

TRANSFERRED PHRASEOLOGICAL UNITS IN MASS MEDIA  
TITLES IN THE ENGLISH LANGUAGE

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**Annotation.** *This article manages the English phraseological units (PUs) with the part signifying family relationship inside its construction; the investigation of their semantic, genuinely expressive, and complex elements. In this manner, PUs were chosen from various broad communications texts what are more phraseological word references. The phraseological unit has forever been viewed as the main conveyor of particulars of the language. Thusly, consistent investigations of the working of the local and non-local languages, the most common way of instructing and diverse correspondence request the capacity utilization of languages. The significance of the examination material is clarified by the way that style is a significant part of the language framework that mirrors the image of the universe of local speakers. Such compelling changes as 1. Lexical changes, 2. Syntactic changes, 3. Morphological changes are under concentrate in this article. The phraseological unit is broken down in the setting that consolidates both data and impact on the reader or audience. The creator communicates his demeanor utilizing passionate, expressive phraseological units.*

**Key language:** *Phraseological transformation, phraseological unit, semantic characteristics, mass media text, cross-cultural communication, the process of teaching.*

**Introduction.** Our examination explores semantic changes. We endeavored to focus on the thought of semantic security as change assumes adjustments in semantic as well as likewise primary, linguistic, and different parts of the current phraseological units. Any change is an intentional adjustment of a phraseological unit. Generally, changes are checked elaborately because of full or halfway change in the significance of a phraseological unit, these changes spruce up or reestablish the significance. Such rewards are suggested not just in scholarly works. The review manages current realities of ad-libbed changes in the construction and the importance of PUs in requests to accomplish expressive and complex purposes in the specific circumstance; the reasons for phraseological changes are clarified.<sup>[1]</sup>

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<sup>1</sup> Arsentyeva, E. F. (2006). *Phraseology and comparative aspect of Phraseology (material is taken from English and Russian)*. Kazan: Izdatelstvo Kazanskogo universiteta.



The article interestingly analyzes exhaustively the utilitarian and semantic elements of the changed phraseological units, which contain parts signifying family relationships in their structure. Investment of these parts in the design of PUs mirrors the idiosyncrasies of discernment of family relations by local speakers of the English language. The reviewing and showing local and non-local languages, the course of intercultural correspondence turns out to be more powerful and resultative, whenever done in relative terms. In our assessment, the advancement of the hypothesis of diction is significant, since the phraseological corpus of the language has forever been viewed as an expressive method for the language. The parts meaning family relationship were picked as a family is one of the fundamental components of the universe. Individual creator's changes become particularly intriguing when understanding the job of diction in media texts. The creator's change adds a living component to the material, passes on a deeper significance to the beneficiary, since phraseological changes consistently stand out and bring out certain readers' affiliations and feelings. Analogy, metonymy, oxymora, and some other "hyperboles" include semantically "degenerate" utilizations of language. "... etymological image of the world is inseparably connected with culture, as it is only the appearance in the brain of his reality, just as its social, profound, social and actual experience". "Public explicit models of the portrayal of ideas in various semantic perspectives on the world have been uncovered, ... mirroring the public and social points of interest". "Complex impact got from the utilization of all examined sorts of context-oriented utilization of phraseological units goes from enhancement, constriction, or explaining the significance to making expressive the most stable unit or raising the enthusiastic and expressive wealth of setting and so on" "Contemplating ... expressions, we are directed by the measure of utilitarian elaborate attribution of phraseological units, which covers quantitative part, semantic and etymological ones... ". Changed PUs like a language code is utilized to stand out for the addressee. The reader, later reading the title, will attempt to unwind, unravel the thought put by the writer in the article. Manner makes pictures associated with the mindset of a country, with religion, customs, folklore, way of life, old stories, world, nature, and climate learning styles and generalizations. Discharges are socially checked. Public memory saves intertextual association with a social code or image which can be followed in social reference of an individual; reiteration of phraseological signs leads to the shaping of individual social hesitance and public character. The article interestingly inspects exhaustively the utilitarian and semantic highlights of the changed phraseological units, which contain parts signifying family relationships in their structure. The interest of these parts in the construction of PUs mirrors the idiosyncrasies of insight of family relations by local speakers of the English language.

