

TRENDS IN THE FORMATION OF NEW PHRASEOLOGICAL UNITS IN JOURNALISTIC TEXTS

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A modern journalistic text is a dynamic object of study that reflects the language system's movement and forms new trends in its development. Journalism acutely reacts to changes in the social, political, and economic life of society, to progress in the scientific and technical fields, in the information and communication spheres, and this is reflected in the language of journalistic works, which abounds a variety of linguistic units, including phraseological ones. Phraseological units, proverbs, sayings, and catchphrases are obligatory stylistic components of newspaper language, an important source of expressive and emotional richness, as well as an essential means of implementing the constructive and stylistic features of newspaper publications. They give the texts the appropriate effective force and contribute to the creation of special expressiveness. Phraseological units help to express the respective thought more emotionally and vividly.

Phraseological units primarily serve as a synthesis of conceptual meaning and emotional expressiveness in texts, including newspaper headlines and subtitles. Their role in journalistic articles is particularly evident through two key functions: the pictorial-emotional and the pictorial-descriptive ones. The pictorial-emotional function enables the authors to convey their feelings and perspectives on events and facts, eliciting a respective emotional response from the readers. Meanwhile, the pictorial-descriptive function enhances the clarity and vividness of expression, allowing the writers to present their thoughts and emotions through striking figurative imagery.

The formation of new phraseological units reflects present-day societal changes, technological advancements, and cultural trends. Here are the main tendencies in the creation of new phraseological units today. The rise of the internet and social media has led to the emergence of new idiomatic expressions related to online behavior, digital communication, and technology (*digital detox*, *deepfake dilemma*). Global sociopolitical events influence the emergence of expressions that describe activism, societal tensions, and ideological shifts (*gaslighting the public*, *climate anxiety*). Changes in employment culture and economic shifts contribute to new workplace-related idioms (*quiet quitting*, *work-life balance*).

Phraseological units represent a unique type of word combination. As noted by a leading modern researcher, “Phraseological units are multi-word expressions that exhibit a high degree of fixedness and often carry idiomatic meaning, differing from the sum of their individual parts” (Moon, 1998, p. 126). This inherent complexity directly influences the choice of translation techniques and methods.

In almost any language, several levels of phraseologisms are noted, and not all of them are well-known, widely used, and recorded in dictionaries. Some of them are used only by certain groups of native speakers and cannot be found in dictionaries. Consequently, the translator's primary task is “to recognize a phraseological unit within the text and distinguish a stable combination from a variable one” (Корунець, 2003, с. 48). Only then can the appropriate translation strategy and method of reproduction be selected.

REFERENCES

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