

ARTICLE

## The Construction Method and Material Selection of the Concept of Linguistic-Cultural Type in Russian Linguistics

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### ABSTRACT

This paper is based on the study of language and cultural type theory. It explores the construction method of the type of personality concept and the selection of materials behind it. This study selects and analyzes the research successes in linguistics since the linguist V.I. Karasik proposed the theory of Linguistic-cultural Type in 2002, with the screening criteria of having a clear object of study and a source of research materials, and the time period of works that have been published between 2002 and 2024. We conclude that the use of diverse methods and sufficient data sources can ensure the comprehensiveness of the research results, while the diversity of research materials should be accepted, no longer limited to dictionary entries and literary texts, and the concept of Linguistic-cultural Type should be collated and analyzed from a comprehensive range of materials over time in order to ensure the representativeness of the research data. Theoretical aspect: This study expands the theory of Linguistic-cultural Type and enriches the theoretical model from the original “term + structural composition” to “term + structural composition + material collection method and optional material sources”. Practical aspect: All the material selection and collection methods provided in this study can be applied to the study of Linguistic-cultural Type in other research subjects, and also provide material inspiration for the study of Linguistic-cultural Type in language and cultural communication, foreign language teaching and learning, and cross-cultural Type personality research.

**Keywords:** Linguistics; Linguistic-Cultural; Linguistic-Cultural Types; Concepts; Methods; Materials

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## 1. Introduction

The theory of linguistic-cultural type is an emerging research direction in the framework of linguistic-cultural. Its concept was proposed by Russian linguist V.I. Kalashik in 2002. «обобщенный образ представителя определенной социальной группы в рамках конкретной культуры, узнаваемый по специфическим характеристикам вербального и невербального поведения и выводимой ценностной ориентации (a generalized image of a representative of a certain social group within a specific culture, recognizable by specific characteristics of verbal and non-verbal behavior and the derived value orientation)»<sup>[1]</sup>. Three years later, linguists V.I. Karasik and O.A. Demitrieva supplemented it, «узнаваемый образ представителей определенной культуры, совокупность которых и составляет культуру того или иного общества (a recognizable image of representatives of a certain culture, the totality of which constitutes the culture of a particular society)»<sup>[2]</sup>. In his work, V.A. Reznik describes the linguistic-cultural types as a specific type of language and cultural concept described within the framework of language personality studies, language culture studies, and language conceptual studies<sup>[3]</sup>. The needs of the type group determine the method of constructing the concept of linguistic-cultural type. We use the term “linguistic-cultural type” to emphasize the cultural and diagnostic significance of typical personality, which is necessary for understanding the corresponding culture, and focus on studying this personality from a linguistic perspective (taking into account the expression and description of the corresponding concepts embodied in the specified language).

In order to understand how researchers’ analytical materials are selected in the continuous development of the theory of linguistic-cultural types, the first thing to consider is the current state of development of the theory of linguistic-cultural types. The development of the theory of linguistic-cultural type is manifested, on the one hand, in the ever-expanding object of study.

Based on specific conceptual attributes, Karasik V.I. proposed national and social-cultural attributes. National cultural types, such as “national heroes,” belong to a particular nation. Each nation has its value system, and different value systems constitute the unique concept of “national heroes.” Social-cultural types belong to this or that social

group. Other nations have common social groups, such as “hackers.” As a “third space,” the Internet transcends the limitations of time and space and forms a social group all nations share<sup>[4]</sup>.

After this, in a narrow sense, E.M. Dyubrovskaya proposed adding a new type based on these two types: linguistic and cultural. According to him, this personality type only exists at a specific time and in a particular environment. It is a type of personality similar to “subculture,” a non-popular type of personality, a type that the public cannot quickly identify, and many people have never even come into contact with it. The “Korean idols” in the research material belong to this type<sup>[5]</sup>.

Judging from the evaluation marks, there are personality types among the research subjects that are dominated by positive evaluations, such as “gentleman,” “modern woman,” and “Queen of England,” which are similar to the concept of exemplary personality. On the contrary, “British snob,” “villain,” and “hooligan” are dominated by negative evaluations<sup>[6]</sup>.