These focuses are new because, interestingly, we endeavor to uncover normal and various quirks inside significative-denotative furthermore demonstrative importance of such PUs based on investigation of their semantic viewpoint. To arrive at our points in the near investigation of phraseological units on phonetic and semantic levels we are managing the accompanying assignments: choice of changed phraseological units; nitty-gritty investigations of the semantic, part and relevant parts of such PUs; applying of the proper technique; joining and ordering phraseological units into such successful



gatherings of changes as 1. Lexical changes. 2. Syntactic changes. 3. Morphological changes and so forth We have now collected the primary aftereffects of our examination. Such examination demonstrates the significance of joining PUs utilized in broad communications features in English. The significant point here is that such concentrating assists us with recognizing normal highlights inside two languages; in this manner, we might have the chance of understanding PUs all the more plainly during the most common way of getting data from the method for mass correspondence in the English language. The point of the examination is to set up a worldview of implications of changed PUs utilized in mass media headings in English. We examine semantically, part, and context-oriented parts of the utilization of PUs. We aim to uncover and to explain the degrees of the relationship of PUs while interpreting them inside two remote cognates; then, at that point, to join and characterize phraseological units into compelling gatherings of changes. To arrive at our points in the relative investigation of phraseological units on semantic and functional stylistic levels in English after strategies were suggested:

- ❖ persistent inspecting strategy (meaning of PU's importance, various examples were taken from several papers and online phraseological word references);
- ❖ relative examination technique (researched phraseological peculiarities met in English is thought about in two irrelevant languages);
- ❖ descriptive investigation strategy assisted with uncovering characteristics of view of family relations by local speakers in the English language.

The result of this is that the investigation of PUs' derivation, structure, metaphor, kinds of reciprocals, recurrence of utilization just as uncovering and contrasting them as a class acclimates us with the novel quirks of the public culture of individuals. Expressiveness makes pictures associated with the attitude of a country, with religion, ceremonies, folklore, way of life, legends, world, nature, and climate learning styles and generalizations.<sup>[2]</sup>

"Phraseological unit can be utilized in its changed structure with new expressive and elaborate properties". "Phraseological change is an ad-libbed change of PU utilized for expressive and elaborate purposes". Reasons for phraseological change:

- 1) unskilled utilization of phraseological units;
- 2) purposeful change.

Kunin, Molotkov, Mokienko accentuate the significance of such changes as:

- 1) Lexical.
- 2) Syntactic.
- 3) Morphological.

We have distinguished the accompanying phraseological changes in the English language. 1. Lexical change is a consequence of changes in the part design of PU. Thusly, the principal significance of PU secures new shades of importance, while the syntactic construction of expressiveness stays unaltered. Changes are made to at least one

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<sup>2</sup> Ayupova, R. A., & Bashirova, V. A. (2015). Formal, semantic and semiotic characteristics of American paroemiological units. *Journal of Language and Literature*, 6(1), 291-296.



component. "Researchers underline connection among's phraseological and paleobiological meaning and part significance corresponding to the absence of plausibility to get one from another".

This sort of change incorporates the techniques for replacement and modification of the parts of PU and can be delineated by models: The article named "Robot Brothers" raises the topic of social nature, which means the communication of man, culture, and the climate. Thusly, the creator's craving to help everyone about insurance to remember the human world and about natural culture in a globalized society is apparent. Members of the plot - breathtaking legends robots companions: robot Valley, robot Cockroach, and robot Scout, who tidy up the climate from contamination as well as they warm up to one another, fall in adoration, that is, live like customary individuals. The title of the article "Robot Brothers" is a changed utilization of the first PU hare siblings, the word reference meaning of which is 'kidding appeal to a gathering of companions, colleagues'. It very well may be expected that the writer involved changed PU bunny siblings for the title of his article to appeal to all individuals through the world and back to advise them that we are generally equivalent before the powers of nature; we should ensure it collectively of robots companions did. Past research shows the heterogeneous idea of paper materials, the variety of paper sorts inborn in the English press. This can be exhibited by thinking about the models in English: The feature "Father of all Christmas occasions: meeting Santa in Lapland" a changed PU the Father of something (someone) is utilized in its signifying 'precursor, father of a person or thing'. Different instances of PU with a similar start: the Father of English verse 'the predecessor of English verse' about J. Chaucer; the Father of falsehoods 'the dad of untruths'. This illustration of change is likewise a semantic change. The title "Father of all Christmas occasions" can measure up to the PU Father Christmas. Two viewpoints add to this:

- 1) the shortfall of the article the before the part father. Normally PUs, having sense 'progenitor, father' start in such manner;
- 2) the substance of the article with the title Father of all Christmas occasions: meeting Santa in Lapland, which alludes to a family winter occasion in Lapland, Santa Claus, who will enchant youngsters.

