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### **Semiosis of the conceptual opposition "self - non-self" in the cultural code of the city**

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*The article examines the complex nature of the functioning of the conceptual opposition "self – non-self" in the multicultural space of a modern city from the standpoint of clarifying the role of this socio- and linguocultural construct in the process of semiosis of the cultural code of the city as a whole. Based on this conceptual opposition, the population is identified with a certain topos, history and culture of the city. The semiosis of the cultural code is characterized, inter alia, by means of various figurative constructions, sufficiently suggestive, transforming people's ideas about a cultural object, focusing on the positive or negative characteristics of the city, influencing the collective consciousness of a specific sociostrate group, including the interstate and interethnic levels of communication. The dialectics of "self" and "non-self", fixed by the city code, contributes to the evolution of urban culture on the basis of attraction and repulsion of opposite principles, expressed by the poles of the studied conceptual opposition.*

**Keywords:** *semiosis, cultural code, opposition "self - non-self", multicultural space, urban meticulousness, territorial identity*

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