

LINGUISTICS

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Associonim as a tool of naming literature phenomena

It is studied the features of associonim as a trope on the base of prose art by B. Akunin (novel «Pelagia and Red Rooster»), D. Harris (novel «Chocolate»), R. Dahl (narrative «Charlie and the Chocolate Factory»). The article interprets the ideas by academics about the role of a figurative meaning in the process of formation of a trope. Human intellect analysis as a field for realization of the trope's aesthetic role, and the ability to associative thinking is a guarantee of the reading insight of a trope. Associonim, represented as a common name in the role of the proper name, is a trope, which aesthetic function implements only in condition of active work of reader's consciousness. Appearing on a metaphorical basis, associonim provokes a reader for a deeper dive in the work, enriching its analysis with own life experience and knowledge.

Key words: associonim, figurative meaning, thinking.

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