STAGES OF THE STYLISTIC MOVEMENT OF PHRASEOLOGICAL UNITS

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ABSTRACT
The article considers stage-by-stage changes of language phraseological units, including stylistic ones, which appear at first as occasional violations of literary norms, becoming usual character and thus enter the system.
We distinguish two main reasons that lead to stylistic reorientation of phraseological unit:
1) Stylistically reduced of phraseological unit, which penetrates into other lexico-phraseological layers in order to fill the empty cells in the sphere of phraseological nomination.
2) Stylistically reduced of phraseological unit, which appears in other speech spheres as a new expressive unit, which is preferred among other, more familiar synonymous means of expression.
Keywords: phraseological unit, phraseological layers, reduced unit, literary norm, stylistic reduction.

1. INTRODUCTION
Phraseology is an integral and especially emphasized component of the language, the most vivid, original, unusual, "individual", culturally significant and nationally specific, able to express in a concentrated way, not only the peculiarities of the given language, but also its speakers, their worldview, mindset, mentality, national character and style of thinking.
The study of problems related to the phraseological units of different languages has a long tradition. The study of the character and peculiarities of phraseological semantics can be referred to as one of the problems around which there are still disputes. However, it is necessary to take into account the fact that the phraseological unit is first of all a semantic phenomenon and the attempt to exclude it will not lead to any positive results.
There is no doubt that phraseology gives the language its brightness, uniqueness and national flavor, which distinguishes languages from each other. However, when it comes to national specificities, it is necessary to take into account the fact that phraseology is present in all languages and is a universal feature.
The meaning of phraseological expressions is composed of the meanings of its constituent words, but usually figuratively rethought: you like to ride, love and sledding, it rarely makes ends meet.
Thus, the object of phraseology is so complex and specific that its study provides new data, enriching the above disciplines.
Phraseology enriches lexicology with information about the changes to which words in the phraseological unit are subjected and lexical stylistics with data about stylistic features of phraseologisms, and also gives additional information in many sections of general linguistics.
However potential possibilities of that phraseological unit can change the stylistic status which is not always realized, i.e. process of stylistic movement is put in certain conditions on which finally depends, whether to change the stylistic importance of that phraseological unit or not.

2. MAIN PART
The conditions of stylistic movement cover the whole complex of phenomena of both linguistic and non-linguistic order. Stylistic change is defined as a violation of the identity of the manifestation of stylistic features, which is observed in a few at different moments of its existence in the language. As a result of stylistic change, we can observe a switch of phraseological unit from one functional sphere to another and simultaneous neutralization of specific expression.
Accumulation of occasional violations of the literary norm, which occur due to numerous factors. Let us list some of them:
1. Intentional use of a reduced unit by persons who know the literary language and for whom a conscious violation of the literary norm is caused by reasons caused, in turn, by certain communicative tasks.
2. The use of reduced phraseological unit in a situation that does not provoke its use. This usually happens when the functioning of a given phraseological unit is standard for a native speaker of a language who does not know the literary language, normative, habitual (it is not excluded that for a speaker it may be the only
means of expression of the necessary content, he does not know the other). Phraseological unit acts in this context as an automated one in the sense that it functions without any particular stylistic task. And in this capacity phraseological unit is automatically transferred to another communication sphere, which is not characterized by stylistically reduced.

3. Some genres of modern writing, especially fiction, some types of publicist speech, contribute greatly to the creation of an atmosphere of tolerance around some stylistically reduced units. Such occasional violations of the literary norm, if they acquire a regular character, can gradually reduce the tension of the conflict between the two norms. This, in turn, may be the beginning of a stylistic shift. Using all aforesaid about accumulation of facts of change of stylistic distribution at separate phraseological units, we have allocated three stages which passes unit in the way to the new stylistic status.

