

Educación • Educação • Vol. 41 (20) 2020 • Art. 21

Recibido/Received: 15/04/2019 • Aprobado/Approved: 16/04/2020 • Publicado/Published: 04/06/2020

# Cultural linguistics and language for special purposes: cognitive, ethnolinguistic and linguocultural approaches

Lingüística cultural y lenguaje para fines especiales: enfoques cognitivos, etnolingüísticos y lingüísticos

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#### **ABSTRACT**

The article considers the cognitive, ethnolinguistic, linguocultural approaches to the analysis of Languages for Special Purposes (LSP) serving communication in the professional sphere. The authors present the summary description of the conducted scientific research, aiming to define the main differences between general national language and the LSP as well as to reveal features of the adequacy of the translation and equivalence of the translation.

**Keywords:** cognitive linguistics, ethnolinguistics, cultural linguistics, Language for Special Purposes (LSP).

#### **RESUMEN**

El artículo considera los enfoques cognitivos, etnolingüísticos y lingüísticos para el análisis de Idiomas para fines especiales (LSP) al servicio de la comunicación en el ámbito profesional. Los autores presentan la descripción resumida de la investigación científica realizada, con el objetivo de definir las principales diferencias entre el idioma nacional general y el LSP, así como revelar características de la adecuación de la traducción y la equivalencia de la traducción.

**Palabras clave:** lingüística cognitiva, etnolingüística, lingüística cultural, lenguaje para fines especiales (LSP).

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#### 1. Introduction

In modern linguistics, the development of such areas of language for special purposes (LSP) as cognitive linguistics, ethnolinguistics, and cultural linguistics must be carefully studied. Achieving success in professional communication is possible on the basis of both cognitive processes and cultural values that make up an integrated system of the scientific fields. For the first time, the interrelation of language for special purposes and material culture from the standpoint of cognitive, ethnolinguistic, linguocultural approaches are considered by the authors in this article. The authors believe that the results of the research greatly contribute to the development of the professional interaction between linguists and professionals in such spheres as Law, Motor Transport, Construction of Railways, Bridges, and Tunnels, that will serve the basis for the combining the material and culture values and professional knowledge reproduced in communication.

# 2. Review of the literature and research methodology

Review of the literature, materials and methods, results and discussions of this scientific research being based on cognitive linguistics, ethnolinguistics and cultural linguistics approaches are respectively represented in this article. Therefore, the description and analysis of these approaches consist of three parts.

## 2.1. Cognitive approach to the LSP

Cognitive approach to the LSP analysis consists of identification and explanation of categorization and conceptualization processes being reflected in the national language. These processes can be reconstructed in the form of concepts in consciousness of the person and can be objectified in communication by nominative means of language. The cognitive linguistics considers language as means of studying. We consider that social, cultural, psychological, communicative and functional aspects of human being can be reflected in the language and the can be understood only in a definite acts of communication.

In cognitive linguistics there are the main fundamental units of the structured knowledge. They are concepts, frames, idealized cognitive models, domains, processes of conceptualization and categorial structures and others. Taking into consideration the fact that an object of cognitive linguistics is a language in its informative function, its main categories are the concept, cognitive consciousness and language consciousness, sphere of concepts, cognitive signs, cognitive classifiers, etc.

The main aspects of cognitive linguistics are: semantics, surrounded world categorization and the encyclopedic knowledge reflected in the language value.

The analysis of the works on cognitive linguistics and cultural linguistics as scientific disciplines (Babayeva, 2004; Vorkachev, 2001; Vorobyov, 1997&2008; Karasik, 2001; Kubryakova, 1994; Maslova, 2001; Pimenova& Kondrat'eva, 2006; Popova, 2004; Slyshkin, 2004; Stepanov, 2001) showed that such general features characterize the cognitive linguistics and cultural linguistics as "language – the person", the terms "concept" and "world picture" and others.

The identification of such types of concepts as schemes, frame, scenario etc. is peculiar for cognitive linguistics. The creation of dictionaries including not the words but concepts as fundamental notions of culture (values) have become the main scientific results of linguocultural researches.