In his work, V.A. Reznik suggested classifying types according to the semantic features of the content and the degree of importance in the cultural space into social, characteristic, and ideological types<sup>[3]</sup>. Social types refer to personality types closely related to society, such as a particular social profession, social identity, etc., such as “American lawyer” and “private detective.” Characteristic types refer to social members who have common attributes in some respects, which may be living habits, attitudes towards society, etc., such as “Bohemians,” “Intellectuals,” and “Greek Intellectuals.” Ideological types focus on observing perspectives and opinions, putting people with the same attitude towards real society together for research, and studying groups with distinct attitudes, such as “British snobs” and “hackers.”

The research subjects are divided into global and regional types based on the breadth of distribution. “Merchants” and “Buyers” are international, while “Chinese Doctors” and “Bohemians” are regional<sup>[7]</sup>.

V.A. Reznik divides the research objects into well-known, social, and national types according to the degree of familiarity with the kind of personality in society. Well-known refers to people who are famous to everyone. Although the prominent people in different regions are different due to the various backgrounds of each country and

nation, this type exists. This is a fact such as “linguist,” “intellectual,” and “middle school teacher.” Social type includes generalized images that are well-known to the average representative of a particular society. For example, “robot” is widely known among people who love science fiction movies, regardless of which nation or culture they belong to. Similar examples include “Disney princess”. National type: Each country has its national personality, which is determined by the inconsistency of national culture, such as “Chinese doctor” and “driver.”<sup>[3]</sup>.

Changes in research methods based on different objects of study are another development in the theory of linguistic-cultural types. First of all, the linguistic-conceptual approach focuses on the conceptual components of linguistic-cultural types, concepts described by linguistic conceptualization (cognitive linguistics). Attention is paid to the structure of concepts, the division of concepts into core and peripheral concepts, the method of linguistic-cultural analysis of concepts<sup>[8]</sup>, the modeling of concepts, the location of concepts in the cultural sphere and their connection with other concepts, the ways of linguistic expression of concepts in a particular cultural vehicle, including the interpretation of metaphorical expressions, cultural attitudes and stereotypes.

Next is the linguistic-personality approach. The object of linguistic personality science study is a person in the communication process. Scientists focus on the pragmatic aspects of linguistic personality and the ability to use linguistic resources to achieve the goals of communicative behavior. As an argument for attributing the theory of linguistic-cultural type to linguistic personality, we can consider the so-called verbal portraits, which are actively being developed in this field. The verbal portrait of a group can be the basis for reconstructing a certain type<sup>[9]</sup>.

Finally, there is the linguistic-cultural approach, the norm of studying cultural concepts from the point of view of their value components. Linguistic and cultural concepts are fixed by social values, which, in the linguistic and cultural approach, are the norms that determine people’s behavior.

This work is based on nearly 20 years of language and cultural research. It sorts out the data collection channels and data analysis methods of researchers. We point out the limitations of each option and put forward constructive suggestions to provide references for language and cultural type research.

The relevance of the construction method and material selection of the concept of linguistic-cultural type lies in the following factors:

- (1) As a young research direction, linguistic-cultural types have yet to form a uniformly recognized system in theory and practice. Therefore, in the increasing research on linguistic-cultural types, various problems are inevitable. We sorted out the materials based on the concept construction, analyzed the selection and use of materials, and provided references for future research in this field or related fields.
- (2) As a concept used cross-cuttingly in cognitive linguistics and linguistic-cultural, linguistic-cultural type is regarded as an interdisciplinary subject. Studying linguistic-cultural types and the character portrait of type personality can help us see the national language landscape more intuitively and help draw and supplement the world language landscape.

Linguistic-cultural type theory, as a young development direction, its overall theoretical framework still needs to be perfect. The current development is mostly in the enrichment of the type variety, which research method to use, how to choose the research materials, and other questions that have not been answered; the present work organizes the collection and analysis methods of the materials that have already been successfully used, and what kind of results were obtained by relying on the method as an extension of linguistic-cultural type theory and a guideline for researchers who are new to this theory. The typological theory is an extension of it and a guide for researchers who are new to the theory. In turn, all the methods of selecting and collecting materials offered in this study can be applied to linguistic-cultural communication and teaching, providing material inspiration for intercultural communication and understanding a certain linguistic-cultural type of personality.

The paper is structured as follows. After we introduce the current development of linguistic-cultural type theory and the object of the study, we introduce the research methodology and data. We analyze and interpret the collected data, identify problems, propose solutions, and finally draw conclusions.