The 1st stage. The beginning of the stylistic shift. Alienity of stylistically lowered EF in and a typical context for it is shown distinctly enough. However unlike a stylistic error the given use is characterized by tolerance of perception from the point of view of native speakers of literary language. Tolerance of perception arises as a result of the fact that this stylistically reduced unit starts to be comprehended as necessary in a certain situation or in terms of expression, or as a new, more effective unit of nomination. However, it is impossible to deny the fact that although the alienity of this phraseological unit is manifested in full measure, the author consciously goes to the violation of the literary norm, trying to weaken the impression of collision between the two norms by subjective ignoring of this contraposition. The statement acquires a relaxed character. In the following examples, p blow the whistle "to confess, to inform the police"; iron men - "dollars"; noise tool - "gun" are used unmotivated in the author's speech. This use is not caused by any special ideological tasks arising from the author's plan. It is this fact that to certain extensively smooths out the stylistic heterogeneity of the context and, to some extent, brings these stylistically opposed elements closer to each other:

3. PRACTICAL POINTS

As to practice in actual firing, the... average puncher gave him no amount, since he was wont to consider that he had better use for his money than the purchase of ammunition to be fired through a "noise tool" at a tree or can. (P.Rollins, p.49.)

The houses were at the post. She was already in for three hundred and fifty iron men but he went over to the windows and bet a thousand for him, to show. (L.Jesse, p.82.)

She had faint idea who had done it. But she hadn’t been Dutch Schutz’s wife for four years not to know the penalty for blowing the whistle. (J.Lait, p.19.)

Many similar examples can be found in publicity:

Hitheric Andreas had been a Humphrey sugar daddy, senator and many of his political associates through the Andreas Foundation. (D.World, Sept.2, 1972.)

There is one group of commerciantes and artisans, which is progressive, and some other progressive organizations. The problem, however, is not just dividing them from the, organizationally, but guaranteeing security to the thousands of small comerciantes that want to open but have threatened or whose stores have actually been damaged. (D.World, Nov.18, 1972.)

The use of stylistically reduced phrases in some genres of written speech, which are known to enjoy great social prestige, may lead to some reduction of stylistic reduction in the individual EF. And this, in turn, may be the beginning of their movement towards the literary norm, ie the beginning of a stylistic revaluation.

The 2nd stage. Continuation and deepening of the process of stylistic revaluation. At this stage, phraseological unit is being asserted in its new stylistic quality, when a tendency to change its stylistic meaning has clearly emerged. At the same time, the unit still retains etymological connections that prevent the final change of the stylistic belonging of phraseological unit. Feature of this stage is that at this moment phraseological unit contains such balance of old stylistic quality and new, which is reflected in stylistic diffusion, in some stylistic undifferentiating. Phraseological unit can function alternately in two stylistic meanings: both as slangism in one type of situations and as colloquialism in other contexts. Everything depends on what is the stylistic value of the unit in the perception of different representatives of the language collection. /See the use of phraseological unit hot air, big shot in conversational contexts. / Here are some examples of big shot phraseological unit functioning in conversational and familiar contexts as slangism.

Jimmy: This guy … well, he seemed just chicken-feed to the others, but he was a big shot to himself, see, he knew it like you – inside of him he was the limit of himself. (R.Cavan, p.387.)
The bartender was a louse, too. He was a big shot. He didn’t talk to you at all hardly unless you were a big shot or a celebrity or something, then he was even more nauseating. (S. Salinger, p.150.).

4. DISCUSSIONS

At the same time, these phrases function in purely literary contexts as colloquialisms with actualized expression of conversations:

Scarcely a week goes by but that some professorial big shot, from the sociology or political science departments of Yale or Harward, is not on this or that television program… lecturing to the American people. (P.A. March 1969, p.20.)

Romney’s stand against public housing is part of the Nixon pay off: the list of Nixon’s contributors in Michigan included many real estate big shots, builders and bankers. (D. World, Nov. 25, 1972)

If it does not take full advantage of the new mandate, it will once again be cushioned into impotency by bundles of documentation and hot air. (L. M., 1973, N.4, p.157.)