Thus, the anthropocentric paradigm in cognitive linguistics transforms the dyad "language – the person" into a triad "language-person-consciousness". In cultural linguistics the anthropocentric paradigm transforms the dyad «language – the person" into the construction "language – the person – consciousness – culture".

The analysis of scientific works (Likhachyov, 1993; Kolesov, 1988; Kubryakova, 1994; Stepanov, 2001) showed that basic category of cognitive linguistics is the notion "concept" which reflects both thought processes of the person, and the world of culture in language. The concept is realized by means of "word" in general language and by means of "term" in (LSP). It should be noted that the concept, being a unit of the person's mental world expands a word meaning as it includes mental signs of this or that phenomenon including nonverbal ones "which are reflected by consciousness of the people in this stage of their development. The concept provides the reality comprehension" (Popova, 2004; Sternin, 2005).

Thus, concept and meaning of the word correlate with mental and cognitive processes reflecting reality in the person's consciousness. However, the content of notion "concept" is broader than a word meaning since concepts keep the structure, do not lose the signs included in this structure throughout the people history. The structure of concepts is only replenished due to additional signs allocation. Such replenishment depends on the development of material and spiritual culture of the people.

Having studied the achievements of cognitive linguistics and the history of LSP development and functioning in the sphere of the motor transport (main unit of which is the term) we revealed the following features:

- meaning is the category of language, the general (collective) mental part of a word;
- notion is the category of language, the general (collective) mental part of the term;
- concept is the category of the speech having individual and collective nature since the concept is formed by an individual, a separate social or professional group, ethnos;
- concept is an individual and collective part of a word meaning or a notion of the term which accumulates
  the word meaning or the notion of the term making a word or a term the significant unit of cognitive
  linguistics and cultural linguistics;
- concept correlates not only with a lexical meaning, but also with a notion of the term: lexical meanings
  and notions of the terms are the outline of contents and they are presented in LSP by means of special
  words and terms;
- concept is not a language unit (like words and terms), but it is the category, that is the outline of contents (like meanings and concepts), having individual, intellectual and emotional nature beyond word meaning or a notion of the term.
- concept against a background of collective consciousness is an expression of different individual consciousness and individual sense and assessment;
- concept lacks a special form and it is generated when finding its reflection in the speech (sometimes in
  the language) as a special individual assessment of a spiritual culture product or material culture product,
  or the product of any personal activity or the collective people's action either in a social and economic
  sector of the society, or in other national spheres; therefore, it would be not appropriate to create
  dictionaries of concepts as they will probably include the very popular lexicons of public words and
  special terms but having additional amendments made by any famous scientists or representatives of
  various scientific schools etc.;
- concept is a special kind of individual, intellectual and emotional assessment of the standard lexical
  meaning of a word or the standard notion transferred by the term; it explains the standard activity of an
  individual or the society, i.e. the concept expresses all the factors influencing the human life and they
  can be estimated;
- concept is considered to be simultaneously temporary and constant category since one concept is replaced with another, but the category of a concept exists constantly: all other units of cognitive liguistics can be constructed on the basis of the given approach to the category of the concept;

- concept is a general category of assessment and novelty; therefore, nowadays creation a concept for development of the nation is relevant, for example, Russian Federation and, in our opinion, the cultural linguistics can promote it;
- the main bilateral self-sufficient units of language are words, terms as they have both the plan of expression, and the plan of contents.

Therefore, the cognitive linguistics allows learning and describing the world around and the person's mentality more deeply due to the application of frames, idealized cognitive models, domains, concepts, conceptualization and realization processes. The above noted categories are not units of cognitive linguistics. They represent the plan of contents, the category.

Deeper method of studying the surrounding reality and person's mentality fill the existing words and terms with new contents, being mental categories, identical with lexical meaning and concept. However, the contents of a concept should be the most important and used also in cultural linguistics.

