

STUDYING PHRASEOLOGY IN UNIVERSITIES

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Annotation: *The components of phraseology lose all the independent features of the word, except for the sound appearance: lexical meaning, forms of change, syntactic function. The connection between the words in the phraseology is close, we can say - inseparable.*

Keywords: *professional and slang speech, information about phraseology*

Phrase logical units are stable expressions of two or more words. They live perfectly in our culture, while they cannot be translated literally into other languages — for a foreigner, such a translation will sound strange and incomprehensible.

1) Idioms are stable associations, the meaning of which is indecomposable into the meanings of words-components, their components; they can be replaced with one word: run headlong (hurry), turn away (refusal);

2) Phrase logical combinations are phraseological units in which only one of the components has a phraseologically related meaning, which creates syntactic and semantic dissection: hang your nose, the first swallow;

3) Proverbs are stable sayings, grammatically and rhythmically organized, in which the practical experience of the people and its assessment are imprinted and which appear in speech as independent judgments: Spring is not red on someone else's side; Patience and work are tinder in it;

4) Sayings are stable sayings that figuratively define the fact of reality and receive a specific meaning in the text: seven troubles - one answer;

5) Speech stamps — stable formulas functioning in speech: happiness in your personal life, all the best.

Russian phraseological phrases form the basis of the phraseology of the modern Russian language:

a) widespread turns of colloquial speech: throw out the knee; take it out and put it down; keep your ears open; far away from the earth; deceive your soul; on bare feet; look away; lose your head; warm your hands;

b) Expressions from professional and slang speech: tighten the nut; find yourself in a vice; lay the foundation; get off the stage;

c) Turns from the book speech (official business and scientific): in his right mind and firm memory; while the court and the case; center of gravity;

The following phraseological phrases are borrowed from the Old Slavonic language: alpha and omega; to contribute; forever and ever; the voice of the one crying in the desert; the Promised Land; the evil place, etc.

Phraseology as an addition: the phraseology used in advertising highlights the advertised service: Quenching the thirst for travel (travel company "Islands"), Came, saw and bought clothes at the Phil store! (shops "Phil"), Both old and young, the park is always happy (recreation center "Banka"), the Alma mater of teachers!

Slogans that use phraseological units can advertise any service: Keeping traditions, keeping up with the times! (Siberian Highway Academy), There is no one better than you in the whole wide world! (jewelry store "Diadem"), Do not pull the cat by the tail, contact us! (Omsk Mortgage Agency). When creating advertising slogans, it should be remembered that such advertising messages will not be associated with the services offered, the slogan will be recognizable due to the phraseology used, but the advertiser and the service will not.

The use of phraseological units in advertising is also interesting from the point of view of structural transformations of the use of a particular part of speech and the syntactic function performed.

This is due to the fact that phraseological units outside advertising are quite clearly amenable to distribution. As part of the slogan, phraseology, performing the function of recognition, is no longer perceived in isolation, but in combination with the subject of advertising, therefore, these functions of the phraseology itself are transferred to the entire slogan.

In this article we have examined the phraseology of the Russian language in a narrow and broad sense, focused on its use in history and modernity. The vivid expressiveness of most phraseological units allows them to be used as a rich stylistic means; they have high imagery, emotionality and expressiveness.

Based on this goal, the following main theoretical and practical tasks are set in the study: to substantiate the expediency of describing the pragmatic elements of the semantic structure of phrase logical units; to determine the main types of pragmatic information contained in phrase logical units; to present a linguistic description of the evaluative and emotive macro components of phraseology as the main components carrying pragmatic information; to consider the connections of the pragmatic elements of the semantics of phrase logical units with such macro-components of the semantic structure of phrase logical units as denotative and motivational; to show ways of describing pragmatic information in phrase logical dictionaries of different types; to summarize the substantive (theoretical and practical) provisions concerning the linguistic pragmatics of phrase logical units and its reflection in phrase logical dictionaries.

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JOURNAL OF MARKETING & MANAGEMENT REVIEW ISSN: 2319-2836

Impact Factor: 7.603 11.11 (2022): 74-76.

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