Recognizing that prices are a big election issue, both the Government and the Tories are producing a lot of hot air on the subject. (Morn. St., May 26, 1970.)

The 3rd stage. The process of completing the stylistic reevaluation. At this stage functional connections of phraseological unit with the family environment with which it was closely connected before, basically, have been erased and are not perceived any more by speaking people. Universal use of phraseological unit in new stylistic contexts leads to automation and subsequent neutralization of former communication links. For example, the former functional connections with the jargon of phraseological unit like “dark horse” have been completely erased.

There seemed no reason to expect more than the usual mechanical phrases in Hudson’s account of the Westmoreland’s engagement. But this prognosis was wrong. The style was lively and dear. Hudson was a dark horse. (A. Powell, p.37.)

The largest invertebrates are to be found among the mollusks; some of the giant squids weigh two or three tons. The runner up among the invertebrate-groups is a dark horse; very few even among professional zoologists would guess that it is the coelenterates. (J. Huxley, Size, p.16)

The examples show that the change in the stylistic distribution of phraseological unit (the tendency towards the constant use of a unit in book-oriented contexts) invariably leads to the expansion of the scope of phraseological unit in use. In these contexts, the foreignism of “dark horse” phraseological unit is not found: phraseology certainly has a certain expressive charge, but this quality, however, no longer signals the belonging of the unit to a reduced sphere. Thus, the process of stylistic revaluation has been completed.

We have considered various stages which phraseological unit passes in the development from one stylistic value to another. We have dealt with such a stylistic movement, which touches upon the spheres directly adjoining each other (e.g. movement from the common slang area to the colloquial sphere, from the colloquial sphere to the literary colloquial sphere, etc.). However, as observations have shown, stylistic changes of this or that phraseological unit are not limited to a single shift: in the appropriate conditions, the process of stylistic revaluation can be characterized by multiple shifts, which gradually bring the unit closer to the literary norm. And in this respect, the stages of the stylistic shift are also outlined on the way of FE from the reduced sphere to the literary language. In this case, it is necessary to bear in mind that a multiple stylistic shift is a phenomenon of a more complex order: it is a relatively long and more radical change.

On this way, naturally, behavior of various phraseologism will have individual character, i.e. each phraseological unit will do a way of stylistic changes on the own, taking into account numerous accompanying circumstances. The longest and radical stylistic shift represents transition of slang unit to literary language that can be represented as follows:

J. >>>> SL. >>>> COLL. >>>> SE .

Some phraseological units/jargonisms/ pass all these stages on the way to the literary language, others do not reach it and are fixed exclusively in the colloquial sphere, the third, having penetrated into the field of general slang, then can disappear without trace from the language in general. Everything depends on the extent to which a certain phraseological unit is necessary for those spheres, which are on the border of literary language and which constitute a potential source of its enrichment. Different stages reflect the gradual inclusion of stylistically reduced phraseological unit in the literary norm, which creates the conditions for a comprehensive assessment of the stylistic behavior of a particular reduced unit.
The nature of the stylistic revaluation of individual phraseological unit largely depends on the general trend of literary language development in a given historical period. This trend promotes acceleration or, conversely, slowing down the process of stylistic reorientation. For the English literary language at the present stage of development is the leading trend in its democratization, which consists in a wide penetration into the literary language of elements of live spoken language, in the stylistic neutralization of both book and reduced means.

We emphasize the fact that stylistic changes are very sensitive to those changes that occur in the social life of society. Nevertheless, despite the convergence of literary and non-literary language norms, they do not lose their contrast and do not merge.

Stylistic change we define as a violation of the identity of the manifestation of stylistic value, a violation observed in phraseological unit as a result of its movement over time. The consequence of stylistic change is switching of phraseological unit from one functional sphere to another and simultaneous neutralization of specific expression.