# 2.2. Ethnolinguistic approach to the LSP

Ethnolinguistic approach to the analysis of (LSP) based on the identification of relationship between language and ethnos, language and spiritual culture of the people, language and national mentality. Being based on numerous definitions we consider ethnolinguistics to be borderline scientific direction between the linguistics and ethnology studying the processes of formation and development of various ethnic groups, their identity, forms of their cultural self-organization, regularity of their collective behavior, interaction and interrelation of the individual and the social environment. It should be noted that in modern ethnology the various material for the scientific analysis is used such as results of researches and notes of scientists-ethnographers, and travelers, folklore and art texts, scientific works in ethnosociology and ethnopsychology, publicistic materials, official documents, historical, social and political literature, etc.

Besides, when direct contact with representatives of the studied ethnos is possible the different observations of their reaction to various situations, logic of the arguments and a reasoning used in disputes and conversations, ways of explanation of various phenomena of the world around and own behavior etc. become valuable. Ethnolinguistics as the section of linguistics and ethnography studies communication and interaction of language with spiritual culture and people's consciousness, their customs and world comprehension.

The basic concepts of ethnolinguistics are stereotype, profiling and worldview. In a general sense these phenomena can be explained as follows: the stereotype (national) is an "idea" of a subject; profiling is the property of the stereotype assigned to a subject (the stereotype and profiling are connected with informative and cultural base of language); a world view is the national language personality's certain system of surrounding reality ideas (conceptualization). A <u>world view</u> (or worldview) is the fundamental cognitive orientation of an <u>individual</u> or <u>society</u> encompassing the entirety of the individual or <u>society</u>'s <u>knowledge</u> and point-of-view, including natural <u>philosophy</u>; fundamental, existential, and normative postulates; or themes, <u>values</u>, <u>emotions</u>, and <u>ethics</u>. Every <u>culture</u> has a shared pattern of <u>thinking</u>. It is the cement that holds a culture together, gives it unity. A culture's characteristic way of thinking is imbedded in its concept of the nature of <u>reality</u>, its worldview (Ackoff Russell L., 1999).

We consider that it is possible to agree with the definition of basic concepts of ethnolinguistics. However, to be more explicit we suggest using: ethnic (national) stereotype, ethnic profiling, and ethnic worldview. In our opinion, the culture of the nation is not defined only by specific ethnic characteristics. The current state of a modern world civilization includes the main characteristics of the whole world culture being universal for the vast majority of ethnoses. First of all, it relates to the aspects of material culture. The results of the given

scientific research show that the material cultural values extremely find the reflection in LSP as it is more and more biased upward cultural linguistics (Vorobiyov, 2008).

Recently the ethnic structure of many countries has significantly been changed due to the historical events and political processes caused numerous diasporas of migrants and refugees in Europe as a result of different conflicts. Integration processes of Western European countries have created serious social problems of ethnic type:

- mixed types of different people behavior;
- interaction and coexistence of various types of cultures;
- mutual psychological peculiarities adaptation in the conditions of sustained cross-cultural contacts;
- development of ethnical consciousness in nontraditional conditions;
- features of economic behavior of representatives of any ethnos in other economic sphere and business / commercial culture, etc.

We consider that essentially new methodological approach calls scientists to define the subject of ethnology and consequently the subject of ethnologistics. Therefore, such notions as stereotype, profiling, world view (representation) can be correlated to the plan of contents. It should be noted that the plan of national language expression is actually being narrow. In our opinion this phenomenon should be deeply studied taking into consideration the achievements in modern ethnolinguistics and different national language peculiarities from one ethnos to another one. Nowadays the relationship between ethnolinguistics and cultural linguistics finds new character. The ethnolinguistics studies those features of national language and living standards of the nation which distinguish one nation from the others. The cultural linguistics as scientific discipline studies interrelation and interaction of culture and language not only of the certain nation, but general characteristics of the world culture which exist in its spiritual and material forms.

