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**PRECEDENT NAME MATRIX AS THE DIACHRONIC (THE EVOLUTION OF THE  
NAME PLYUSHKIN IN THE COMMUNICATIVE CONSCIOUSNESS)**

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XIX-XXI

**Abstract**

In the framework of modern post-non-classical science, the analysis of historically developing cultural phenomena is relevant, and therefore the consideration of the case-name in diachrony becomes very relevant for linguo-cultural studies. A consistent study of different contexts in which a particular precedent name occurs will solve the question of the variability / stability of the set of differential features of a polysemic precedent name. The aim of this work was to identify differential characteristics case-name «Plyushkin» through the analysis of journalistic and artistic contexts of the XIX-XXI centuries in which the name of the character of the poem N. Gogol, and trace the variability / stability of complex differential characteristics precedent name. On the basis of the analysis the position about possibility of change and transformation of differential signs of a precedent name is proved. The work is intended for a circle of linguists-researchers engaged in the study of the functioning of precedent names as linguistic and cultural phenomena and will be useful for scientists interested in General problems of precedent and intertextuality.

Key words: precedent name, precedent phenomenon, the differential characteristics of the precedent name, precedent name only, leading the differential characteristic.

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