

About Some Features of the Use of Phraseological Units in Mass Media

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ABSTRACT

The article deals with phraseological units in general and some features of the use of phraseological units in mass media.

KEYWORDS: *phraseology, mass media, historical events of phraseological units*

The property of the Russian language can be considered phraseological units. The phraseological composition of the Russian language is the richest language material that contains the features of the language, worldview, customs and customs, the wisdom of the people. The phraseology of the Russian language is a real storehouse of the speech culture of the Russian people, serving not only as a means of communication, expressing thoughts, feelings, moods, but also being an important tool that has an emotional and expressive impact on a person.

Phraseologisms are an adornment of the speech of any person. They make it rich, imaginative and expressive. In Russian, phraseological units serve as a means not only of expressiveness, but also of speech stylization. The skillful use of stable turns, catchphrases, rich Russian proverbs in speech individualizes it, makes it original, meaningful, gives sensuality, liveliness, dynamism.

Phraseologisms exist throughout the history of the language. Most of the stable phrases are associated with history, the customs of our ancestors, their activities, way of life. All phraseological units appeared to express a specific action or phenomenon. Later, with the development of the language and, accordingly, with its change, individual words and expressions acquired a figurative meaning. But it is important that in all periods of the development of the language these units served as an important means of communication, not a single generation could do without them.

Many scientists called stable combinations of words and the area of their study in different ways. For example, M.V.Lomonosov called them "Russian proverbs", "phrase", "idiocy", N.M. Shansky - "phraseological turns, combinations." Charles Balli, introduced the term phraseology in the sense of "a section of stylistics that studies related phrases", the famous lexicographer V.I. Dahl proposed calling phraseology "the study of phrases".

Russian phraseological units reflected historical events connected with the fate of the country, with the life of the people and its individual representatives. For example, St. George's Day - appeared at the end of the 16th century and is associated with historical decrees prohibiting the transition of peasants from landowner to landowner on St. George's Day; "Filkin's letter" - according to one version, the

expression is associated with the name of Philip, the Metropolitan of Moscow, who stood up in defense of the common people and wrote accusatory letters (filkin's letters) to Ivan the Terrible, "Kazan orphan" - the expression was born in the 16th century after the conquest by Ivan the Terrible. It was used in relation to the Kazan murzas (princes), who had to pretend to be poor and unfortunate in order to get encouragement and awards from the new owner; "cutting a window to Europe" - about the economic, political, cultural and spiritual ties between Russia and Europe in the era of Peter the Great; "how Mamai passed" - an expression from the history of Ancient Rus', associated with the name of the Tatar Khan Mamai, who made devastating raids on Rus'; Stolypin's tie - is associated with the name of Stolypin, the state adviser, who introduced a decree on the use of the gallows as the death penalty, and many others. Also, the attitude to human perfections and flaws was expressed in phraseological units: "golden hands" - about a craftsman, a skilled craftsman, "he beats backdrops" - about an idle person, a loafer, "a mind chamber" - about a person known for his intelligence, "seven Fridays in a week" - about unreliable, irresponsible people, etc.

Many of us use phraseological units, both in writing and in speech. In works of art or in prose speech, writers often resort to stable figurative combinations to give stylistic coloring to the speeches of their characters. Phraseological material serves as an exceptional means for conveying the entire spectrum of a wide variety of feelings, moods, desires. And this is wonderful, because one stable phrase, one well-aimed expression, can replace a huge set of sometimes unnecessary words.

The more we use phraseological units in our speech, the more fascinating it becomes, the more you want to listen to such a speech, the more faithfully and colorfully it will be able to convey your thoughts.

Without a doubt, idioms live a special life in media texts, especially in print media. It is no coincidence that G.O. Vinokur said that the language of newspapers, in the essence of the matter, is phraseologized through. Analysis shows, in fact, that all newspaper words contain an important amount of expressive means. Phraseological units often act as a means of expression.

Of course, headings are an integral significant part of any text: they contain the main idea of the text, its theme. Headings also serve as an important means of attracting the attention of the reader, activate his perception.

The role of headings is growing every day, as they help the reader to navigate in a huge space of information. When choosing one or another text, we first of all pay attention to the title of the article. The extent to which the headline will

interest us, will meet our needs, depends on the popularity of the newspaper publication. Therefore, the authors of articles and editors of newspapers scrupulously select the title of newspaper publications and headings.

Set expressions can be used as the title of articles in the print media. Phraseologisms are ready to play the role of effective headings. In the language of the media, phraseological units are used to enhance expressiveness and sensual impact on the reader.

It would be reasonable to assume that the brighter, more figurative the title of an article in a newspaper, the more likely it is to be read.

For example, the headline of the article "Learn to settle scores" in the newspaper "Moskovsky Komsomolets" immediately attracts attention with a pronounced negative value, or "PR people named this season's shooting sparrows" in the newspaper "DP.RU" promises to give out information about public figures, which for masses of readers are very interesting, the headline "The hands of the deputies did not tremble" in Rossiyskaya Gazeta attracts the reader with an always relevant socio-political topic.

As the examples show, often the title itself "suggests" the content of the article and is very easy to decipher. For example, it is easy to guess about the content of the article with the title "Cherry gave oak" in the newspaper "Moskovsky Komsomolets", in which the idiom "dali oak" means "to die." This article talks about the death of fruit trees due to extreme cold. The next article, in the Kommersant newspaper, is called "With all my might." It is not difficult to assume that the article will focus on a very complex task that requires power inputs. For example, in the headline "Dog cold is not for dogs" in the Moskovsky Komsomolets newspaper, the phraseological unit "dog cold" is included, meaning "very cold". It is no coincidence that tautology is applied here (canine - dogs), it enhances auditory and visual perception.

Headlines can entirely consist of stable phrases: "Eyes to eyes", "Rolling up your sleeves" ("Arguments and Facts"), "I got out of the water" ("New News"), "I fell under a hot hand" ("Lenta.ru"), "Easier than a steamed turnip" ("Literary newspaper"), "From sin away" ("Komsomolskaya Pravda"), etc. Or they contain phraseological combinations. Compare, "Second wind of VIAGRA" (in the newspaper "Tvcenter.ru"), "In no time! What is mental arithmetic" ("Arguments and Facts"), "Human rights activists sound the air raid alarm" ("Kommersant"), "How to bring a liar to clean water" ("Russian Service"), "Learn to settle scores" ("Moskovsky Komsomolets") and etc.

The reader's choice of this or that printed material is largely determined by the brightness of its title, the topicality of the topic, encrypted in a short, stable expression. This is a kind of marketing ploy aimed at increasing the readership. Thus, the success of a periodical often depends on how productive phraseological units will function in them.

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