

Phraseology of the Russian Language in History and Modernity

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Article Information

Received: February 06, 2023

Accepted: March 07, 2023

Published: April 10, 2023

Keywords: *phraseological unit, advertising slogan, etymology, paraphrase, structure, semantics, morphology, syntax, nomination, vocabulary.*

ABSTRACT

This article, devoted to the phraseology of the Russian language, examines the use of phraseological units in a broad and narrow sense in history and the present, examines the phraseological units of the Russian language used in modern verbal advertising. The analysis of replenishment of the phraseological composition of the Russian language is carried out, starting from antiquity and ending with modern processes occurring in the language. When writing the article, the works on the study of phraseological units of such famous linguists as I. I. Sreznevsky, F. F. Fortunatov, N. M. Shansky, V. V. Vinogradov were used. The positive and negative cases of using phraseological units in advertising are described. The theoretical material is illustrated with vivid examples.

Phraseological units, as one of the most ancient lexical formations in the language, were studied by many linguists (I. I. Sreznevsky, F. F. Fortunatov, V. V. Vinogradov, etc.). I. I. Sreznevsky drew attention to the fact that the reproducibility of "petrified" expressions is due not only to the "power of tradition" [1], but also to the very structure of the language. He expressed the idea that in phraseological units, as elements of the language, certain systemic patterns can be observed. F. F. Fortunatov considered set expressions from the point of view of their semantic and grammatical content. V. V. Vinogradov singled out the types of phrases. In the language there is a narrow and broad understanding of the phraseological composition of the language. In a narrow sense, "phraseological turnover is a reproducible unit of the language, which has a single, holistic meaning, stable in its component composition" [2].

In a broad sense, phraseology includes the following types [3]:

- 1) idioms are stable associations, the meaning of which is indecomposable into the meanings of the component words that make them up; they can be replaced with one word: run headlong (hurry up), turn away from the gate (refusal);
- 2) phraseological 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, first swallow;
- 3) proverbs - stable sayings, grammatically and rhythmically organized, which capture the practical experience of the people and their assessment and which appear in speech as independent judgments: On the other side, and spring is not red; Patience and labor will grind everything;

4) sayings - stable sayings that figuratively define the fact of reality and receive a specific meaning in the text: Seventh kvass in the thick; Seven troubles - one answer;

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

N. M. Shansky [4] also identifies phraseological expressions - stable sayings that appeared in the language from a certain literary source or statements of historical figures that were fixed in use. Here are some of them: And things are still there; And the chest just opened; Hey Moska! I didn't even notice the elephant (I.A. Krylov); The hero is not my novel; Happy hours are not observed (A. Griboedov); Yes, pitiful is the one in whom the conscience is not clear; Love is submissive to all ages (A.S. Pushkin); All this would be funny if it were not so sad (M. Yu. Lermontov); Dead Souls; The province went to write (N. V. Gogol); Sow reasonable, good, eternal (N. A. Nekrasov); No matter what happens; Twenty-two misfortunes; Man in a case (A. P. Chekhov); Less is better, but better; Seriously and for a long time (V. I. Lenin). Considering phraseological units in history, one cannot but say about their origin [5].

The basis of the phraseology of the modern Russian language is primordially Russian phraseological turns: a) widespread turns of colloquial speech: throw out the knee; take it out and put it in; be careful; for distant lands; prevaricate; 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 of; get off the stage; c) turnovers from book speech (official business and scientific): in sound mind and solid 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; voice in the wilderness; promised land; hot spot, etc. Among foreign phraseological units, the following stand out:

1. phraseological units used without translation, in the original (usually in writing): lat. o tempora, o mores! (O times, o manners!) (Cicero); Italian. finitalacome-dia (presentation ended). Sometimes foreign phraseological units are transmitted by means of the Russian alphabet: persona grata (desirable person); alma mater (university);

2. phraseological units translated into Russian: a) foreign idioms, proverbs and sayings from French (cast a shadow; be on pins and needles), from Latin (a healthy mind in a healthy body; they don't argue about tastes), from German (here where the dog is buried; regardless of faces), from English (time is money; blue stocking); b) aphorisms from ancient literature (quotes from Homer and other ancient writers): Augean stables; Achilles' heel; sword of Damocles; came, saw, conquered; apple of discord); c) apt expressions of famous writers, scientists, public figures: the golden mean (Horace); to be or not to be (Shakespeare). Lotman Yu. M. noted that such phraseological units that have survived to this day cannot be considered as "passive storages of constant information, since they are not warehouses, but generators" [6].

This idea is confirmed by many processes taking place in the modern Russian language, which give phraseological units a "second life". So, in advertising they are used quite often, playing the role of identification symbols containing easily recognizable images and concepts. According to the observations of Yu. S. Bernadskaya, phraseological units are used in advertising in four forms: pure phraseological unit, rethought phraseological unit, paraphrase and phraseological unit that plays with the brand name [7].