Detection of the fact of stylistic revaluation was carried out in two stages. At the first stage the stylistic value of phraseological unit was specified, the signs of actualization of stylistic reduction were defined. But, in the second stage, when fixing the signs of automation of stylistic decrease, the fact of stylistic change was stated.

5. RESULTS

We have singled out two reasons which can lead to the change of stylistic value of phraseological unit.

1. Stylistically reduced units penetrate into the literary language or colloquial sphere as new units of a nomination as in the given spheres there is no corresponding phraseological designation. Thus stylistically reduced phraseological unit fills in “an empty cell” in system of a nomination of the specified spheres.

2. The aspiration of native speakers to a more expressive expression leads to the fact that in certain conditions for this purpose begin to use phraseological unit of another stylistic sphere /reduced, in particular/. Both of these factors are the basis of the language dynamics, as a result of which further development of the literary language and adjacent areas is possible. The most intensively stylistically reduced units supplement the layer of colloquialisms (58%), which is explained by a relatively higher permeability for nonliterary elements of speaking norms.

Characteristics of the process of stylistic revaluation must necessarily take into account the limitations, the rules that are imposed on this process, contributing to the acceleration or, conversely, slowdown of stylistic revaluation, the process of stylistic changes is put in certain conditions. It is these conditions that ultimately determine the change in the stylistic value of a particular phraseological unit. Among the extra-linguistic factors that have a certain influence on the character of stylistic variability, the following are distinguished: a) language policy conducted in society; b) some social phenomena contribute to the popularization of this or that jargon, somehow related to this phenomenon / war, a great public interest in some activities: sports, for example /.

The stylistic neutralization of phraseological unit is also conditioned by a number of phenomena of the linguistic order:

- If phraseological unit does not have any external signs of inconsistency with the literary norm /sound, grammatical/.
- The type of phraseological unit’s imagery also affects to a certain extent its stylistic mobility. Phraseological unit with the type of imagery has more possibilities to change its stylistic status.
- Transparency, clarity of the image.
- The absence of temporal conditionality in the figurative representation.
- Meaningful clarity of phraseological unit.

We have singled out three stages, which take place FE on the way to a new stylistic status.

The 1st stage. The beginning of stylistic movement. For this stage it is characteristic tolerance of perception of stylistic decrease in phraseological unit in an alien context.

The 2nd stage. Continuation and deepening of the process of stylistic orient. Feature of this stage is that during this period PE comprises some balance of old quality and new that finds reflection in its stylistic diffusion.
The 3rd stage. Completion of the stylistic reevaluation. At this stage functional connections of phraseological unit with the family environment, which it was connected before, have basically erased and are not perceived by speaking people any more.

6. CONCLUSION

It is necessary to emphasize that the tendency of stylistic movement observed in this or that language is formed by a combination of stylistic changes of separate units. The fact of stylistic revaluation of phraseological unit, as the study has shown, however, suggests comparison of static stylistic meanings inherent to phraseologies in different periods of their existence in a given language.

1. In the language there are words and phraseological unit, which differ only in stylistic information with the absolute identity of denotative and grammatical meanings.
2. It is impossible to correctly use a word, phraseological unit, if the speaker does not have an exact idea of the place occupied by a unit in the stylistic system of the language.
3. Stylistic content of a language unit along with its denotative meaning and grammatical essence is one of the main types of information inherent in any unit.
4. Just as there are no words that do not have any real or grammatical content, so it is impossible to have units outside the stylistic definition.

Stylistic meaning in our understanding is fundamentally different from the accompanying, connotative elements.

The conditions of speech communication are composed of the following components: a) speech collective; b) ways of speech communication; c) speech situation.

We recognize that stylistic value is an integral part of the semantic structure of the language unit (both expressive and stylistic and functional and stylistic components), but each of these components is combined differently with denotative and grammatical values. There is a rather close interaction between the expressive component and the denotative value and a relatively independent existence of the functional and stylistic characteristics.

