

LINGUISTICS

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The experimental research of the national-cultural specificity of the professor's image in the language consciousness of Russian and French students

The article deals with the experimental research of the national-cultural specificity of the professor's image in the language consciousness of Russian and French students. The author of the article uses the psycholinguistic approach for the comparative study of images based on the language consciousness theory by E.F. Tarasov and N.V. Ufimitseva. Also a new concept of the professional code of the culture is introduced. The author carries out the comparative analysis of given image based on reactions got in the course of free-association test. By means of content analysis the author finds out the components of studied image (learning activity participants, professional activity, forms of professional activity, estimation of professional activity, professional skills, personal skills, estimation of professor's personality, attitude to the professor) and reveals its ethnocultural specificity of the professional code in the structure of the studied image.

Key words: language consciousness, psycholinguistics approach, association test, professional code, professor.

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