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**LINGVOIMAGODOLOGY AS A MODERN TREND
OF THE RUSSIAN LANGUAGE STUDIES IN THE PROCESS
OF TEACHING FOREIGN STUDENTS**

One of the perspective trends of modern Russian language studies in Ukraine that should be useful in the process of teaching foreign students is lingvoimagology, which is developed by prof. L. P. Ivanova, and closely related to cognitive linguistics and intercultural communication. Lingvoimagology goes back to the imagology – the field of comparative studies of theory and history of literature.

Lingvoimagology studies the image (see the term «imagology») of one people and the country in the eyes of another people and country. According to L. P. Ivanova's statement image of a country or people is always verbalized, therefore there are grounds for formation of linguistic imagology.

The aim of the work is to define the necessary theoretical background of lingvoimagology as a new linguistic trend, which can be used in the process of studying the Russian language by foreign students. The objectives are as follows: to analyze the subject, object, material, methods of the linguistic branch.

This topic – the analysis of perceptions and visions of a country or the people of a different culture by representatives of another culture and country – has been developed by the author for a long time, not receiving a certain point of the term. Thus, a number of articles are devoted to researches in the mainstream of lingvoimagology, the book *Russian Berlin in Lingvoimagological Aspect* has been prepared.

The material for the lingvoimagological analysis in this book was taken from the memories (many of them were not previously published in our country)

about Russian refugees' life in Berlin in the first half of the 20's. There were evidences of witnesses and biographers about Russian publishing houses, scientific and pedagogical activity, theatrical life, activities of Russian writers [3].

Such kind of material would be rather interesting and useful for foreign students while studying Russian to adopt to a cultural world of the country.

Let us dwell in more detail of the theoretical grounds for a new branch of linguistics.

To form a linguistic trend, its object, subject, method and methodological approaches, material and teleological guideline should be formed.

L. P. Ivanova, using the achievements of modern language studies (the works of N. Aleifirenko, V. Glushchenko and others), considers lingvoimagology through the prism of the following formulated criteria: thus, by the author's definition, the *object* of lingvoimagology is the vision by one people of another people or / and the country where they live. The *subject* of the new trend is everything that forms and explores the image of one people in the consciousness of the other (assessment, precedent phenomena, stereotypes, animal and plant world, landscape, historical events, etc.), material of lingvoimagology – epistolary and belles-lettres texts of many different representatives of the people [2].

In the process of lingvoimagological research, particular attention is paid to the chronological factor (for example, as noted by L. Ivanova, the evaluation of France during the Napoleonic wars and World War I did not coincide) [1].

The method used in lingvoimagology is of the same name – lingvoimagological and has been working out. The last criterion indicated in the study is the teleological guideline, which means investigation of the vision of one or another country or the people who inhabit it, through the eyes of representatives of another people, in order to form a generalized image.

Thus, the presence of these criteria within the framework of lingvoimagology allows us to consider it an independent branch of modern linguistics, which can be very useful in the process of teaching foreign students.

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