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## **PHRASEOLOGICAL UNIT IN THE SPACE OF CULTURAL CODE**

Being steady, reproduced, semantically completed and separately formed language units with various structure (from one significant component to a compound sentence), phraseological units show universal properties of the asymmetric dualism (S. Kartsevsky), which as any significant language unit, demonstrates the ability to modify the form and the meaning. This ability of modification is visualized in transformations of phraseological units of the periodicals, which are quickly reacting to inquiries of time. Tendency of mass media to natural communication weakens the official forms of expression and strict-traditional reproduction of language units in many cases is not obligatory any more. The widely actualized pragmatism of phraseological units' transformation draws the attention, stimulates the reader's interest and enforces the questions: what are the real borders of the phraseological units' transformation? Do they lead to their partial or final fracture? Is it possible to construct the typology of phraseological units' transformation in periodicals? The article attempts to answer some formulated questions. About four hundred transformed phraseological headlines of the Kazakhstani newspapers were the materials of observation. The features of their transformations are considered from the point of view of communicative and pragmatic functions (nominative, educative, evaluative, figurative, ironical, and emotional and the function of rapprochement with the addressee). The main types of the transformed phraseological units in headlines of the articles are allocated and described: converting is 56%, meaning reconsideration is 27% and combination is 17%.

The article is written within the framework of the grant AP05133019 «Cultural codes of modern Kazakhstan (literary and media discourses)» funded by the Committee of Science of the Ministry of Education and Science of the Republic of Kazakhstan.

**Key words:** headlines, the phraseological unit, transformation, the transformed phraseological units, functions of the transformed headlines.

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### **Мәдениет кодының фразеологиялық бөлімі**

Тұрақты, өнімді, семантикалық жағынан тұтас және жеке дара қалыптасқан құрылымы әртүрлі тілдік бірлік бола тұра фразеологизмдер (бір негізгі компоненттен құрмалас сөйлемге дейінгі) кез келген мағыналы тілдік бірліктердегі сияқты формасы мен мағынасы жағынан модификациялану қабілетінен көрінетін ассиметриялық дуализм (С. Кравецкий) қабілетіне ие. Фразеологизмдердің модификациялану қабілеті уақыт талаптарына жылдам жауап беретін мерзімді басылымдардағы фразеологияның бірліктердің трансформациялануынан анық көрінеді. БАҚ-тың еркін қарым-қатынасқа бағытталуы тіл бірліктерінің қатал, дәстүрлі өндіруі міндеттелмеуі мен ақпараттың берілуі формасының әлсіреуіне алып келді. Өзіне назар аударылған және оқырман қызығушылығын оята отырып фразеологиялық бірліктер трансформациясының прагматикалық бағытталуы келесі сұрақтар туралы ойлануға итермелейді: Фразеологиялық бірліктер трансформацияның шынайы шекаралары қандай? Трансформациялану олардың жоғалуына алып келмейді ме? Мерзімді баспасөздегі фразеологияны бірліктердің типологиясын құрастыруға болады ма? Берілген мақала аталған сұрақтарға жауап беруге талпыныс жасаған. Зерттеу материалы ретінде қазақстандық газеттерден алынған төрт жүзге жуық трансформацияланған фразеологизм –

тақырыпшалар алынды. Олардың трансформациялануы коммуникативті (атауыштың, тәрбиелік, бағалауыштың, образдық, ирониялық, эмоционалдык, адресатпен жақындасу) – прагматикалық кәмелеттері тұрғысынан қарастырылып мақала тақырыпшаларындағы трансформацияланған фразеологизмдердің келесідегі негізгі типтері анықталады (конверттелу (56%), мағынаны қайта ұғыну (27%) және комбинаттау (17%).

Мақала ҚР БЖҒМ ҒК АР05133019 «Заманауи Қазақстан мәдени кодтары (әдеби және медиа дискурстары бойынша)» жобасы бойынша гранттық қаржыландыру аясында орындалған.

**Түйін сөздер:** тақырыпша, фразеологизм, трансформация, трансформацияланған фразеологизмның бірліктері, трансформацияланған тақырыпшалар қасиеттері.

