

Litera

Правильная ссылка на статью:

Koliadin A. V. (2025). Comparative-contrastive proxemic model of architecture of the future (based on articles of the magazines "Vokrug Sveta" and "National Geographic"). *Litera*, 9. DOI: 10.25136/2409-8698.2025.9.72291

Comparative-contrastive proxemic model of architecture of the future (based on articles of the magazines "Vokrug Sveta" and "National Geographic") / Сравнительно-сопоставительная проксемная модель архитектуры будущего (на материале статей журналов «Вокруг Света» и "National Geographic")

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[Статья из рубрики "Лингвистика"](#)

DOI:

10.25136/2409-8698.2025.9.72291

EDN:

RQBEYN

Дата направления статьи в редакцию:

10-11-2024

Abstract: This publication is devoted to the features of proxemic models of architecture of the future of the countries of the East and West from the point of view of their comparison and identification of the features of verbalization. It is noted that these aspects of the proxemic model of architecture of the future are a rather little-studied area of the formation of spatial relations in journalistic texts. The purpose of this article is to analyze journalistic texts that represent examples of Russian-language and English-language journalistic discourse based on the comparison of proxemic markers (proxemes-spacenames, proxemes – verbs of motion, proxemes – adjectives, proxemes – toponyms, proxemes – linguoculturemes) nominating spatial relations in the articles in popular science country-specific magazines "Vokrug Sveta" about the UAE skyscrapers Ciel Dubai Marina and Burj Azizi and "National Geographic" about wooden skyscrapers built in Northern Europ. The

analyzed samples of spatial lexemes, selected in magazine articles by the method of continuous sampling, are also considered from the point of view of their inherent informative codes, allowing readers to understand the architectural ideas of representatives of different cultures. Based on the results of the conducted analysis, it seems possible to identify the features of the axial orientation of proxemic markers in the architecture of contrasting parts of the world, which is determined by the pragmatic tasks of architects, as well as historical prerequisites, information about which is implicitly present in the text in the linguaculturemes used by the authors. Thus, the choice of certain proxemic markers contributes not only to the formation of a spatial image in the text of the publication, but also activates the individual reader's perception of the locations represented in the article, taking into account the background knowledge of the recipients, as well as their worldview.

Keywords:

proxeme, spacename, linguacultureme, proxemic model, three-dimensional space, horizontal axis, vertical axis, informative code, cultural codes, background knowledge

Аннотация: Данная научная публикация посвящена особенностям проксемных моделей архитектуры будущего стран Востока и Запада с точки зрения их сопоставления и выявления особенностей вербализации. Отмечается, что данные аспекты проксемной модели архитектуры будущего являются достаточно мало изученной областью формирования пространственных отношений в публицистических текстах. Целью данной статьи выступает проведение анализа публицистических текстов, представляющих собой образцы русскоязычного и англоязычного публицистического дискурса, основанного на сопоставлении проксемных маркеров (проксем-спейснем, проксем – глаголов движения, проксем имен прилагательных, проксем – топонимов, проксем – лингвокультурем), номинирующих пространственные отношения в статьях научно-популярных страноведческих журналов «Вокруг Света» о высотках ОАЭ Ciel Dubai Marina и Бурдж-Азизи и National Geographic о небоскребах из дерева, построенных в Финляндии, Норвегии, Германии. Анализируемые образцы пространственных лексем, отобранные в журнальных статьях методом сплошной выборки, рассматриваются также с точки зрения присущих им информативных кодов, позволяющих читателям понять архитектурные замыслы представителей разных культур. По результатам проведенного анализа представляется возможным обозначить особенности осевой направленности проксемных маркеров в архитектуре контрастирующих частей Света, что обуславливается прагматическими задачами архитекторов, а также историческими предпосылками, информация о которых имплицитно присутствует в тексте в используемых авторами лингвокультурах. Отмечается, что в материалах статей об архитектуре ОАЭ основной акцент делается на возвышении молодого государства в глазах всего мира, что находит отражение в архитектурных проектах, аналогов которым на текущий момент нет ни в одном другом государстве. В то время как в странах западной Европы наблюдается тенденция к возврату к историческим корням, что также визуализируется в архитектурных новинках. Таким образом, выбор определенных проксемных маркеров способствует не только формированию пространственного образа в тексте публикации, но и активизирует индивидуальное читательское восприятие репрезентуемых в статье локаций с учетом имеющихся у реципиентов фоновых знаний, а также особенностей мироощущения.

