Russian vocatives have been widely discussed focusing on their phonetic (Панов 1997: 108), morphological (Yadroff 1996; Daniel, Spencer), morphosyntactic (Corbett 2007), semantic parameters (Пешковский 1956: 407), and text functions (Ковтунова 1986: 105). Meanwhile, an analysis of vocative intonation, word order, and accent-placement is lacking. This paper aims at an account of vocative strategies and their intonational and segmental clues.

In Russian vocatives a variety of discourse properties is displayed:

- The speaker is distant/close to the hearer;
- The speaker communicates with the hearer formally/informally;
- The speaker knows/does not know whether the hearer is listening to him/her;
- The interlocutors have entered/have not yet entered the communication process;
- Vocatives can be accompanied by attendant illocutions, such as reproaching, threatening, supplicating, searching the hearer in the dark, stopping the hearer who is leaving.

The markers of such meanings are:

- Idiomatic fundamental frequency changes;
- Stress shift to a post-tonic syllable (Ва-сся!), or imitating post-tonics if there are not any (Джо-он!) when the speaker is distant (stressed items are boldfaced);
- Prestress in more than one word phrases when the hearer is close (Молодой человек, купите букетик);
- Inversion and splitting constituents in praises and invectives (Ты мое ясное солнышко vs. Солнышко ты мое ясное vs. Ясное ты мое солнышко);
- Atonic use of the pronoun мой as contrasted to ваш (Ваша честь! vs. *Моя радость!).

This paper is exemplified by sound recordings.