

ABSTRACTS

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OCCASIONAL WORD COMBINATION AS A MANIFESTATION OF EXPRESSIVENESS IN SPEECH UKRAINIAN PERIODICALS OF THE END OF THE XXTH CENTURY

The article is devoted to the analysis of occasional combinations of words in Ukrainian language periodicals of the late 20-th century. Focus on their expressiveness as a means of optimal communication within the newspaper space. The emphasis is on occasional combinations, which reinvented the singular or multiple components of well-known proverbs, sayings, lines from songs or sayings of famous writers, philosophers, actors, and in the names of movies, fiction and more. Is noted fact that the replacement of a single word or expand its meaning the formation of new semantic shades due to individual author use. New connotations arising in paraphrased statement allow authors to transmit their own perception of reality, to express their relationship to the described, to give him an assessment and thus expand and complicate its semantic scope. Similar expressions can be used without a wider context, as they form their own mikrokontekst and create additional increment content. Occasional short phrase – is a form of implementation okazionalnosti categories that extend the lexical-semantic compatibility famous sayings. With them you can see how being implemented new meanings of words by violations of subject-logical correlation. Each token that is part of the occasional expressions are the language system, has a corresponding lexical meaning and is characterized by an appropriate compatibility with other words. But conditions change the compatibility of these units and their changing role in speech. So they become expressive.