We attach great importance to the normative factor in the studies of this kind, because, considering the functional-stylistic and expressive-stylistic factors through the prism of normality, it was possible to identify sources of stylistic reduction. We applied the aesthetic criterion of normality, which is not considered as a purely linguistic criterion, but as a category of social and stylistic. It is conditioned, in turn, by the specificity of the stylistic phenomenon as such, on the one hand, and the peculiarities of the phraseological unit/its imagery/, on the other hand. The specifics of the stylistic phenomenon is such that in comparison with the phenomena of other levels it is more widely and directly justified by many extra-linguistic moments, is put in dependence on the account of numerous factors that make up the conditions in which communication takes place. Certain ethical, normal norms, the aesthetic canon dominating in the society at a certain stage of its historical development are important factors involved in the definition of literary norms, in the design of stylistic norms. We tried to prove that there is a fundamental possibility of revealing normative principles in expressive stylistic and functional stylistic characteristics of phraseological unit, which makes it possible to more clearly oppose literary implementations of non-literary.

In the functional aspect, the status of non-literature, i.e. stylistically low, is given to words and expressions that constantly appear in the family or rough situation or in the speech of people who make up the so-called low environment. Thieves, thieves, criminals, tramps.

The search for reduced expression is closed by the onomasiological aspect, and by the name and image semantics of phraseological unit. Using component analysis and opposition techniques, we distinguish the following types of colloquial imagery: simple visualization; imagery of extraordinariness; imagery of impersonality; vulgar imagery. Imagery of passivity and vulgar imagery are specific only for reduced phraseology. The essence of these types of imagery is the language passivity, when the form of expression of a certain content violates the rules of language culture, adopted in the given speech group.

We believe that for fixing a certain stylistic significance of phraseological unit in statistics it is extremely useful and, in our opinion, the concept of actualization of this or that stylistic meaning can be fruitful. It is the actualization of the relevant features that contributes to the understanding of the essence of stylistic marking of phraseological unit at this stage of the development of language, because the
actualization necessarily involves the concentration of certain features that unequivocally qualify phrase in terms of its stylistic status.

The phenomenon of actualization of stylistic reduction is opposed to the phenomenon of automation of stylistic reduction. We consider that the specified concepts/actualization and automation are necessary in stylistic researches as they fix two extremely important moments in existence of stylistic value, namely: constancy /statics/ and variability /dynamics/. This, in turn, is extremely important to take into account when distinguishing between some related stylistic categories (in particular, conversational and colloquial familiarity).

The phenomenon of automation is closely connected with the neutralization of stylistic features of phraseological unit, which creates favorable opportunities for changing the stylistic marking of a unit, for its transition to another stylistic class. Stylistic phenomena are characterized by great mobility; their dynamism is more intense than, for example, variability in such areas as word formation, semantics.

In general, the development of the stylistic system of language can be seen in the action of two directly opposite forces.

The first, it leads to the rapprochement of contrasting stylistic spheres (but not to the merger), which results in a new form, real stylistic changes, which reflects the dynamics of the language.

The second, force is aimed at preservation and strengthening of stylistic contrast, and it embodies the tendency to preserve traditional forms, i.e. reflects a certain conservatism of the language. Stylistic change is defined as a violation of the identity of the manifestation of stylistic features, which is observed in a few at different moments of its existence in the language. As a result of stylistic change, a switchover of EF from one functional sphere to another and simultaneous neutralization of specific expression is noted.

We distinguish two main reasons that lead to stylistic reorientation of EF: 1) stylistically reduced PE penetrates into other lexico-phaseological layers in order to fill empty cells in the sphere of phraseological nomination. 2) Stylistically reduced PE appears in other speech spheres as a new expressive unit, which is preferred among other, more familiar synonymous means of expression. However potential possibilities of this or that EF to change the stylistic status are not always realized, i.e. process of stylistic movement is put in certain conditions on which finally depends, whether to change the stylistic importance of phraseological unit.

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