Finno-Ugric transcription.
- N. S. BRATCHIKOVA** (*Moscow, Russia*). **Love lyrics in Finnish literature: from origins to the early XX century** 19
 It considers the examples of lyrical works, where love is the main topic. The analysis of the love poetry begins with the folklore texts and finishes with the works of the great Finnish poets of the late XIX – early XX century.
Keywords: Pre-Christian folk song lyrics; Bible stories; medieval ballads and songs; love poems; poems; M. Salamnius; Hemminki iz Masku; F. M. Fransen; Kallio; Yu. Veksell; G. Tuderus; A. Poppius; Yu. Runeberg; E. Leino.
- E. V. GUSEVA** (*Yoshkar-Ola, Russia*). **Linguistic and stylistic features of male and female portraits in a work of art** 26
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Keywords: female portrait; male portrait; comparison; Mari novel.
- N. N. LEVINA** (*Saransk, Russia*). **Landscape as a universal component in the narrative art (on the example of a Mordovian story)** 30
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Keywords: landscape; description of nature; artistic narrative; artistic means; multi-functionality.
- M. S. MAMONTOVA** (*Yoshkar-Ola, Russia*). **The regional literary awards and contests in the context of the conservation of traditions of book culture** 34
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Keywords: literary competitions; literary prizes; Mari El Book of the Year; regional publishing; publishing in national languages; culture of Mari El; National library.
- T. V. PASHKOVA** (*Petrozavodsk, Russia*). **Names, classification and social portrait of the sorcerer in the Karelian environment** 38
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Keywords: sorcerer; ethno-linguistics; beliefs; Karelian traditional medicine; paganism; Christianity.
- M. V. PEKSHIEVA** (*Petrozavodsk, Russia*). **Nature of Finland in “Salamander” by V. F. Odoevsky** 43
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Keywords: romanticism; nature; Finland; forest; Birch; Imatra waterfall; fisherman; flood; civilization.
- O. A. TEUSH** (*Ekaterinburg, Russia*). **New material on the Komi borrowing in the dialects of the Russian North (Lensky district of Arkhangelsk region)** 49
 It gives the materials obtained during a field trip of the Toponymical expedition in Lensky district of Arkhangelsk region. The materials reflect Komi impact on the vocabulary of North Russian dialect.
Keywords: Russian dialects; Komi-Russian cooperation; lexical influence; Ural Toponymical school.
- T. V. YANTSUKOVA** (*Yoshkar-Ola, Russia*). **Phraseology consistency in Western Mari language** 60
 It considers phraseology of Western Mari language idioms that are interconnected between each other in certain systematic relationships. Western Mari phraseology stands out in terms of morphological structure, the semantic fusion and the ratio of their values to the values of their constituent words, correlation with the parts of speech and expressive-stylistic coloring.
Keywords: phraseological system; multivalued idioms; idioms-synonyms; idioms-antonyms; idioms-homonyms; phraseological seam; phraseological unity; phraseological combinations; phraseological expressions.

HISTORICAL STUDIES

- A. G. VLASOV** (*St. Petersburg, Russia*). **St. Petersburg Estonian Temperance Society “Ustavus”. Preservation of traditional culture, the fight against alcoholism, or association of the Social-Democrats?** 65

The author studies the history of the St. Petersburg Estonian temperance society “Ustavus”. Founded to fight alcoholism, it united Estonians who lived in St. Petersburg in order to save the Estonian traditional culture.

Keywords: temperance society; Estonians; diaspora; St. Petersburg; Social-Democrats; V. E. Kingisepp.

- O. B. KEVBRINA, T. V. KLEIMENOVA, N. V. NESTEROVA, A. A. TARASOV** (*Saransk, Russia*). **Crafts and trade cooperation of Mordovia peasantry at the end of XIX – beginning of XX century** 73

The article considers topical issues and basic processes of formation and development of entrepreneurship in the sphere of peasant handicrafts and cottage industries on the territory of Mordovia in the post-reform period.

Keywords: peasant entrepreneurship; territory of Mordovia; peasants; cottage industry; fishing activities; workmen’s cooperative association; partnership; society; cooperation; fishing cooperative.