Ключевые слова:

проксема, спейсхема, лингвокультурема, проксеменная модель, трехмерное пространство, горизонтальная ось, вертикальная ось, информативный код, культурные коды, фоновые знания

The problem of studying proxemic models from the point of view of the verbalizers of spatial relations used in them, as well as markers of non-verbal code that allow creating spatial images in the texts of journalistic discourse, has long been the subject of scientific research in the field of linguistics and related disciplines.

This article presents the results of the research based on the comparison of proxemic models of architecture of the future of the East and West based on the publications in the magazines "Vokrug Sveta" and "National Geographic", which in itself implies a possible contrast.

As R. Kipling wrote in "The Ballad of East and West": "Oh, East is East and West is West, and never the twain shall meet" [\[1\]](#). C. G. Jung, in turn, also noted the fundamental difference not only in the way of life, but also in the vision of the world between the East and the West [\[2\]](#).

In the context of the research being conducted, it should be said that the East in the analyzed journal articles is represented not by ancient countries with a thousand-year history, but by the young state of the UAE, formed in 1971 [\[3\]](#). It should be noted that in a relatively short time, the UAE entered the top ten countries of the world with the strongest economies. At the same time, the formation of the new state required the creation of a capital, which, like many other architectural objects and even islands, was built on territories covered with tons of sand.

The West in the analyzed articles, in turn, is represented by the old states of Western Europe with the established views on the universe, attitude to nature and values.

This contrast is verbalized in the analyzed articles primarily through proxemic markers, as well as linguaculturemes that allow creating three-dimensional spatial images of architectural structures of the compared states, while implicitly drawing before the readers the peculiarities of the worldview of the bearers of Eastern and European (Western) cultures, which is reflected in the approaches to architectural design.

First of all, it should be noted that in the study we used the definition of proxemes formulated by E. A. Ogneva as a fundamental one. Thus, the scientist suggests that proxemes should be understood as "linguistic structures representing spatial parameters, spatial representations of an ethnic group, recorded in the language" [\[4, p. 114\]](#). At the same time, according to the linguist, the textual conceptualization of spatial images is one of the formats of the picture of the world.

Such an interpretation of concepts is reflected in the works of other researchers, in particular, Yu. S. Stepanov, who writes about concepts as a "concentration of culture in the consciousness of a person", i.e. about "the form of the culture when it enters the mental world of a person" [\[5\]](#), but in this context it is taken into account that the verbal representation of concepts "is associated with the communicative needs of individuals, and not with the existence and functioning of the conceptual sphere as a substrate of thinking"

[\[6, p. 9\]](#), which, in our opinion, allows us to talk about the individual author's vision of the world and about certain pragmatic tasks implemented by the authors of publications through the use of certain lexical units, the semantics of which forms spatial images.

Thus, it is considered possible to note that journalistic texts, in their majority, are characterized by the presence of certain cultural codes, which, as A. P. Sadokhin notes, are characterized by the ability of linguistic cultures, using various verbal and non-verbal means, to represent the specifics of national habits and worldview of a separate ethnic group, including the peculiarities of the organization of space [\[7, p. 72-81\]](#). Thus, in this context we are talking about the possible use in journalistic texts of the linguaculturemes previously mentioned in this article, which are complex inter-level lexical units containing semantic meaning and extralinguistic cultural meaning [\[8, p. 44-45\]](#).

Taking into account the three-dimensionality of space, which allows the author to create, and the recipient to perceive volumetric images in three projections (forward - backward, up - down, right - left), we note that such a nomination is possible due to the use of various verbalizers of spatial relations, which, in turn, is reflected in the basic concept of V. G. Gak, who believed that "spatial meanings are the basis of many linguistic means of designation both at the level of the word and at the level of the sentence structure" [\[9, p. 134\]](#).

