EXPRESSIVE AND COMMUNICATIVE PHRASEOLOGY OF MODERN GERMAN IN INTERNET MEDIA

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The article deals with the functioning of the expressive and communicative phraseology of modern German in online German-language media. The analysis has confirmed the existing tendency of increasing in modern mass media of expressive function, cross-stylistic redistribution of lexical and phraseological material. The expressivity, intertextuality, multimedia and interactivity of online media are defined as their constitutive characteristics. The readership of online media is much wider than that of print media. Another distinguishing feature of online media is the activation of feedback from readers. It is noted that the authors actively use phraseological expressive and communicative formulas in headlines of publications. One of the basic principles of formulating headlines is to convey as much content and emotionally-valued attitude as possible striving for saving of language means. This explains the active use of phraseological units as headlines. A common phenomenon is the semantic transformation **which is performed as double actu**alization of idiom meaning. The double actualization of the meaning of phraseological units can be regarded as semantically condensed formulation. It is a manifestation of the author's individuality, his creativity and possesses affective potential. The recipient may derive from "guessing" an expression that has multiple reading options intellectual satisfaction, and the number of cognitive effects when interpreting the expression increases. Due to the technological features of the Internet media the activation of the literal meaning of an idiom through the context is often enhanced by an image. The combination of language and image is the most important means for understanding in the media space. The ability to "read images" is one of the major cultural competencies, because their perception requires a strong foundation of cultural background knowledge. Creative visualization is becoming significant. Phraseological expressive and communicative formulas are often used as interview headlines, duplicating one of the respondent's remarks. The readers' comments are a reflection of the audience reaction to the journalistic text. The main function of German expressive and communicative idioms in the comments of the readership is to express their own assessment of the events covered in the article and to create an appropriate emotional feedback. It is argued that these units, mainly the core of this functional-semantic field (units with a high and medium frequency of use) can be regarded as precedent phenomena that convey folk humor and express common emotional-evaluative wolrdview.

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