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**FUNCTIONS OF SIGNS IN THE RUSSIAN LANGUAGE IN THE
URBAN SPACE OF THE BORDER CITY OF HEIHE
(CHINA, HEILONGJIANG PROVINCE)**

Abstract

The article describes the function of signs in Russian, calling the city's facilities in the communicative space of the border city Heihe (China, Heilongjiang province). As a result of the analysis of our linguistic material the main functions of signs in Russian are defined: nominative, informative, advertising, and imaging as a variety of the latter. In the communicative space of a foreign city they are of great practical importance for the Russian people who are enabled to navigate it.

Keywords: signs in the Russian language, communicative space, function: nominative, informative, advertising, branding.

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