

Sociocultural factors influencing an onomasiological competition: the case of constructions of *otkryvat' butylku* 'to open a bottle' and *otkuponivat' butylku* 'to uncork a bottle'.

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Although onomasiology is a well-developed area in lexical semantics (the list of works in onomasiology up to 2009 presented on the linguistic platform *Onomasiology Online* (<https://www1.ku.de/SLF/EngluVglSW/OnOn.htm>) includes more than 2500 entries), sociocultural factors influencing a lexical choice in a specific situation are explored in a quite limited number of studies (e.g., Geeraerts 2018: 161–194; Montes et al. 2021; Kostomarov 1999: 11–20; Pocock 1989: 3–41).

The present research examines an onomasiological competition between lexical units, focusing on sociocultural factors that have an impact on the lexical choice. The process of opening a bottle is under scrutiny, and the constructions of *otkryvat' butylku* 'to open a bottle' and *otkuponivat' butylku* 'to uncork a bottle' are an object of the diachronic analysis. It is shown that the construction of *otkryvat' butylku* 'to open a bottle' is extremely rare in written Russian until the Soviet era, but its frequency rises sharply in the Soviet time and outstrips that of the construction of *otkuponivat' butylku* 'to uncork a bottle' by the end of the 1980s. The study provides clear evidence that both changing everyday practices (the variety of bottles and the diversity of ways to open them rose markedly) and ideological changes taking place in the wake of the October Revolution, which led to the lexical competition between certain sociocultural groups (roughly speaking, intellectuals and workers and peasants), were the main sociocultural factors influencing this process.

As a generalization of the case study, the concept of "ontological weight" of a lexical item, different for different sociocultural groups was introduced. Another generalization is the identification of two basic approaches to the presentation of any practice: direct, based on the author's contemporary day-to-day experience, and "literary", premised, mainly, on the formed tradition of its presentation in literature. The approach a speaker/writer takes in a particular context also influences lexical choice.

In addition to the corpus study, an experimental research of the lexical choice between the constructions of *otkryvat' butylku* and *otkuponivat' butylku* in contemporary Russian was carried out. A total of 121 native speakers of Russian of different gender, age, education and occupation were asked to fill in the gaps in several sentences taken from the Russian National Corpus. There were four control sentences separated by some fillers. In all control sentences the process of opening a bottle was described and the construction of *otkuponivat' butylku* was used. The procedure was carried out in person and took four to five minutes. After filling in the gaps, the subjects were asked to explain the difference between the constructions of *otkryvat' butylku* and *otkuponivat' butylku*.

Two results of this research should be emphasized. First, most of the subjects filled in the gap with the word *otkryvat'*, which provides supplementary evidence in favor of the corpus study. Second, in a significant number of cases, subjects' explanation of the difference between the constructions of *otkryvat' butylku* and *otkuponivat' butylku* did not coincide with their lexical choice. This means that their conscious interpretation of their choice and unconscious mechanisms behind it were different.

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