- G. A. KORNISHINA, O. N. PYANZINA** (*Saransk, Russia*). **Festivals and rituals of the Finno-Ugric peoples of the Volga-Ural region for the beginning and the end of the sowing** 79

The article considers agricultural rites of the Finno-Ugric peoples of the Volga-Ural region, which accompanied spring field work. It gives the review of the ceremonial activities characterized by their most important structural elements, participants, as well as the ritual function of some material components of traditional rituals.

Keywords: agricultural rituals; fertility cult; the spring-summer cycle; worshipping; mass celebrations.

CULTURAL STUDIES

- G. M. AGEEVA, E. N. ANTIPKINA, T. N. SIDORKINA** (*Saransk, Russia*). **The role of the visual arts in promoting the culture of Finno-Ugric peoples** 84

The article considers the popularization of Finno-Ugric culture by means of visual arts. It interprets the experience of various organizations in developing ethnographic photo and video data. It highlights the role of Mordovia State University in the participation in the IV International Festival of Visual Arts of the Finno-Ugric peoples “Tuyvezh”.

Keywords: visualization; visual anthropology; Finno-Ugric culture; Mordovia; ethnographic cinema; documentary films; festival; competition.

- Z. I. AKIMOVA** (*Saransk, Russia*). **Wedding ceremonies of the Mordovians of Moscow region: transformation under the conditions of a metropolis** 89

The article studies wedding ritual of Mordovians living in Moscow and Moscow region are of great interest, especially wedding ones. It proves that the ritual retained a traditional structure, however, it underwent certain transformations under the influence of inter-ethnic contacts.

Keywords: Moscow; Moscow region; wedding ceremony; Mordovians; Mordovian wedding; transformation.

- A. V. BEREZINA** (*Ekaterinburg, Russia*). **Process of the leveling of values – the reason for weakening of ethnic identity** 95

The author links the problem of development, establishment, progress and survival of ethnic cultures with the revealing of such philosophical issues as an exchange, sacrifice, values, social needs, and through the analysis of these categories the author comes to the analysis of ethno-cultural development of Mari and Udmurt people living in the Ural.

Keywords: ethnic cultures; exchange; values; social needs; national language; ethnic group; national language.

- I. V. KLYUEVA** (*Saransk, Russia*). **Ethnic and esthetics of Mordovians as a basis for the works of S. D. Erzia** 101

It studies the connection of the works of the sculptor S. Erzia with the ethnic and esthetics of Mordovian people, primarily with the aesthetic perception of a tree. It makes a review of statements made by Argentine cultural figures about the “dialogue” of the Russian sculptor with the nature of Latin America.

Keywords: S. D. Erzia; sculpture of the XX century; wood sculpture; culture of Mordovian people; ethnic and esthetics; Russian-Argentine cultural connections.

- A. V. KYLASOV** (*Moscow, Russia*). **Comparison of athletic component of traditional games in Ugra and Yakutia** 106

Comparing the experience of Ugra and Yakutia it reveals fundamentally different approaches to athletic component of the traditional games. The need for such research is explained by the updating of identification processes and self-identity of peoples, which is most evident during the folk festivals, which program is often being expanded due to the inclusion of traditional games.

Keywords: dialogue of cultures; folk festivals; intangible cultural heritage; socio-cultural design; traditional games; folk; ethnical sports.

- K. M. ROMANOV, D. K. ROMANOV** (*Saransk, Russia*). **Images of manipulation subjects and their victims in the Mordovian folk tales** 112

This article discusses some features of historically earliest forms of manipulative communication and interpersonal understanding. As the object of analysis it used Mordovian folk tales as the representatives of psychological experience of the ethnic group.

Keywords: communication; interpersonal understanding; psychological culture; Mordovian folk tales; manipulation; manipulation subject; the victim of manipulation.

EVENTS, PEOPLE, BOOKS

- Yu. N. SUSHKOVA, E. N. MOKSHINA** (*Saransk, Russia*). **Life in science: 80th anniversary of N. F. Mokshin** 119

- L. B. BOYARKINA** (*Saransk, Russia*). **At the origins of music education for children in Mordovia: to the 100th anniversary of V. V. Kiushkina** 122

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