The concept of the three-dimensionality of the text space proposed by V. G. Gak (the scientist wrote about artistic space, but we believe that this approach is also applicable to journalistic texts) includes the issue of determining the locational position of the object in space. M.A. Kunizhev defines a two-member opposition of position (horizontal and vertical spatial axes) [\[10, p. 44; 85\]](#). E. A. Ogneva believes that 4 models of the text proxemic matrix should be considered (horizontal, vertical, vertical-horizontal and horizontal-vertical) [\[4, p. 114\]](#). G. Lakoff, in turn, somewhat expands the possible gradation of spatial orientations, highlighting the following types: "up-down", "in-out", "front-back", "on-off", "deep - shallow", "central - peripheral" [\[11, p. 35\]](#).

The issue of possible linguistic means - proxemic markers is presented in sufficient detail in scientific publications of the Russian scientists. Thus, M. A. Kunizhev suggests that in the process of studying locative markers we should proceed from the presence of 5 categories of lexical units (nouns with the semantic meaning of place, spatial prepositions, adverbs of place, spatial deixis, as well as verbs of movement and designation of position) [\[10, p. 44\]](#).

In turn, E. A. Ogneva typologizes proxemic units as follows: 1) lexical units and phrases with the semantic meaning of space; 2) verbs of motion; 3) proxemic toponyms and 4) proxemic landscape units [\[12, p. 54\]](#).

In the field of studying proxemic structures, the term "spacename" introduced by T. R. Tuguz is also used. The linguist proposes to use this term to denote words and constructions that mark artistic space. At the same time, it is specified that spacename is a phrase expressed by a noun with a preposition, with the semantic meaning of the location of a person or object in artistic space [\[13, pp. 128-130\]](#), which corresponds to the first category of locative markers in the previously presented typologies of M. A. Kunizhev and E. A. Ogneva.

As noted above, the empirical materials for the research were the articles from the magazines "Vokrug Sveta" and "National Geographic".

In the articles by E. Beletskaya "Burj Azizi: where will the 2nd tallest skyscraper in the world be built and what will be inside?" [\[14\]](#) and T. Shcheglova "The tallest skyscraper hotel in the world: 6 facts about Ciel Dubai Marina" [\[15\]](#), published in the magazine "Vokrug Sveta", readers are introduced to the architectural innovations of the East.

First of all, we note that to create an artistic space when describing skyscrapers, the authors mainly used proxemes-spacenames, nominating individual loci inside architectural structures, the complex perception of which allows us to visualize and feel the multidimensionality and volume of the record-breaking buildings. Thus, in the article about the skyscraper-hotel Ciel Dubai Marina [\[15\]](#) (the name of the toponym is presented in the article without translation, which allows the reader to feel the Europeanization of this eastern architectural giant), such proxemes-spacenames as *отель-небоскреб, небоскреб-рекордсмен, гигантский цилиндр*, related to the vertical spatial axis, were used to nominate the structure itself. While the interior space of the hotel is created by such nominees as *номера, спа, рестораны, фитнес-центры, бассейн, смотровая площадка*, forming a horizontal plane of spatial perception. An important role in the process of creating the image of a huge skyscraper is played by proxemes-adjectives, the connotative meanings of which enhance the perception of the scale of the construction and the desire of architects to go beyond the current rules and regulations not only in urban planning, but also in science. For this, the author of the article uses such epithets as *футуристический, роскошный, гигантский, огромный, захватывающий*. However, the most significant feature of the described architectural object, in our opinion, is the fact that it is made entirely of "glass, steel and concrete", which makes it the height of modern technology, while implicitly equating it to an entire city under one roof.

