

PHILOLOGY

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Military phraseology in contexts of language play (on the material of modern mass media)

The article examines the specifics of the discursive behavior of military phraseological units in the context of a language game based on the material of modern Russian- and English-language media texts. Based on the material of 150 contexts of the use of military phraseological units in game modifications extracted from the corpus of media texts from 2010-2025, it was found that the military metaphor in the figurative basis of phraseological units is a key factor ensuring their high demand in the contexts of the language game. The effectiveness of the language game with military phraseologisms is achieved through the mechanism of metaphor materialization, in which the literal military meaning is intentionally actualized along with the figurative one. It is proved that a military metaphor as part of phraseological units has a special pragmatic potential, manifested in the ability to intensify the influencing function of the text, create the effect of dramatizing the described events and form the recipient's attitude towards perceiving the situation as a conflict.

Key words: military phraseological units, language play, phraseological modifications, internal form, media discourse, military metaphor.

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