## 2. Data and Methodology

We began by collecting all the work of this century on the subject of linguistic-cultural types. We selected them according to the following criteria.

- (1) the works were created between 2000–2024, without being restricted to countries or regions; and
- (2) The theory of linguistic-cultural type mentioned in this work was used as a theoretical framework, i.e., it includes the study of at least one aspect of the three aspects of a certain type of personality: concept, image, and value;
- (3) There is a clearly defined object of study (different names for the same object of study in different cultures are also taken into account); 4 There is a clearly defined object of study, and it is stated that this object of study will be used as the basis for the study.
- (4) have clear research material and explain the source of the research material.

Combining the above screening criteria, we screened a total of 156 works. We used semantic and contextual analysis to analyze the specific research object and materials used in each work, as well as the research methodology, one by one. We controlled a single variable, i.e., a certain material selection route, and conducted quantitative statistical counts to compare the variation in the number of differences between the various material choices and analyze the reasons behind each material choice; finally, we summarized the degree of relevance of the research object, the research focus, and the material choices in the hope of providing a helpful guide for more researchers.

## 3. Results

### 3.1. Language Text Materials

#### 3.1.1. Dictionary Texts

In the study “Linguocultural types of “teacher” in Russian and American linguocultures,” P. S. Yerkovich conducted etymological research and moral interpretation of the word “teacher” according to various dictionaries, as well as analysis of the response data to the stimulus word “teacher” in associative dictionaries, that is, a comparative study of the American word “TEACHER” and the Russian word

“УЧИТЕЛЬ” at three research levels: etymological, conceptual and associative. With the help of dictionary text materials, it was concluded that, on the one hand, the language-culture type is a general concept. On the other hand, it is conditioned by a specific culture. Due to cultural differences, in the Russian linguistic culture, “teacher” is gender-marked, while in the United States, it is neutral<sup>[10]</sup>.

In her work “Транснациональные концепты (на примере лингвокультурного типажа «мачо»),” Efimova, A. D., chose Russian explanatory dictionaries and the English Oxford Dictionary as research material and adopted the research method of conceptual analysis, analyzing dictionary texts to determine the main features of the concept of “macho” in Russian and English language and cultural studies.

Savchenko E.P. and Kharitonova E.Y. also studied the concept of “teacher” in the linguistic-cultural category, explicitly comparing teachers’ concepts in the U.K. and Russia<sup>[11]</sup>.

#### 3.1.2. Literary Works

The concept of the language and cultural type “Uncle Tom” comes from the novel « Uncle Tom’s Cabin,» Bulanov, P.G. Based on the portrayal of the characters in the story, including their appearance, speech activities, and character relationships, the conceptual image of the type personality “Uncle Tom” was sorted out<sup>[12]</sup>. Dao Dinh Thao analyzes the universal values reflected in Pushkin’s aphorisms from the aphorisms of Russian literary classics<sup>[13]</sup>.

The personal image, words, and behaviors of Hollywood stars in real life influence the value judgment of the personality type of “Hollywood star,” and this judgment is, in turn, reflected in literary works. Seliverstova, L.P. found that Hollywood stars in novels, media, documentaries, and other scholarly materials are often associated with the concepts of “модельных личностей (model personalities)” and “американской мечте(American Dream )” that is, the personality image of Hollywood stars reflects American values, and this selection and arrangement of value priorities is more evident in literary works<sup>[14]</sup>.

Asadullaeva, A. V. in order to identify and describe the metaphorical and evaluative features of the linguistic and cultural category “английский пират (English pirate),” the novels R.L. Stevenson’s “Treasure Island” and R. Sabatini’s “The Odyssey of Captain Blood” were selected for

analysis<sup>[15]</sup>.

When conducting a diachronic study of the personality traits of historical figures, it is better to look for materials in historical records. In a comparative analysis of «Русский дворянин (Russian nobleman)» and «Английский джентльмен (English gentleman)» Bezko-rovaуnaya G. T. analyzed the personality traits presented in the 19th-century dictionary materials and literary texts, and selected literary works such as I. S. Turgenev “Fathers and Sons” (1862) and C. Dickens “Great Expectations” (1861–1862), thus constructing the characteristics of the world’s national language landscape<sup>[16]</sup>.