#### 2.3. Linguocultural approach to the LSP

Linguocultural approach to the analysis of the LSP includes the detection of general and distinctive characteristics of ethnolinguistics and cultural linguistics as scientific directions. Based on the theoretical and methodological conclusion of cultural linguistics stated in V.V. Vorobyov's work "Cultural linguistics: the theory and methods", it is necessary to conclude that the cultural linguistics includes concepts of culture and linguistics: culture characterizes the spiritual and material levels of epoch development, reflects the main features of socioeconomical formation of a society or the nation, and the linguistics designates and fixes them in language (Vorobyov, 1997).

It should be noted that in linguistics the spiritual aspect of culture gained considerable development, and the material aspect is not well studied. The aspect of material culture, which traditionally is understood as "the set of things, devices, constructions, i.e. the objective world which is artificially created by the person" finds the expression mostly in LSP. We believe that distinctive features against the background of ethnic problems are more and more brightly shown in cultural linguistics and ethnolinguistics. The processes which are beyond this or that ethnos connected with global cultural development. These processes are observed around the world in spiritual culture (particular in scientific fields), and in material culture, connected with the creation of material values demanding from linguists a more detailed studying of their reflection in language. We consider it possible to confirm that the culture of any ethnos more and more joins world culture, especially regarding material culture. Therefore, the cultural linguistics hierarchically prevails over ethnolinguistics and has more close connection with LSP developed for serving the sphere of professional communication.

This judgement is based on the conclusion that "the ethnolinguistics studies language in the aspect of its relationship with ethnos that is *language – ethnos*. It can be compared just as the psycholinguistics considers:

- language in the general aspect: the language human mentality;
- applied linguistics: the language person's practical activities;
- sociolinguistics: the language human society.

The ethnolinguistics and sociolinguistics can be regarded as two main sections of the whole extensive discipline, which have some differences. The ethnolinguistics considers specific (national, common people, breeding etc.) features of ethnos. The sociolinguistics deals with social structure features of definite ethnos (society) and ethnos (society) in general, as a rule, at the late stage of its development in relation to language processes and its structures (Tolstoj, 1995).

Further, we find that ethnolinguistics and sociolinguistics are opposed not so much theoretically but more practically as disciplines with various chronological orientation. The ethnolinguistics operates mainly with historical significant data, addressing to "live history", "live old times" tending to find facts and processes available to historical ranking and interpretation. The sociolinguistics based on language material considers it mainly in communicative and functional, structural and descriptive, standard and synchronous aspects (An electronic resource: in the same place).

The special role in studying the relationship between language and culture belongs to cultural linguistics, which is defined by Professor V.V. Vorobyov as "... the complex scientific discipline of the synthesizing type which studies the interrelation and interaction of culture and language in its functioning; it reflects this process as complete structure of units in their language and extra language (cultural) contents unity by means of systematic methods and with orientation to modern priorities and cultural establishments (the system of norms and universal people values)" (Vorobyov, 1997).

Thus, the cultural linguistics as the part of modern linguistics opens the opportunities in studying the interaction of material culture and LSP and its functioning in professional communication. This conclusion is based on the idea that an object of cultural linguistics is "the interrelation and interaction of culture and language in the process of its functioning and studying the interpretation of interactions in uniform systematical integrity". And the object of this discipline is "the national forms of society life reproduced in the system of language communication and based on its cultural values", — everything that makes "a language world view" (Vorobyov, 1997). When researching the peculiarities of the LSP in the sphere of motor transport from the points of view of cultural linguistics, cognitive linguistics, anthropolinguistics we have conceptually considered such basic notions as concept, language world view, language personality, etc. (Zakirova, 2012).