The PU the Father, everything being equal (unique expression the Father of something (someone)) additionally has a general signifying 'father, progenitor' on account of the part father. The article is committed to the disguise held in the style of Father Ted, from which the custom to commend this occasion has gone. Without reading the actual article, it is hard to comprehend who is father, whose father it is, and to whom the creator alludes. We consider the utilization of one more sort of phraseological change: 2) stage of the parts. The accompanying illustration of a title text is taken from the paper: Down the mother-stream Volga (the first PU down the mother-Volga has the significance of 'discourteously to chide somebody attempting to get off. Phraseological units started from an old melody, showed up furthermore sung in a dealer family. It started with the words:





"Down the mother-waterway, down the Volga...". [3] We find changing the first PU – parts mother and Volga are improved. When reading the title "Down the Volga-mother", the reader may not focus on this change, since the parts of the PU are saved. The article offers a conversation of the point that contrasts from the principle which means of the first PU: "natural issue and the danger to the water supply of the capital". The writer involves changed PU for the paper title text, playing with the reader's creative mind, drawing in his consideration by the way that the article uncovers another unforeseen importance. "The investigations exhibited that there is a system that reproduces the construction of a huge text based on the material of a little text". For our situation, a little text is a title, "which gives a forecast of approaching data during the time spent interiorization of outer discourse activities". II. Among phraseological units under study, we have recognized syntactic changes of PUs, which lead to extending, shortening, or changing the syntactic construction of PU. This sort of change incorporates: 1) adding (wedging) component(s); 2) adding component (s) to the start of PU; 3) adding component(s) to the furthest limit of PU; 4) decrease (ellipsis); changing the open kind of proposition; bundle; defilement; suggestion. 1) Wedging (expansion) of a component(s) causes "semantic overvoltage" of phraseological units, what's more, is utilized for of upgrading its expressiveness". Instances of headings in English: In the title Mummy's brilliant kid: Romeo Beckham looks a carbon copy of mother Victoria with his extremely sharp cheekbones PU Mummy's kid mind expansion of the part brilliant is utilized, with help of which the creator might have needed to add an undertone to the fundamental significance of PU; coherently and expressively to stress the semantics communicated by this PU. 2) Adding component(s) to the start of PUs:

In the title In recognition of the advanced mummy's kid the PU a mummy's kid with the importance 'mother's pet, pet; Mama's kid' is utilized; the part present-day is added to its starting. The linguistic supplanting of an article with the article is additionally utilized in the change. The PU Son of God with the signifying 'Child of God; Jesus Christ' has the additional part face to upgrade its expressiveness and is utilized in the title: "Jesus Christ Shoe: Face of a child of God found on flip-flop". A phraseological unit uncle Sam has a definition in the word reference 'about exceptionally high individuals' in the language. The part fierce is added to the start of the PU to trigger and upgrade the interest and interest of the reader. It is utilized in a changed structure in the heading "Vicious uncle Sam". 3) Adding component(s) to the furthest limit of phraseological unit: A PU uncle Sam with its signifying 'about extremely tall individuals' in the features "Uncle Sam in his full development" and "Public Uncle Sam" in English papers. We can expect that the substance of articles is about individuals with an elevated place, about their exercises in the general public. The suitable utilization of PUs makes a difference to stand out for the recipient to cautious reading. A PU little girls and moms with its word reference definition 'family, generally, a mother with youngsters' is utilized in the article named "Little girls

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<sup>3</sup> Gibbs, R. W. (2007). Experimental tests of figurative meaning construction. *Aspects of meaning construction*, 19-32.



and moms by the sentence". Two parts by and sentence are added to the furthest limit of the PU to guide the recipient's insight into the family issues, in specific, the issues of single parents. The phraseological unit has an illocutive force of impact and assists audience members with comprehension the which means of the assertion as per the creator's expectation. A model in English: A PU father Christmas with the signifying 'Father ice, Christmas granddad' is utilized by the writer in the title of the article "Not any more sitting on Father Christmas' knee since volunteers aren't checked by the CRB".<sup>[4]</sup> Apart knee is added to the furthest limit of the PU for passionate effect on the beneficiary. 4) Reduction (decrease of PU's construction, oversight of huge component(s) is utilized in paper title texts: The writer of the article named "Korean Kuzkin's mom" precluded the verbal part learn (show) in the PU learn (show) Kuzkin's mom, adding another part Korean, that isn't the part of PU. Regardless of the way that PU has lost a critical part (the action word to learn or to show), other huge parts are to the point of protecting the importance of the first PU. Here is an illustration of one more title with a similar PU learn (show) Kuzkin's mom: Saakashvili recollected Kuzkin's mom.

