

PHILOLOGY

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<i>Keywords:</i> term; word building; kinship terminology; blood relations; epic; “Mastorava” / “Masztorava”.	
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<i>Keywords:</i> literary competitions; literary prizes; Mari El Book of the Year; regional publishing; publishing in national languages; culture of Mari El; National library.	
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<i>Keywords:</i> phraseological system; multivalued idioms; idioms-synonyms; idioms-antonyms; idioms-homonyms; phraseological seam; phraseological unity; phraseological combinations; phraseological expressions.	

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

CULTURAL STUDIES

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Keywords: visualization; visual anthropology; Finno-Ugric culture; Mordovia; ethnographic cinema; documentary films; festival; competition.
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Keywords: ethnic cultures; exchange; values; social needs; national language; ethnic group; national language.
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Keywords: S. D. Erzia; sculpture of the XX century; wood sculpture; culture of Mordovian people; ethnic and esthetics; Russian-Argentine cultural connections.
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Keywords: dialogue of cultures; folk festivals; intangible cultural heritage; socio-cultural design; traditional games; folk; ethnical sports.
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