Simonenko, A.V. uses the novel “Capital” (2012) as research material and uses typological and descriptive methods, verbal analysis, and text analysis as the primary research methods to study London residents before and during the 2008 financial crisis<sup>[17]</sup>.

Dmitrieva, K.V. wanted to understand Russian doctors’ linguistic and cultural type in the 19th and 20th centuries. The author selected literary works from the corresponding era to determine the concept, metaphor, and value characteristics of doctors. The literary works studied as materials include A.P. Chekhov (The Grasshopper, Surgery, Ward No. 6, Ionych, A Case from Practice, Belated Flowers), M.A. Bulgakov (Notes of a Young Doctor, Heart of a Dog), V.V. Veresaev (Without a Road, Notes of a Doctor), I.S. Turgenev (Fathers and Sons), B. Pasternak (Doctor Zhivago).

### 3.1.3. Text fragments in Corpus

Anokhina, S. A. In the work of studying the personality traits of the linguistic and cultural type “чиновник(official),” the combination of officials and adjectives was studied to analyze and judge the concept, image, and value characteristics of officials<sup>[18]</sup>. With the help of the Russian State Corpus, the author divides the materials on Russian bureaucracy into three periods for diachronic research (1835–1916, 1917–1990, 1991-present). Based on the materials from different periods, the author concludes that in the context of different structures (Russian et al.), the concept of officials has similarities and differences in Russian language consciousness. The primary manifestation is that officials in the past were labeled “impudence,” while “ignorance and insincerity” are more prominent among modern officials. “Indifference

and cowardice are attributed to officials of different periods of Russian history”<sup>[18]</sup>.

A similar example is when Bushueva, L. A. studied the language-culture type “плут(rogue),” using materials from the literary and journalistic texts provided in the Russian National Corpus in conjunction with the « Russian Associative Dictionary<sup>[19]</sup>.

Dao, D.T. In the study of the linguistic and cultural types talker and silent, “по данным русских фразеологизмов и афоризмов(based on the data of Russian phrases and aphorisms).” The studied material was analyzed horizontally and vertically<sup>[20]</sup>.

In his study of the language-culture type “Англичанин (Englishman),” Zyulina, O. V. described the main components of the language-culture type “Englishman” based on the data of the Russian National Corpus and defined its conceptual, metaphorical and value characteristics<sup>[21]</sup>.

Ephimova, A.D. analyzes the linguistic and cultural types of the transnational concept «мачо (macho)», using the basic procedure of conceptual analysis, dictionary concept texts combined with corpus text fragment analysis, construction of comprehensive concepts and associative domains, and finally comparative and cognitive analysis of the results to determine the international differences of the transnational concept «мачо (macho)<sup>[22]</sup>.

### 3.1.4. News Media, Legal Texts, Historical Records, Biographies and Anecdotes

Murzinova, I. A., began her study of «британская королева (the British Queen)» in 1485 during the Tudor dynasty. Her research referred to historical texts, legal provisions, and historical documentary works. She concluded that the linguistic and cultural type of the British Queen is an interpretation of the national ideology of British society. The Queen’s image characteristics are the essence of the British national character and the expression of British nature<sup>[23]</sup>.

In addition to typical figures, historical figures can be studied concerning historical materials. For example, Popova, S. V.’s research object “школьная учительница (schoolteacher),” Popova, S. V. chose teacher anecdotes as research materials. It analyzed the concept, image, and value characteristics of middle school teachers as a language and cultural type from typical teachers’ images, personalities, and speech activities in the anecdotes<sup>[24]</sup>.

### 3.1.5. Speech Acts, Speech Activities, Speech Recordings

Kasyanova, N. B. Based on the speech behavior of composer Oliva Mossina (1908–1992), the personality type of “Французский академический музыкант (French academic musician)” was shaped. The research material came from the speech characteristics that appeared in the interview with the target person. The description of the typical image of the composer by the famous Russian-British academic composer Александр Левин (Alexander Levin) in an interview was collected. The researcher also added the person’s evaluation by people who had contact with the person (third party), that is, the interaction characteristics of the target type with other participants. For example, the interview record of the competition staff who had parent-child communication with the composer during the competition<sup>[25]</sup>.

Such examples are also reflected in Demidova D.G.’s «Лингвокультурный типаж избирателя (Linguocultural type of voter)».