The second article about oriental skyscrapers is about the second tallest skyscraper in the world – Burj Azizi [\[14\]](#). It should be noted that the author of this publication uses a greater number of figurative proxemes-spacenames that allow us to mentally imagine the height of this structure: *725-метровая высота, гигантская башня, второе самое высокое здание в мире, небоскреб, рекордная многоэтажка, высота, крупный город, отель, огромное здание, культовое сооружение, впечатляющая высота, уникальный вертикальный молл, резиденции башни, небоскреб в 2 км высотой*. All of the listed lexemes belong to the vertical proxemic axis. While the internal volume is created by means of such markers of the horizontal axis of space as *элитные апартаменты, пентхаусы, резиденции для отдыха, бассейны, сауны, тренажерные залы, оздоровительные центры, ночной клуб, ресторан, самая высокая смотровая площадка* (vertical-horizontal proxemic axis), *улицы, жилье*. As in the previous article, the Burj Azizi skyscraper-hotel is characterized as *высокий, рекордный, крупный, огромный, элитный, высотный, уникальный вертикальный, культовый, впечатляющий, инновационный и ультрароскошный* - i.e., striving to go beyond the ordinary, to become unique and one of a kind. At the same time, the main emphasis in the image of the skyscraper is also placed on the materials it is made of - *glass and metal*, using the latest technology and without reference to historical roots.

The explanation for this desire of the Eastern architects to build skyscrapers touching the sky can be found in the words of the chairman of the board of "Azizi Group" Mirwais Azizi, who talks about the company's commitment to "raise the image of Dubai to a new, unrivaled height" [\[14\]](#). We believe that such aspiration can also be explained by the history of the young state, which sets ambitious plans for itself in many areas of human existence.

The article on trends in Western European architecture presents a sharp contrast to the Eastern innovative plans.

Saul Elbein's article "Will the skyscrapers of the future be made out of wood?" [\[16\]](#) is about skyscrapers made entirely of wood built in Finland, Norway and the German state of Thuringia. It should be noted that the linguacultural perception of the word "skyscraper" implies a very tall modern building, while European wooden high-rises have only 12-13 floors, which, despite the vertical axis of spatial perception, somewhat reduces the idea of the high-rise characteristics of the house. At the same time, wooden houses, in the general human understanding, have always been low (several floors), which indicates the use of the latest technologies that make it possible to implement such architectural projects.

It should be noted that there are quite few descriptions of wooden high-rise buildings in the article. For their nomination, the author uses a fairly limited set of proxemes-spacenames, which, however, in some cases are highly figurative: *the skyscrapers of the future, a rectangular hole, a 12-story apartment building, all-wood high-rises, the bones of skyscrapers, exposed skeleton, the tallest all-wood building in the world, apartment building, a bird's nest, a cathedral, strong structures, lobby, a line of standardized, customizable, mid-rise apartments and office buildings*. The listed lexical units relate to both horizontal and vertical proxemic planes. At the same time, the general perception of wooden new buildings seems to be quite compact and cozy for living. Such perception is reinforced by descriptions of natural locations of the European countries and spatial markers characteristic of these locations (*the river, canals, an enormous float of spruce logs, thick boreal forests, a highly managed landscape, production forests or working forests, the factory, an enormous, cozy pine cone, the valley slope, the Alpine forests, factories, sawmills, rail lines, truck routs, the surrounding spruce forests, unused land,, a peat bog, the wetland forest, wildland, cropland, yard, the river cane, the cavity ripped in the woods*). The given examples of proxemic nominatives create spatial perception along the horizontal plane, which is reinforced by proxemic verbs *to grow, to run, to move through, to stretch (the horizon), to spread*, etc.

Wood is a natural material that has served humans for centuries for various purposes. As the author of the publication writes "*People were born in oak beds and rocked in poplar cradles and killed by walnut-stock rifles and buried in pine coffins*". Thus, the concept of wood acts as a linguacultureme for representatives of the Old Europe with a centuries-old history, which is reflected in the latest architectural trends. Therefore, the author of the article calls the design of modern wooden high-rises by European architects "*a project that carries, in Finland, shades of a national religion*". Understanding of this implicit information code is further enhanced by temporal and topographic linguaculturemes (*Notre Dame, the American Revolution, World War II, the era of industrial monoculture forests, the 19th-century works of Cotta*), which refer to historical roots and explain people's desire to be closer to nature.