In the context of the given article it is very important to emphasize the significance for special sublanguages such notions as concept, linguocultureme, defined as "the complex interlevel unit used for description of the linguocultural field representing the dialectic unity of linguistic and extralinguistic (conceptual and subjective) contents" (Vorobyov, 1997). It should be noted that the linguocultureme unlike a word and lexico-semantic variant" includes segments not only of a language (or lexical meaning), but it also includes cultural segments having extra language cultural meaning ", i.e. it extends as well as to the objective world (Vorobyov, 1997). Therefore, the linguocultureme corresponds to the term lexical unit of LSP which reflects the achievement of science in national language (see our comprehensive approach to the concept). Being based on the definition and special characteristics of the notion cultureme it is possible to define hierarchically its following types: international linguocultureme, national linguocultureme (ethnocultureme), professional linguocultureme, social linguocultureme, individual linguocultureme as well as synchronic linguocultureme, diachronic linguocultureme, etc. (Vorobyov, 1997). The achievements in cultural linguistics and comparative studying of cognitive processes

in Russian and English languages dealing with formation of LSP in motor transport sphere let us validate that LSP represents the subsystem of national language having the same structure as national language. However, LSP includes a set morphological, lexical, syntactical, semantic means of language, which are formed under the influence of scientific thinking and used by specialists and scientists in professional communication. Moreover, these means of language reflect in LSP special representations dealing with values of material culture (facts, phenomenon, products etc.) being created because of linguistic identities' professional activity in the frame of scientific language worldview.

We consider the LSP be of hierarchical structure as well as national language. Lexical part of any language for the special purposes includes not only general scientific terms, cross-disciplinary terms, special terminology but also common lexicon including syntactic words, which become "terminated" when transiting to LSP. The article represents the summary description of the scientific research conducted by the authors (Vorobyov, 1997, 2008; Bolotov, 2011; Zakirova, 2012, 2014). It is aimed to define the main differences between general national language (further – GNL) and LSP as well as to reveal features of adequacy of the translation (further – AT) and equivalence of the translation (further – the ET).

## 3. Results, discussions and conclusion

The authors have made the following conclusions (Figure 1)

Figure 1
Comparative characteristics of General National Language and Language for Special Purposes

Peculiarities of the language for the special
purposes (LSP)
Lexical unit in LSP is a term.
Terms in LSP are monosemantic.
Terminology in LSP includes special words,
general scientific terms, special terms: their
meanings deal with the scientific notion; they can
semantically be combined with other special
words of the same definitions (conceptual
construct).
The number of professional communicative
situations in LSP is limited.
The number of terms in LSP is limited.
Verbal tropes, synonyms, homonyms, antonyms
etc. cannot be used in LSP as they result in
double meaning.
As a rule equivalence of the translation (ET) is
practiced in LSP.
Equivalence of the translation (ET) deals with
special (scientific, technical, etc.) texts which
more exactly inform intellectual and scientific
facts (data).
Equivalence of the translation (ET) is practiced in
professional communication between specialists
and scientists when discussing professional
matters and solving special tasks.
Equivalence of the translation (ET) by its nature
is exact and special: it is equally understood by
various representatives of the identical
professional sphere: it serves for collective communication.
Really in LSP equivalence of the translation (ET)
is reached precisely because of special words' and terms' being unequivocal terminology and
self-sufficient in their usage.
sen-surncient in men usage.
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Fourteslance of the translation (FT) serves
Equivalence of the translation (ET) serves
professional communicative situation: it should
professional communicative situation: it should be emotionally neutral and conceptually correct.
professional communicative situation: it should

In conclusion, it should be noted that achievements in cultural linguistics make it possible to define the interaction of the LSP and objects of material culture, i.e. artifacts as products, human activity results having material value for society and historically transferring the certain information accumulating in special knowledge. The Language for Special Purposes (LSP) is the closed language system that is strictly limited with a frame of science (engineering, national economy, etc.). The development of the LSP depends on the creators' level of professional culture and consumers' needs in goods and services, i.e. it depends on the professional interaction on the basis of the material culture values and professional knowledge reproduced in communication. The received results of the given research open possibilities for further studying the Language for Special Purposes (LSP) serving for professional communication in different scientific areas.

# Acknowledgments

The work is performed according to the scientific project №18-012-00395/A "Linguaculturological Paradigm of Language for Special Purposes (LSP) in Law (Legal Terminography)" supported by Russian Foundation for Basic Research (RFBR) for 2018-2020

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