

GENERAL PHILOLOGY TABLE OF CONTENTS	
From the Editor	p. 3
Preface: Language in the Semantic Information Process (the Problem of Speech and Action)	p. 5
Introduction	p.19
PART I. ORAL SPEECH	
Chapter 1. The Culture of Speech in the Pre-Written Society	
1.1. Genres of oral speech	p. 27 p.
1.2. The main sub-genres of oral speech: messages, rumor, folklore	30 p.
1.3. The main sub-genres of oral speech and folklore rules for speech etiquette	34
1.4. Dialogue and monologue. Modality of speech	p. 46
1.5. Proverbs about dialogue	p. 51
1.6. Proverbs about monologue	p. 53
1.7. Folk etymology	p. 60
1.8. Ways of creating words	p. 64
PART II. WRITTEN GENRES AND LITERATURE	
Chapter 2. Evolvment of Writing	
2.1. Social implications of the invention of writing	p. 78
2.2. Main genres of written texts	p. 87
2.3. Social institutions for written texts	
2.4. Main varieties of paleographical texts	
2.5. Circulation scheme for the written texts in their variety	
Chapter 3. Evolution of Written Sub-Genres, and the Genesis of Literature	
3.1. Evolution of written communication through time	p. 125
3.2. Reproduction of manuscripts - specific features	
3.3. Data on formation of literatures in the Mediterranean	
3.4. Data on formation of literatures in the East	
3.5. The problem of the genesis of literature	
Chapter 4. Arts of Written Speech	
4.1. General arts of writing. Calligraphy and grammar	
4.2. Specific arts of speech. Rules for document-writing, manuals for epistle-writing, rules for compiling poetics and rhetoric	
4.3. The general and specific in the arts of speech and in the structure of literatures in different cultural regions	
4.4. The problem of pre-national literary languages	
Chapter 5. Printed Literature	
5.1. General characteristics of printed literature	
5.2. Main requirements to printed works	
5.3. Relations between the participants of printed communication	
5.4. Types of reproduction of printed texts and sub-genres of printed	

literature	
5.5. Distinctive semantic and stylistic features of scientific literature. The image of the subject-matter of science	
5.6. Distinctive semantic and stylistic features of fiction. The image of the author	
5.7. The problem of journal literature	
Chapter 6. Mass Communication	
6.1. The concept of 'mass communication'	
6.2. Mass information. Problems of poetics and rhetoric of mass information	
6.3. Informational Technologies. Philological problems of IT	
6.4. Sciences of speech in the epoch of printed literature and mass communication (17th -20th cc.)	
Conclusion	p. 279
Appendix. The theory of language and the problem of existing through language	p. 292
Bibliography	p. 306
Index	p. 310