The verbal part learn or show likewise is discarded in the title of the article, however, it is supplanted by another action word recollected, which isn't the part of the popular phraseological unit. Morphological changes incorporate changes at the syntactic degree of phraseological which means. Incidental morphological changes happen in all grammatical forms: kinds of articles, number of things, levels of examination of descriptors, tense types of action words, and different changes. The adjustment of the number of things: Самцы касаток – настоящие маменькины сынки The heading "Male executioner whales are genuine mother's children" contains a changed PU mother's children. A unique PU is the mother's child having the signifying 'a cowardly, unsure man' (clearly, the part child is utilized in its plural structure in the unique circumstance; it implies that the PU is changed at the syntactic level). The title of the article "To join the granddads Mazays" conveys a changed PU. The first PU is a granddad Mazai 'about a man who treats creatures sympathetically'. Parts granddad and Mazay are utilized in plural structure in the unique situation. In English, we track down two titles the first is "Faithful comrades: David and Ed Miliband are Labor's Cain and Abel" and the subsequent one is "Faithful comrades: Soldier sets out on visit through Afghanistan with three of his family". PU Brother in arms with the word reference meaning of "friend in-arms" is utilized in a changed structure: the part sibling is utilized in the plural structure in the two cases.<sup>[5]</sup>

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<sup>4</sup> Granger, S., & Meunier, F. (Eds.). (2008). *Phraseology: An interdisciplinary perspective*. John Benjamins Publishing.

<sup>5</sup> Guryanov, I. O., Zamaletdinov, R. R., & Yarmakeev, I. E. (2017). The Impact Of The Speakers' Native Language On The Range Of The Idioms Used In Oral Discourse. *Modern Journal of Language Teaching Methods*, 7(10), 70-73.



In the title "Meet the Pilgrim Fathers" PU the Pilgrim Fathers has the word reference signifying "fathers of the explorer, the main English pilgrims in America, who showed up in 1620 on the boat "Mayflower". Phraseological change is utilized in the unique circumstance: the part Fathers in its plural turns into the as it were Father in its solitary; the outcome is a change of the importance of PURE: the writer composes an article not regarding the primary English homesteaders, yet about a meandering priest of Indian beginning, who calls individuals to secure regular assets, to appreciate and see the magnificence of the world. A far-reaching relative investigation of PUs requires a cross-language examination, which prompts the exchange between various societies and the arrangement of intercultural skills. Such kind of an exchange adds to the right and successfully shows a non-local language, as the cross-language investigation makes it conceivable to comprehend the examples of the objective language working better and works with the entrance into the construction of the examined peculiarities. "... the discoveries accessible for an expansive exhibit of languages show that style is one of the key parts of human language". Investigations of PUs' conduct in the set show the system of phraseological changes, which depends on the inward type of PU.

**Conclusion.** The examination of PU's conduct with parts signifying family relationship in the features of broad communications texts showed that the changed use is a functioning method of articulation; that phraseological changes are likewise a useful method of communicating emotionality in the paper and editorial style in the English language. Reading the title, the reader envisions the image, gauges. He programs himself with a particular goal in mind, attempts to expect, maybe, to ensure that his assumptions for the read title will be supported. "Phraseological units address a language of the culture that licenses researchers to draw substantial decisions about the perspective or mindset of those speakers who make lively and proceeded with utilization of them". We have considered reliance of Pus working on the Pragmalinguistic setting. Semantic examination of the utilization of PUs in the broad communications texts, for example, "The Washington Post", "Metro", "Mail on the web", "The Kazan Herald", "The Moscow News", "Rossiyskaya Gazeta", "Novaya Gazeta", "Kommersant" permits us to express that phraseological changes help the writers of articles to draw in interest and stir the interest of the reader when reading the title when the recipient predicts the data of the article and settles on his decision: what data merits reading. "... allegorical language frames part of human intellectual cycles. Individuals think and conceptualize their experience and the outer world in non-literal terms". "Today with the fantastic force of the broad communications a recently planned axiom like explanation might turn into a true blue axiom generally rapidly via the radio, TV and print media". "Old and new precepts have additionally found a productive favorite spot in the broad communications world...".

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