Pure phraseology involves the use of a ready-made phrase, which may include a word that is directly related to the object of advertising, practically subjecting it to a formal change: Take everything from life ("Pepsi"), Shoes for all occasions ("Dobrokhodov"), Seven troubles - one answer! (cold medicine "Coldrex"), First aid to your stomach (medicine "Rennie"), Excellence in full ("Infiniti"). A rethought phraseological unit is a phenomenon in which the integral meaning of a phraseological unit breaks down into separate meanings of its constituent words, as a result of which the expression acquires a new meaning, inextricably linked in the mind of the consumer

with the subject of advertising: Fresh solution ("Memos"), Life is beautiful. Whatever one may say ("Rich"), Easy-going ("Aeroflot"), Manage your dream ("Toyota"), etc. In this group, in our opinion, one can also distinguish ambiguous phraseological units that can be immediately, and in a figurative sense: Someone is lucky (IKEA store). A paraphrase is a replacement for one of the words of a phraseological unit, for example: This is love at first spoon! (GallinaBlanca), When a cold takes the throat ("Strepsils"); RINZA will help you get back on your feet. Phraseologisms in which the name of the brand is played up (Follow the Bazaar! InterArtBazaar company - stationery), in our opinion, are not as frequent as all those described above. This is explained by the fact that the name of the brand or the name of the advertised product is mostly artificial words, so it is difficult to find the corresponding equivalents of the name in phraseological units. Semantic and structural transformations of phraseological units in the modern Russian language are clearly manifested in advertising texts, more precisely in such a component as a slogan. Having considered Omsk advertising, we tried to divide all slogans and headings into several groups, depending on the use of phraseological units in them. From the point of view of semantics, it looks like this:

1. Phraseologism as a basis: the phraseological unit existing in the language fits well into advertising: There is no art more useful than medicine (clinic on Budarina), Be in the black! (PlusBank), My home is My "Fortress" (AN "Russian fortress"), We will securely keep the most precious! (OTP Bank). Like any phraseological unit, the phraseological units presented here have a figurative meaning. This is highlighted by the advertiser and attributed to the advertised service or item. The current trend is that phraseological units in advertising appear as if hidden ambiguity. It is she who attracts copywriters. Such phraseological units are used in combination with the nomination of the institution providing the service: Keep heading for the Lighthouse! (Shopping center "Mayak"). These combinations of phraseological unit and nomination in advertising will perform several important functions at once: point to the service, name the advertised object and attract the attention of a potential consumer due to the recognition of the phraseological unit.

2. Phraseologism as an addition: the phraseological unit used in advertising highlights the advertised service: We quench our thirst for travel (Islands travel company), I came, saw and bought clothes in the Phil store! (Shops "Phil"), Both young and old are always glad to the park (recreation center "Banka"), Alma mater of teachers! (Omsk State Pedagogical University), The lion's share of meat (meat processing concern "Kompur"). Key words introduced into a well-chosen phraseological unit in these slogans emphasize the service provided.

3. Phraseologism as context: phraseology in advertising shows its meaning only in context when referring to the advertiser: World for every taste! (travel agency "DialogAviaTravel"), In harmony with nature... (pharmacy "Zdrava"), Don't be born beautiful... (aesthetic medicine clinic of the sanatorium "Rassvet"), Complete collection of travels (fashion luggage salon "Suitcase"). These phraseological units can also be used when advertising other services, for example, the first slogan is suitable for advertising not only tourist services, but also for advertising in the field of food. Only when referring to the advertiser, the idiom in the slogan performs its main function - recognition.

4. Phraseologism as a tracing paper: the phraseologism known to everyone is used, but is filled with other lexical and semantic units: The best husbands de in the ear to our customers (Beryozka jewelry stores); Only big money can be better than money (Rosbank). Slogans that use phraseological units can advertise any service: Keeping traditions, keep up with the times! (Siberian Road Academy), There is no one better than you in the whole wide world! (jewelry shop "Diadema"), Do not pull the cat by the tail, please! (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 phraseological unit used, but the advertiser and service will not.

The use of phraseological units in advertising is also interesting from the point of view of structural transformations in the use of one or another part of speech and the syntactic function performed. We have identified several groups, considering the morphological and syntactic features of the composition of phraseological units used as the basis of an advertising slogan:

1. Nominative phraseological units (noun as a basis): Real estate for every taste! (AN "OMSKSERVIS-realty"); Time to buy an apartment! (Siberian trading house).
2. Predicative phraseological units (verb, words of the state category as the basis): Be in the black! (Plus Bank); Well, where "Our store" is (supermarket "Our store").
3. Definitive phraseological units (adjective, participle as a basis): The best husbands of girls are our clients (jewelry shops "Beryozka"); From a pure heart, a pure product (semi-finished products "Honest Cook"); Only big money can be better than money (Rosbank).
4. Circumstantial phraseological units (adverb as a basis): Let's keep the most precious! (OTP Bank). Considering the slogans built on the basis of phraseological units, and taking into account the peculiarities of using one or another part of speech and the syntactic function performed, we determined that it is rather difficult to create such a classification.

This is due to the fact that phraseological units outside of advertising are quite clearly amenable to distribution. As part of the slogan, phraseologism, performing the function of recognition, is no longer perceived in isolation, but in combination with the subject of advertising, therefore, these functions of the phraseological unit itself are transferred to the entire slogan. In this article, we examined the phraseology of the Russian language in a narrow and broad sense, stopped at its use in history and modernity. The bright expressiveness of most phraseological units allows them to be used as a rich stylistic means, they have high figurativeness, emotionality and expressiveness. This allows them to be in an active vocabulary, since modern media widely use methods of structural and semantic transformation of phraseological units. In modern Russian, there are quite a lot of memorable combinations both in advertising and outside it: oil painting; girls' best friends are diamonds; charge your brains, if any. Perhaps, over time, they will also become recognizable and easily reproduced set expressions.

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