*УДК 82.7 + 398.9*

*DOI:****10.35330/****1991-6639-2020-4-96-118-124*

**POETICS OF KARACHAY-BALKAR**

**HISTORICAL LEGEND «ATALAY»**

**B.A. BERBEROV**

Institute of Humanitarian Researches –

branch of the FSBSE “Federal Scientific Center

“Kabardin-Balkar Scientific Center of the Russian Academy of Sciences”

360000, KBR, Nalchik, Pushkin street, 18

E-mail: [kbigi@mail.ru](mailto:kbigi@mail.ru)

*The article reveals the creative history of the Karachay-Balkarian legend «Atalay», which exists in prosaic and poetic versions. Giving a poetic assessment to a unique folklore work, the author touches on a whole range of issues related to sports, plot, image of the main character, symbolism of his name, specific vocabulary, geographical names and anthroponyms. An important place in the article is given to the identification of expressive means, the definition of their functional role in the text.*

**Keywords:** Karachay-Balkar folklore, historical legend, «Atalay», D. Taumurzaev, sports theme, poetics, educational code.

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**Information about the author:**

**Berberov Burkhan Abuyusufovich,** Doctor of Philology, leading staff scientist, head of the Sector of the Karachay-Balkar Folklore of the Institute for Humanitarian Researches – a branch of the Federal State Budget Scientific Institution “Federal Scientific Center “Kabardin-Balkar Scientific Center of the Russian Academy of Sciences” (IHR of KBSC of RAS).

360051, KBR, Nalchik, Pushkin street, 18.

Ph. 8-928-082-41-95.

E-mail: [burhan\_berberov@mail.ru](mailto:burhan_berberov@mail.ru)