### 3.1.6. Professional Publications

Bobyreva, E.V. In his work on the linguistic and cultural types “бабушка (father)” and “pastor”, “Материалом для проведения исследования выступили образцы проповедей, а также руководства к проведению богослужений на русском и английском языках. (The material for the study was samples of sermons, as well as guidelines for conducting worship services in Russian and English.)”<sup>[26]</sup>. Sermon samples are materials for preachers to give speeches. Worship guides contain instructions on worship and cover the fundamental aspects of prayer, including conditions, obligations, and recommended behaviors. Based on the above materials, the differences in the linguistic and cultural concepts of “бабушка (father)” and “pastor” in the Russian and American cultural contexts are studied. We list these text materials separately, emphasizing professional text reference materials in a specific professional field (such as religious beliefs).

Another example of using publications in other professional fields as materials is Borisova, E., who chose the British financial magazine “Forbes” as research material to study the language and cultural type of “leader.” The author’s reason is that the magazine “Forbes” has fixed publication content consistent with the research objectives and re-

flects the current political and social environment. Borisova, E. divides the magazine content by time, creates a table, and conducts a diachronic analysis of the research object in chronological order. Focus on the evaluation part, considering positive and negative evaluations<sup>[27]</sup>.

All the above, whether dictionaries, literary works, news media, legal texts, text fragments in corpora, historical records, biographies and anecdotes, speech activities, or professional publications, including sermon samples, worship guides, and financial magazines, are records of text in one way or another, belong to language text materials, and are the most common material choice in language and cultural type research.

## 3.2. Creolized Texts

### 3.2.1. Static-Comics

In their analysis of American presidents’ language and cultural types, E. V. Shustrova et al. selected cartoons from public magazines as research materials. **Figures 1 and 2** below are taken from pic1 and pic2 on page 40 of American Presidents<sup>[28]</sup>.



Figure 1. How the West was won.



Figure 2. Yes, we can.



Seven years later, Kuzina, Yu. V. also used the same method to analyze the next president of the United States, Donald Trump. Through the analysis of political cartoons featuring the US presidential candidate Donald Trump, he found his negative image representation form, namely the concept component of “Чудак (The Eccentric).” **Figures 3 and 4** are taken from pages 75 and 76 of Kuzina, Yu. V.’s work<sup>[29]</sup>.



Figure 3. Baby.



Figure 4. Wall Nut.

Of course, creolized texts are not limited to political themes. For example, in her paper «Лингвокультурный типаж «ученик» в русскоязычном и англоязычном дискурсах (The linguacultural type of “student” in Russian-language and English-language discourses),» E. V. Ermolova considered the concepts, metaphors, values and associative features of linguistic and cultural types in Russian and English discourses and their expression in creole texts. She

selected cartoons about students. She used research methods such as analysis, synthesis, generalization, systematization, experimentation, classification, and comparison to sort out the conceptual features of the linguistic and cultural type “student” and compare them in the context of English and Russian cultures. **Figures 5 and 6** are from page 91 of this work<sup>[30]</sup>.



Figure 5. From school.



Figure 6. Hooligan with a Slingshot.

### 3.2.2. Dynamic Movies

“I, Robot” and “Chappie” are the research materials Shadyrova, A. R. selected in the robot linguistic-cultural types. The researchers compared the robot images in several movies based on the plots, character dialogues, background settings, narration explanations, etc., combined a series of scattered features into a whole, and finally sorted out the common robot image characteristics<sup>[31]</sup>.

Melnikov, P.N. selected films from different countries as research materials, such as the Russian film «Leviathan,» the British film «Only Lovers Left Alive,» and the French film «Amelie.» Each country has its typical value system, constituting the linguistic and cultural type of “national hero.” At the same time, the author also referred to the reviews of these films. The author wanted to study not the films themselves but the heroes in the films, whose own way of behavior, communication, and thinking represent the linguistic and cultural type of “national hero” under study Melnikov, P.N. [32].

Such examples are also found in the work of A.V. Valyaibob «принцесса Диснея(Disney princess)», K.V. Kobaynikova and Yu. S. Starostina «ВАМПИР(Vampire)».

The above are all single static text studies or dynamic text studies. The author believes more attempts to combine static and dynamic text materials and comprehensive analysis methods can obtain more thorough results.