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### Фразеологическая единица в пространстве культурного кода

Будучи устойчивыми, воспроизводимыми, семантически целостными и отдельно оформленными языковыми единицами с разнообразной структурой (от одного знаменательного компонента до сложного предложения), фразеологизмы демонстрируют универсальные свойства асимметричного дуализма (С. Карцевский), которые, как и у любых значимых языковых единиц, проявляются в способности модифицироваться как по форме, так и по значению. Способность модифицироваться наглядно проявляется в трансформациях фразеологических единиц в периодической печати, оперативно реагирующей на запросы времени. Ориентация СМИ на непринужденное общение привела к тому, что строго традиционное воспроизводство языковых единиц во многих случаях перестает быть обязательным, ослабевает и официальность формы выражения. Прагматическая направленность трансформаций фразеологических единиц, привлекая внимание и возбуждая интерес читателей, позволяет осуществляться ей в широких пределах и заставляет задуматься над вопросами: Каковы реальные границы трансформации фразеологических единиц? Не ведут ли они к их частичному или полному разрушению? Можно ли построить типологию трансформаций фразеологических единиц в периодической печати? В статье сделана попытка ответить на часть сформулированных вопросов. Материалом для наблюдений послужили около четырехсот трансформированных фразеологизмов-заголовков казахстанских газет. Особенности их трансформаций рассмотрены с точки зрения коммуникативно-прагматических функций (номинативной, воспитательной, оценочной, образной, иронической, эмоциональной, функции сближения с адресатом и др.). Выделены и описаны основные типы трансформированных фразеологических единиц в заголовках статей: конвертирование (56%), переосмысление значения (27%) и комбинирование (17%).

Статья выполнена в рамках грантового финансирования по гранту АР05133019 «Культурные коды современного Казахстана (литературный и медийный дискурсы)».

**Ключевые слова:** заголовок, фразеологизм, трансформация, трансформированные фразеологические единицы, функции трансформированных заголовков.

## Introduction

Polysemantic idiomatic constructions possess a conditionally-metaphorical component. They can perform the function of a cultural code in the text. By means of a phraseological unit, they reflect the ideological connotations, the ethno-cultural picture of the world, value orientations, etc. The phraseological units in the formation of a cultural code are insufficiently studied at present. At the same time, the semiotic codification of a phraseological unit is directly connected with the formation of a holistic picture of the world, a communicative and referential bridge between the conventional meaning and the specifics of being of a certain ethnic group.

«The broad» concept of phraseology can be identified by the term of phraseological unit for any stable (or potentially stable) expression, without reference to degree of cohesion and origin of its components. Phraseological unit is idiomatic, stable phenomenon and can be easily derived from the public thesaurus and reproduced. Therefore, the phraseology includes not only the phraseological units of different types, but also proverbs, sayings, aphorisms, idioms, popular expressions, quotes from literary works (prosaic and poetic). All of them possessed the semiotics identity and can be modified.

The transformed phraseological units have great opportunities for creation of a set of bright stylistic

and semantic effects, both in texts and in their headlines. The phraseological units' transformation draws the attention and destroys the «bookish» narration provides specific expression and influences purposefully on perception of headlines as organic part of the text.

The linguists have different views on the process and results of phraseological units' transformations, but none of the existing classification of transformations cannot be considered as a full and exhaustive one.

N.M. Shansky systematized the phraseological units' transformations on the basis of different taxonomical signs: actual phraseological units, their semantic – lexical and grammatical conversions, contamination and the use of phraseological turn as a free word combination, author's phraseological units, the use of proper phraseological turn and the deficiency of traditional structure in phraseological unit (Shansky, 1969: 109).

N.M. Shansky gave a more precise definition to systematization of the phraseological unit: V.N. Vakurov has added the dual actualization (Vakurov, 1994: 42); G.Ya. Solganik has considered phraseological models by quantity of free variables (one – two – three-structural) (Solganik, 1976: 74); G.K. Ikhsangaliyeva has suggested to distinguish three types of phraseological units' transformation (quantative, qualitative, composite) (Ikhsangaliyeva, 200: 78-80).

A.M. Melerovich and V.M. Mokiyeenko gave convincing and linguistically reasonable allocation of semantic and structural – semantic types of phraseological units' transformations. The first type includes the phraseological units of additional shade of meaning, reconsideration, dual actualization, 'literal interpretation' of the phraseological unit and the explication of an internal form. The transformations were allocated in structural semantic conversion of phraseological units, which do not violate the identity of phraseological units (the expansion of structure, the replacement of component, the ellipsis, the distance arrangement of components, the syntactic inversion, the internal and external morphological and syntactic transformations, the formation of occasional (individual and author's) phraseological units, transition of affirmative forms into negative and full deformation of the phraseological unit) (Melerovich, 2005: 17-32).

