About the Phraseology of the Russian Language

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Annatation: 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.

Keyword: 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.

The theoretical significance of the study is determined, first of all, by further deepening of the conceptual provisions related to the study of linguistic pragmatics, the development of these provisions in relation to phraseological units of the Russian language. The theoretical significance of the work also lies in the fact that the study of pragmatic information is associated with the further deepening of the semantic concept of phraseological meaning as a complex unity of informational (primarily significative-denotative and evaluative-emotive) blocks identified in phraseological units on a communicative-functional basis, as well as the development of the most appropriate and effective ways of fixing pragmatic information in phraseological dictionaries.

The practical value of the research can be seen in the fact that its results can be used in lectures on phraseology at the philological faculties of universities, in the practice of creating phraseological

dictionaries of various types, in the development of lectures and practical classes on courses of phraseology, lexicography, linguistic pragmatics and text linguistics.

Pragmatic information occupies a large place in the semantic structure of phraseological units. The pragmatics of phraseological units combines the totality of various relationships, assessments (social, ideological, associative, etc.) related to the functioning of phraseological units. The main subject of pragmatics at the level of phraseology is primarily such components of the semantics of phraseological units as evaluative and emotive: the semantics of these components are adequate to their pragmatic status. However, the pragmatic information of phraseological units lies not only in the plane of evaluation and emotivity: the semantic structure of phraseological meaning contains numerous and diverse elements accompanying the phraseological meaning (and partially included in its structure), which in the speech act carry information about the speaker's intentions, about the speech situation, about the status of interlocutors, about the evaluation of the subject of speech, etc. In general, pragmatics is determined by the need to choose linguistic means (in our case, phraseological units) by speakers to express a wide variety of intentions.

The evaluative component is a given of the speaker's semantic competence, since value judgments are related to the value picture of the world. The value picture of the world is usually created in a certain linguistic society. From a pragmatic point of view, a very complex picture often arises here, due to the fact that there are assessments in the language, "" expressed by all speakers in this collective, and in speech there may be assessments expressed by an individual and therefore having a personal coloring. The speaking subject, in order to be understood by members of the same collective, cannot go beyond the value picture of the world accepted in this society: to be understood by the addressee is the essence of the communicative orientation of speech. And yet, the speaking subject often expresses his assessments in speech. This creates a subtle pragmatic game in the use of phraseological units, leading to ambivalence of the assessment expressed in phraseological units. Very many phraseological units exhibit emotive-evaluative ambivalence (polysemy) in speech. The fact is that the meaning of an idiom is the result of the interaction of all components of semantics: denotation, evaluation, motivation, emotivity, functional and stylistic component; taken together, they form a signification (content plan). The signification is fixed by the usage of a certain sound order (a plan of expression correlated with a combination of words) and indicates the referential potential of the idiom - sign (in relation to the class of referents - its denotation), i.e. objective reality, and the pragmatic potential of the sign, i.e. on the interpretation of the indicated reality included in the sign by the speaker and/or the listener.

In phraseological dictionaries, a special pragmatic zone of meaning should be allocated (in the dictionary entry of each phraseology), which should contain all the typical pragmatic information about phraseology: features of denotative relations, emotive evaluation, typical implementation in speech, conditions of functioning, functional and stylistic affiliation, etc.

Our understanding of the pragmatic meaning of phraseological units as such a typed (socially fixed and uniform for all speakers) content, which in typical speech acts symbolizes the speaker's attitude to reality, to the content of communication and to the addressee, naturally, should be specified in relation to the semantics of each specific phraseology used in certain specific conditions of speech communication. In the conducted research, we tried to select and analyze those phenomena related to linguistic pragmatics that have real linguistic value and can, hopefully, benefit both linguistic pragmatics and phraseology.

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