### 3.3. Practice Investigation

#### 3.3.1. Questionnaire

In the linguistic-cultural type «филолог (philologist)», the author chose the social survey and association experiment method, collected questionnaires from 296 respondents, and distinguished the respondents’ gender, age, education level, place of residence, and other personal information in the questionnaire. The questionnaire’s content involves the first associated words of philologists, philologists’ appearance characteristics, personality characteristics, living habits, language habits, etc., thus portraying the personality types of contemporary philologists from all aspects [33].

The same example is also reflected in Murzinova, I. A.’s work linguistic-cultural type «британская королева (British Queen) ». She analyzed the materials obtained by surveying 100 British-informed people and distinguished between positive evaluations, negative evaluations, and evaluations that were not clearly expressed. Thus, the evaluative characteristics of the attitude towards the British Queen in the British personal consciousness were summarized, as well as the asymmetric psychology dominated by positive evaluations and the contradictory psychological characteristics of the combination of positive and negative [34].

Lutovinova, O. V.’s research data on the linguistic-

cultural type “Hacker” came from 300 questionnaires [35]. Gulyaeva, E. V.’s research on the linguistic-cultural type “American lawyer” also collected 200 questionnaires with an age distribution of 18–72 years old [36].

#### 3.3.2. Interview

Although Nemtinova E. P. and Levitskaya A. A. mentioned feature films (movies) in their study on “kidult,” the research material came from an interview survey of 12 adults (18–45 years old) and 14 children (6–14) based on the movies mentioned above. The interview questions included features of the movies that appeal to adults and features that appeal to children, so it is reasonable to consider the research material as interview results [37].

### 3.4. Internet Influence

#### 3.4.1. News Reports on Portal Websites

Tkachenko, A. Yu. chose American buyers as the research object of linguistic-cultural type and studied the discourse specificity of the language personality “buyer” in American linguistic-cultural. The research materials were the texts of resumes and job advertisements, which were selected through continuous sampling from Internet websites (the selected website was [www.dayjob.com](http://www.dayjob.com)), and the selection time was 2019–2020 [38].

In their 2017 work, Letina N. N. and Loginova I.V. studied Korean idols’ language and cultural types. All of their analysis was based on information from professional portals, including news reports, advertisements, promotional posters, and the daily routines of Korean idols that can be found (the source websites already indicated in the article: <http://www.nate.com/>, <https://www.soompi.com/>, <http://world.kbs.co.kr/korean/>). Based on the above information, they analyzed Korean idols’ appearance, personality traits, and value orientation [39].

#### 3.4.2. Online Reviews

The above-known information is all official material and mass media mainly controls its value orientation. Online comments, where netizens express their own opinions, are more real-time, accessible, and diverse.

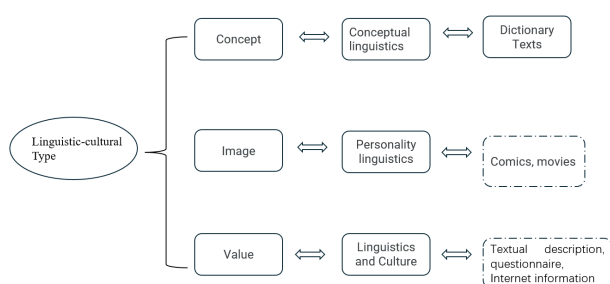
In their new work in 2023, Rostovtseva S.A. and Taskaeva A.V. studied the linguistic-cultural type of «ВРАЧ-ХИРУРГ(Surgeon)». They divided the research materials



into two parts. The first part used data from Russian dictionaries and Russian-speaking national corpora, and some of the materials came from user comments on the website (<https://prodoctorov.ru>). The two parts of the materials were combined with descriptive methods, semantic analysis, dictionary definition analysis, linguistic phenomenon corpus research, statistical analysis, and other methods. The linguistic-cultural types of surgeons were analyzed from the two aspects of diachrony and synchrony<sup>[40]</sup>.

## 4. Discussion

The above results are categorized according to the way of selecting materials. In the discussion part of this work, we combine constructing the concept of linguistic-cultural type with the way of selecting materials and organize a comprehensive model of the integrated concept of linguistic-cultural type from the collection of materials to the conceptual completion, as follows in **Figure 7**.



