Since the aim of the present study is the understanding of self-identification, i.e. personal self-perception of an individual in the society, of great value are the memoirs as sources of information and their textual analysis. The objectives of the research are to study the main aspects of social life: religion, education, language. Based on the exact results, the conclusion may be regarded as universal and generally applicable when forming ways of integration of minorities into a single public space. Keywords. Å Okbach, A. New Voices of Russian Jewry: a study of the Russian-Jewish press of Odessa in the era of the Great reforms, 1860-1871. Leiden: Brill, 1980. Orshanski, I.G. Evrei v Rossii: ocherki ekonomicheskogo i obshchestvennogo byta russkih evreiv. One of the objectives of this study is not to examine linguistic determinism theories, but to apply the ideas in the studies of mentality shift in new bilinguals as representatives of minorities in a multicultural society. The fact of existence of such a phenomenon as self-identification of representatives of a specific cultural and ethnic community is relevant in today's world, in which there are practically no homogeneous (monolingual or monocultural) states and societies. Å Judaic religion (before the end of the 18th century) was represented in Russia by some scientists and merchants only and in those cases triggered no special interest. Education, the factor that very often (together with family, of course) predetermines one’s Okbach, Alexander. New Voices of Russian Jewry. A Study of the Russian-Jewish Press of Odessa in the Era of Great Reforms, 1860-1871. Leiden: E.J. Brill, 1980. Orlovsky, Daniel. The Limits of Reform: the Ministry of Internal Affairs in Imperial Russia, 1802-1881. Cambridge, Mass.: Harvard University Press, 1981. Petrovsky-Shtern, Yohanan. The Jews Policy of the War Ministry in Late Imperial Russia: the Impact of the Russian Right // KRITIKA. 2002. Â– P. 217â€“254. Pinchuk, Ben-Zion.