

PHILOLOGY

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Features of implementation of phraseological units with the “color” component in English newspaper discourse

The results of the study of phraseological units with the component “color” and their implementation in the heads of English-language newspaper articles are presented. It is shown that the color perception and actualization of the element “color” in lexical units is rather not an individual feature of a personality, but rather a cultural construction of an entire nation, which develops due to the presence of certain cultural and linguistic traditions. Color designation is one of the important aspects of the worldview, which is implemented in individual lexemes, phrases, idiomatic expressions and other verbal means. The research material was the headlines of English-language newspaper articles, in which phraseological units containing the component "color" in their composition were identified by a continuous sampling method. It is concluded that the most commonly used phraseological units with the component “red color”.

Key words: color designation, newspaper discourse, a headline, phraseological units with the “color” component, the linguistic picture of the world.

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