**Figure 7.** Model for the Linguistic-cultural Type.

First of all, from the interpretation of the research object, according to the research results, the dictionary text is used as the optimal option to ensure the scientificity and accuracy of the interpretation (See **Figure 7**), and at the same time, a variety of dictionary types are added, for example, explanatory dictionaries, synonym dictionaries, synonym dictionaries, and the study of synonyms and near-synonyms are added to enrich the text content. Meanwhile, the etymology and word changes are studied in the period, and the interpretive features of the research object are analyzed from the co-temporal and ephemeral perspectives. At the same time, we can pay attention to the differences between different cultures from the perspective of national identity for cultural comparison.

Russian linguists Yu. A. Sorokin and E. F. Tarasov pointed out that creolized texts are composed of two parts:

verbal and non-verbal. For example, movies, radio, and television are creolized texts<sup>[41]</sup>. In the analysis of Creolized texts, text materials are often divided into static and dynamic forms. This study follows this analysis method and divides Creolized text materials into two types: static texts represented by comics and dynamic texts represented by movies<sup>[28]</sup>.

Because of the humor and satire of cartoons, the characters are typicalized, the characteristics of the characters themselves are exaggerated, the personality characteristics are more distinct, and the positive and negative ratings of the characters are more accessible to judge. At the same time, because the creolized text is a comprehensive text form that combines language and non-language, the researchers use a comprehensive analysis method that combines semantic and cognitive elements when analyzing the text materials.

Whether it is a static text in the form of a cartoon or a dynamic text in the form of a movie or television production, this intuitive method makes it easier to observe the characteristics of the image of the research subject, including gender, age, appearance, social stage, etc., which makes it more suitable to be used as a material for image research.

The sources of material for the linguistic-cultural type image and value sections are marked with a dotted line because the sources of material for these two sections are not fixed and are free to be chosen according to the situation.

The third component of the linguistic-cultural type is research in value judgments; various textual descriptive materials, questionnaire interviews, and Internet materials are all recommended.

For personality types that exist in reality, considering literary works as a source of research materials is still of interest to researchers because this type of people, their appearance, speech activities, and personality traits are repeated and similar in literary works, and this repetition and similarity itself is a social and cultural reality. In scholarly works, there are common recurring factors behind the similarities and differences in language personality: the similarities and differences of cultural backgrounds. Stereotypes as a reality also affect the reliability of concepts. The diagnostic characteristics of language and cultural types emphasize the universality of culture, which is a universally recognizable image, not a very niche culture or an individual image.

At the same time, personal emotional characteristics

(positive and negative), worldviews, and even stereotypes of the authors of literary works are also included. This is acceptable because the linguistic and cultural type is a comprehensive concept<sup>[42]</sup>. The most important thing in linguistic culture is the judgment of values, so judging values from literary works aligns with the research purpose of linguistic-cultural.

Suppose our research object has never been mentioned in literary works or is rarely mentioned. It cannot be selected because objective research results are based on rich research materials. If the fragmentation of research materials cannot be avoided, and the messy research materials are challenging to organize, the construction of the corpus solves this problem well.

V. A. Plungyan pointed out that «с помощью корпуса стало возможно не только быстрее и эффективнее решать известные науке задачи, но и ставить принципиально новые задачи, ранее практически невыполнимые из-за их трудоемкости (With the help of the corpus it became possible not only to solve problems known to science faster and more efficiently but also to set fundamentally new problems that were previously practically impossible to solve due to their labor intensity)»<sup>[43]</sup>.

When the research object is a public figure or a person with higher exposure, their words and actions are more reflected in news media reports, legal provisions, historical records, biographies, and anecdotes. As a particular form of written record, the authenticity and objectivity of the recorded content are required to describe the character's characteristics and spiritual level by systematically describing and introducing the character's life, life, spirit, and other fields. Selecting news media, legal provisions, historical records, biographies, and anecdotes as research materials is also of great significance for studying the development of characters and the changes of the times.

First-person public speeches or third-person evaluations are all verbal information that use speech behaviors and activities as research materials to depict the linguistic portrait of the personality type.

In many cases, people must understand the respondents' honest thoughts and behaviors to maintain the diagnostic significance of personality types. Still, this information cannot be obtained from other sources. Or there are few text records of a particular personality type, and it is impossible to con-

sider the real-time evaluation characteristics of personality types. Questionnaires can describe and count this information in a data-based way, thus helping researchers obtain more real-time results.

