

FEATURES OF THE USE OF PHRASEOLOGICAL UNITS IN THE SPEECH OF MODERN PEOPLE

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ANNOTATION

This article delves into the dynamic and influential role of phraseological units in the speech of contemporary individuals. Exploring the cultural significance, expressiveness, social bonding, adaptation to technology, cross-cultural influences, and generational shifts, it highlights how these linguistic expressions contribute to the richness and adaptability of modern language. From traditional idioms to tech-driven expressions, the use of phraseological units reflects the ever-evolving nature of communication in the digital age.

Keywords: Phraseological units, modern speech, cultural significance, linguistic creativity, social bonding, technology adaptation, globalization, cross-cultural influences, generational shifts, contemporary communication

Language is a dynamic and ever-evolving entity, reflecting the cultural, social, and technological changes of a society. One fascinating aspect of language is the use of phraseological units, which are groups of words that have a specific meaning not deducible from the individual words. In the speech of modern people, phraseological units play a crucial role, adding color, expressiveness, and cultural nuances to communication. This article explores the features of the use of phraseological units in the speech of contemporary individuals.

Cultural Significance: Phraseological units are deeply rooted in culture, often reflecting historical events, traditions, or shared experiences of a community. In the speech of modern people, these units serve as linguistic artifacts that connect individuals to their cultural heritage. For example, idioms like "the ball is in your court" or "burning the midnight oil" carry cultural connotations and are easily understood by those familiar with the language.

Expressiveness and Creativity: Modern speech is characterized by a desire for expressiveness and individuality. Phraseological units provide a rich source for expressing thoughts and emotions in a more vivid and creative manner. People often use idioms, proverbs, and other phraseological units to convey complex ideas succinctly or to add a touch of wit to their communication. This linguistic creativity contributes to the dynamic nature of language.

Social Bonding: The use of phraseological units fosters a sense of belonging and community. When individuals share a common understanding of specific idioms or sayings, it creates a bond among them. These shared linguistic expressions contribute to a collective identity and can strengthen social connections, whether among friends, colleagues, or within a broader cultural context.

Adaptation to Technology: The advent of technology has introduced new phraseological units into modern speech. Terms such as "going viral," "swiping right," or "hitting the like button" have become ingrained in everyday language, reflecting the impact of digital communication and social media on how people express themselves. The integration of technology-related phraseological units further illustrates the adaptability of language to contemporary societal changes.

Globalization and Cross-Cultural Influences: In today's interconnected world, people are increasingly exposed to a variety of cultures and languages. This exposure has led to the incorporation of phraseological units from different languages into modern speech. Borrowing expressions like "je ne sais quoi" or "deja vu" adds an international flair to communication, showcasing the influence of cross-cultural interactions on language use.

Generational Shifts: Different generations often have their own set of phraseological units that reflect their unique experiences and perspectives. The speech of modern people is marked by generational shifts, with younger generations introducing and popularizing new expressions while older ones may hold on to traditional idioms. This dynamic interplay between generations contributes to the ever-changing linguistic landscape.

The use of phraseological units in the speech of modern people is a fascinating aspect of language that reflects cultural, social, and technological influences. These linguistic expressions serve as bridges connecting individuals to their cultural heritage, fostering creativity and expressiveness, and contributing to social bonding. As language continues to evolve in response to the changing world, the role of phraseological units remains integral in shaping the way people communicate in the contemporary era. The use of phraseological units in the speech of modern people is a dynamic and evolving aspect of language that reflects the cultural, technological, and global influences of contemporary society. In the era of globalization, language is not confined by geographical borders, leading to the adoption and integration of phraseological expressions from diverse languages. The digital age, marked by social media and technological advancements, has introduced new forms of communication that impact the creation and dissemination of phraseological units. Internet slang, memes, and hashtags now contribute to the linguistic landscape, while emojis and emoticons add a visual dimension to expression. The dynamic nature of phraseological units is evident in their constant evolution, influenced by societal changes, linguistic trends, and individual creativity. Modern speakers often play with existing phrases, creating variations or coining neologisms to address contemporary issues. The interdisciplinary study of phraseological units, encompassing linguistics, psychology, and sociology, explores their role in constructing identity and expressing emotions. Whether influenced by popular culture or shaped by sociolinguistic factors, the features of phraseological units in modern speech highlight the complexity and richness of language in our interconnected world.

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