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**THE BIBLICAL PROPER NAME «DAVID» IN THE MATERIALS  
OF THE ELECTRONIC JOURNAL «TIME»**

**Abstract**

Biblical proper names are considered complex cultural symbols of high cognitive and emotive potential for language personality in the Christian community. These names are widely used in different types of discourse, including mass media one, in their denotational and connotational meanings in various contexts. This paper reports the results of linguocultural analysis of the biblical proper name DAVID which is frequently used as cultural phenomenon in the “Time” articles. The material for this research included articles from the electronic version of the journal. We focused upon the intentional use of this name to discover the general patterns of its functioning in a periodical edition and to determine the ways its relative features and attributes are manifested there.

**Keywords:** precedent name, biblical proper name, language personality, text perception, mass-media.

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