An interview usually refers to in-depth communication with a specific person or topic, aiming to explore their experience, views, opinions, life experiences, etc. Usually, the interviewee is asked deeper and more detailed questions based on different answers during the interview. More attention is paid to the interviewee's situation and experience. In this process, the questioner must be well prepared and understand the relevant industry background, social background, historical source information, etc., to get more accurate and detailed answers during the questioning process.

Whether a questionnaire survey or an interview, they are all the best options for obtaining real-time information. However, as we have seen, more reliable results rely on a large amount of data collection, sufficient preparation, and an accurate group of respondents. To get the correct answers, you must ask the right questions. Therefore, using practical survey methods to collect materials requires considering respondents' quality and quantity.

As a "free place" that transcends time and space, paying attention to the influence of the Internet can help us obtain more diverse materials. At the same time, the historical record preservation and real-time updating characteristics of the Internet provide a large amount of research data on the one hand but also cause duplication and coverage of materials on the other hand, bringing more pressure to research.

In addition to these, we found three cases of comprehensive work. Roshchina, A. A. used text materials, Internet resources, and practical survey results to study Chinese doctors' personality types. The three materials were combined to analyze 3,000 text fragments and interview materials of 300 respondents. Interpretive analysis, conceptual modeling, and quantitative analysis were used to determine Chinese doctors' linguistic and cultural concepts<sup>[44]</sup>.

In order to conduct the complete analysis of the linguistic and cultural type "пранкер (prankster)," Kobylnik, I.S., involved in the study a variety of materials, including questionnaires, thematic analysis and definitions from various dictionaries, media materials, films, literary works, Internet resources, that is, all possible sources of information about a specific language and cultural type, and used a free asso-

ciation experiment, in which the subjects answered the first reaction that came to their mind to the stimulus word<sup>[45]</sup>.

Yarmakhova, E. A., in the work of research on the linguistic type “английский чужак (English eccentric),” considered the results of continuous sampling in English interpretive dictionaries, literary and journalistic texts, and practical surveys, and also involved 300 pages of corpus materials, and finally determined the diagnostic concept of English eccentric<sup>[46]</sup>.

## 5. Conclusions

The final research conclusion is formed under various sources of information. The language personality image appears in the mind of the stimulated person under specific stimulation, and different social groups get different feedback. Usually, a type will get a bright and rich image in the language and cultural system that it is familiar with, while outside the language and cultural system of the group, such as in other language and cultural systems, the image is usually vague and uncertain.

Data collection is essential. Not only should we flexibly use various methods, but we should also keep pace with the times to improve the scientificity and objectivity of analysis, be good at discovering new problems and directions from an interdisciplinary perspective and improve the sensitivity of information capture and analysis.

According to all the above analysis results, the current language and cultural type research has the problem of an insufficient number of samples in the selection of research materials, which is not convincing, and the quality of the analytical materials themselves is not evident in diagnosticity and the unavoidable subjectivity of data analysis. It is necessary to use a combination of multiple methods to ensure the number of materials and thus ensure the comprehensiveness of the data as much as possible. At the same time, we accept the diversity of research materials, such as the combination of language text data and non-language text data, the combination of online surveys and offline practices, the combination of historical materials and modern materials, and the comparison of materials under various cultural backgrounds, to ensure the representativeness of research data.

It is necessary to pay more attention to which research

method is used because linguistic research combines multiple methods. Focusing on the source of data and the method of data collection, accurately collecting and using data determines the representativeness and reliability of the research results and the corresponding research details. Exploring the best data collection and use methods is still related to science.

«Концепты – динамические образования, гораздо более подвижные, чем значения слов, зафиксированные в словарях (“Concepts are dynamic entities, much more mobile than the meanings of words recorded in dictionaries.”) » [Карасик, 2009: 24]. The researchers’ in-depth exploration of this research project is no longer limited to dictionary entries and literary texts but to organizing and analyzing the diachronic changes in the concept of language and cultural types from comprehensive materials. The study of language and cultural types is ultimately a study of value orientation. Considering the corresponding analysis materials and methods according to the time changes is a positive help to the research purpose.

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## Data Availability Statement

All data materials used in this work are from two search websites: НАУЧНАЯ ЭЛЕКТРОННАЯ БИБЛИОТЕКА and Google scholar, which can be obtained by searching for the keywords “Лингвокультурный типаж” and “Linguistic-cultural Type”.

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## Conflicts of Interest

The author declares that there is no conflict of interest.

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