

Contents

Preface	9
Chapter 1. Strategic Perspectives on Reconstruction and Diachronic Interpretation of the Stereotypical Theolinguistic Matrix of Religious-Popular Discourse in Linguistic Comparative and Macrocomparative Studies	13
1.1 Strategic Perspectives on Reconstruction in Linguocomparative Studies	13
1.1.1 Evolution of Strategic Perspectives on Reconstruction Methodologies in Linguocomparative Studies	14
1.1.2 Strategic Perspectives on Methodologies of Semantic Reconstruction as the Beginning of Cognitive Linguocomparative Studies	21
1.2 Strategic Perspectives on the Phenomenon of Diachronic Interpretation in Linguistic Macro-Comparative Studies	30
1.3 Religious Discourse as an Object of Theolinguistics and Criteria for Its Identification	32
1.4 Religious-Popular Discourse as an Object of Theolinguistics and Criteria for Its Identification	41
1.5 The Theolinguistic Matrix Reconstruction of Religious-Popular Discourse	46
1.5.1 The Theolinguistic Matrix of Religious-Popular Discourse	47
1.5.2 Matrix Reconstruction of Religious-Popular Discourse	48
1.6 Stereotypical Theolinguistic Matrix of Religious-Popular Discourse	50
Conclusions to Chapter 1	51

Chapter 2. Methodology for Strategic Perspectives on Reconstruction and Diachronic Interpretation of the Stereotypical Theolinguistic Matrix of Religious-Popular Discourse	55
2.1 Strategic Perspectives on Comparative-Historical Method for the Reconstruction of the Stereotypical Theolinguistic Matrix of Religious-Popular Discourse	55
2.2 Strategic Perspectives on Diachronic Interpretation Method for In-Depth Explanation of the Stereotypical Theolinguistic Matrix of Religious-Popular Discourse	57
2.2.1 Cognitive-Matrix Method	59
2.3 Comprehensive Methodology for the Reconstruction and Diachronic Interpretation of the Stereotypical Theolinguistic Matrix of Religious-Popular Discourse	65
2.3.1 The First Procedural Stage of the Reconstruction of the Stereotypical Theolinguistic Matrix of Religious-Popular Discourse	65
2.3.2 The Second Procedural Stage of Diachronic Interpretation of the Stereotypical Theolinguistic Matrix of Religious-Popular Discourse	66
Conclusions to Chapter 2	68
Chapter 3. Strategic Perspectives on the Reconstruction and Diachronic Interpretation of the Stereotypical Matrix of the Hyperconcept “Conversion to Christian Faith” in English-, German-, and Ukrainian-Language RP Texts	71
3.1 Strategic Perspectives on Reconstruction and Diachronic Interpretation of Stereotypical Metaphorical Meanings in Informative Texts of Religious-Popular Discourse	71
3.1.1 Strategic Perspectives on Reconstruction and Diachronic Interpretation of Stereotypical Metaphorical Meanings in the Texts of a RELIGIOUS JOURNAL	73
3.1.2 Strategic Perspectives on Reconstruction and Diachronic Interpretation of Stereotypical Metaphorical Meanings in the Texts of STRUCTURALLY CLICHÉD RELIGIOUS GUIDES . .	78
3.1.3 Strategic Perspectives on Reconstruction and Diachronic Interpretation of Stereotypical Metaphorical Meanings in the Texts of an INTERNATIONAL YOUTH FESTIVAL BOOKLET.	87
3.1.4 Strategic Perspectives on Reconstruction and Diachronic Interpretation of Stereotypical Metaphorical Meanings in the Texts of the RELIGIOUS SYNOD ASSEMBLY BOOKLET . . .	97

3.2 Strategic Perspectives on Reconstruction and Diachronic Interpretation of Stereotypical Metaphorical Meanings in Propaganda Texts of Religious-Popular Discourse	104
3.2.1 Strategic Perspectives on Reconstruction and Diachronic Interpretation of Stereotypical Metaphorical Meanings in Propaganda Leaflets	105
3.2.2 Strategic Perspectives on Reconstruction and Diachronic Interpretation of Stereotypical Metaphorical Meanings in PROP-POSTER Texts	108
3.2.3 Strategic Perspectives on Reconstruction and Diachronic Interpretation of Stereotypical Metaphorical Meanings in PROP-BROCHURE Texts	110
3.2.4 Strategic Perspectives on Reconstruction and Diachronic Interpretation of Stereotypical Metaphorical Meanings in PROPAGANDA BOOKLET Texts	112
3.2.5 Strategic Perspectives on Reconstruction and Diachronic Interpretation of Stereotypical Metaphorical Meanings in Propaganda Leaflet Texts	114
3.2.6 Strategic Perspectives on Reconstruction and Diachronic Interpretation of Stereotypical Metaphorical Meanings in Religious Flyers	119
3.2.7 Strategic Perspectives on Reconstruction and Diachronic Interpretation of Stereotypical Metaphoric Meanings in Pocket Calendar Texts	121
3.2.8 Strategic Perspectives on Reconstruction and Diachronic Interpretation of Stereotypical Metaphorical Meanings in the Texts of EXTERNAL PROPAGANDA INSCRIPTIONS	122
3.2.9 Strategic Perspectives on Reconstruction and Diachronic Interpretation of Stereotypical Metaphorical Meanings in PRAYER BOOKLET Texts	126
Conclusions to Chapter 3	128
Conclusions	133
References	137
Lexicographic Sources	171
Illustrative Material	174