Thus, the conducted research allowed us to identify the features of proxemic models of the future architecture of the West (using the UAE as an example) and the East (using the countries of Northern Europe as an example). The recently formed oriental state, striving for rapid development in all areas, the use of the latest technologies and the increase in the standard of living, builds skyscrapers from high-tech, but cold "glass, steel and concrete", throwing aside all current laws of physics and rushing to the skies, while standing on a small "triangular plot of land with an area of only 2,500 square meters" [\[15\]](#), which is a fairly metaphorical image. While European high-rise construction, although it involves the use of new technologies, turns to time-tested materials - wood. Moreover, if in the eastern architecture the space of high-rise buildings is perceived in a vertical plane, then the

European one is perceived in a horizontal plane, but widely covering the earth's surface with forests, rivers and other landscape markers.

It is supposed that an important factor for the reader's perception of spatial relations is also the recipient's possession of a certain set of background knowledge that allows them to recognize and correctly interpret the information codes implicitly present in articles and often represented by linguaculturemes and toponyms.

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Результаты процедуры рецензирования статьи

В связи с политикой двойного слепого рецензирования личность рецензента не раскрывается.

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Рецензируемая статья посвящена сравнительно-сопоставительному анализу проксемики архитектуры будущего Востока и Запада. Актуальность данного исследования не вызывает сомнения. Как отмечается в работе, проблема изучения проксемики моделей с точки зрения используемых в них вербализаторов пространственных отношений, а также маркеров невербального кода, позволяющих создавать пространственные образы в текстах публицистического дискурса, уже давно является предметом научных исследований в области лингвистики и смежных дисциплин.

Теоретическую основу работы обоснованно составили труды таких российских и зарубежных исследователей, как Е. А. Огнева, В. Г. Гак, Ю. С. Степанов, А. П. Садохин, А. П. Бабушкин, И. А. Стернин, В. В. Воробьев, М. А. Кунижев, Т. Р. Тугуз, Дж. Лакофф и М. Джонсон, охватывающие широкий круг вопросов по когнитивной лингвистике и семасиологии, лингвокультурологии, категории «пространство» и т.д. Библиография включает 16 источников, что представляется достаточным для обобщения и анализа теоретического аспекта изучаемой проблематики. Библиография соответствует специфике изучаемого предмета, содержательным требованиям и находит отражение на страницах статьи. Все цитаты ученых сопровождаются авторскими комментариями. Эмпирическим материалом исследования послужили статьи из журналов «Вокруг света» и «National Geographic». Методология исследования определена поставленной целью и носит комплексный характер: применяются общенаучные методы анализа и синтеза, методы лингвокультурологического анализа и сравнительно-сопоставительного анализа, контент-анализ публикаций, а также дискурс-анализ текстов для изучения используемых языковых средств и ценностных установок. Следует сказать, что Восток в анализируемых журнальных статьях представлен не древними странами с тысячелетней историей, а молодым государством ОАЭ, Запад - старыми государствами Западной Европы с устоявшимися взглядами на мироздание, отношением к природе и ценностям.

Анализ теоретического материала и его практическое обоснование позволили автору(ам) выявить особенности проксимальных моделей архитектуры Запада и Востока: «в то время как европейское высотное строительство, хотя и предполагает использование новых технологий, обращается к проверенным временем материалам - дереву. Причем, если в восточной архитектуре пространство высотных зданий воспринимается в вертикальной плоскости, то европейская - в горизонтальной, но широко покрывающей земную поверхность лесами, реками и другими ландшафтными маркерами».

Результаты, полученные в ходе анализа, имеют теоретическую значимость и практическую ценность: они вносят определенный вклад в такие разделы теоретического знания, как лингвокультурология, межкультурная коммуникация, невербальная семиотика, лингвопрагматика и дискурсивный анализ.

В предложении *Thus, the conducted research allowed us to identify the features of proxemic models of the future architecture of the West (using the UAE as an example) and the East (using the countries of Northern Europe as an example).* автору(ам) нужно уточнить, где идет речь о Западе, где - о Востоке. Данное замечание не является существенным и не влияет на общее положительное впечатление от рецензируемой работы.

Представленный в работе материал имеет четкую, логически выстроенную структуру. Стиль изложения отвечает требованиям научного описания, содержание работы соответствует названию. Статья имеет законченный вид; она вполне самостоятельна,

оригинальна, будет полезна широкому кругу лиц и может быть рекомендована к публикации в научном журнале «Litera».