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**THEORIST IN EVERYTHING. TO THE 80th ANNIVERSARY OF
ALEXANDER S. HEARD**

Abstract

The present article is dated for 80th birthday of the professor, Doctor of Philology A. S. Heard (1936–2016). A. S. Heard is known as an expert in the Russian language, applied linguistics, computational linguistics, terminology, names of fishes in terminological and etymological aspects. He is known as an expert in connections of Russian dialects with the Baltic-Finnish languages, in historical geography of the Russian North and the role of the Finno-Ugric people in the ethnic history of Russian North, as well as in ethnolinguistics and sociolinguistics. The current paper presents a the short review of books and articles written by professor A. S. Heard with the focus on studying general problems of linguistic science and applied linguistics.

Keywords: linguistic theory, applied linguistics, ethnolinguistics, sociolinguistics, dialectology, dictionaries, terminology.