In spite of complete and convincing description of phraseological units' transformations done by A.M. Melerovich and V.M. Mokiyeenko, there is a disputable status characteristics of a 'phraseological option' (J. Braynt, S. Thompson, G.K.

Ikhsangaliyeva, M.I. Shostak, T.S. Guseynova, E.A. Lazareva, R.T. Kozhabekova, A.S. Zhumatova), or the tendency starting from 60-80 years considering phraseological units' transformations through the prism of the identity of their meaning or image (T.A. Bertagayev, V.I. Zimin, V.T. Shklyarova, M.I. Sidorenko, A.M. Babkina, A.I. Fedorov, V.M. Mokiyeenko, V.V. Gorlov, A.I. Molotkov, A.N. Zelenov, A.P. Kovi).

Without theoretical subtleties of discussions, we accept the cogent argument on Mokiyeenko's numerous examples as the main vision of the status of the transformed phraseological units «The lexical variation is a phraseological variation; it is a transformation of separately formed, but semantically integral unit» (Mokiyeenko, 1989: 32). The main signs of such variations are the unity of internal motivation (image) of the phraseological turn and relative identity of a syntactic construction on the basement of which the lexical replacements take place. The «lexical replacements in the options of phraseological units have strictly natural and systematic character» (Mokiyeenko, 1989: 32). At the same time, any (phonetic, grammatical, semantic or syntactic) deviation from recorded in the dictionaries or in the source-text of the phraseological unit can become the transformation of the phraseological unit.

### Experiment and discussion

The functioning of the transformed phraseological units in headlines of the Kazakhstani newspapers became the focus of the research. In many respects, the efficiency of the newspaper text is defined by its title, as a skillfully made headline convinces the reader better, than a sharp pamphlet. Besides, «the researches of psychologists show that eighty percent of readers pay attention only to headlines» (Lazareva, 1989: 4).

The Kazakhstani newspapers of 2014-2016 years were the sources of collecting the transformed phraseological units-headlines (and their texts): «The Kazakhstani Truth», «Business Kazakhstan», «Evening Almaty», «Evening Astana», «The Akmola News», «The Time», «Business Week», «New Generation», «Freedom of Speech», «Express K», «Moscow Komsomol Member in Kazakhstan», «Komsomol Truth», «Tribune», «Liter», «Caravan», «Cursive», «Megalopolis», «Teacher of Kazakhstan», «Sport», «ProSport».

Four hundred transformed phraseological units – headlines of various functional loading presented the empirical material. The following techniques and

methods of collecting and analysis of material have been used: the descriptive method, the semantic analysis of dictionary definitions, the cognitive operations of an introspection and inference for reconstruction of the author's intentions and the perception of headlines by readers, the contextual analysis, the comparative analysis, the generalization and the typology of the transformed phraseological units and ways of their conversion. The techniques of the quantitative analysis were used for the determining a ratio of the functions and types of the transformed headlines – phraseological units.

What is meant by transformed headlines – phraseological units?

In order to strengthen the effectiveness of 'a communicative chain' journalist – message – reader it is necessary to use the available functional and pragmatic, genre and stylistic, graphic, lexical, grammatical, and other language means fully. These means begin «to work» vividly in headlines of different types (slogans, appeals, running lines, quotes). It is understood that headlines can be interesting, bright, vivid, expressive, precise, intriguing, memorable, and emotional. Do all headlines – phraseological units possess such qualities and how to get similar results.

The author always tries to correlate with the reader's thesaurus of knowledge, emotions and associations and activate a certain fragment (Claus, 1967: 112), (Suleymenova, 2007: 237). It is pertinent to draw a parallel between phraseological unit and a frame – both represent certain knowledge. Phraseological unit is a model, «the scheme with high degree of generality where all existing structural and functional properties are significant» (Russel, 1972: 168). The phraseological unit, as well as a frame, excites a certain content and the author can rely on it while discourse creation.

If the usual phraseological unit is used in a headline, the activated frame cannot attract the reader's interest and will be perceived as a familiar image of a standard situation.

If the author uses the modified phraseological unit in headline, its habitual perception is broken and a new content is expected. The peculiarity of headline – phraseological units' transformation is the created specific «communicative intrigue» and «cognitive dissonance» which can be explained by the known arguments of W. Von Humboldt, relating, however, to other notions: «People understand each other not by the reason of transfer the signs of objects to interlocutor, ... but because they mutually touch in each other the same link in a chain of sensual representations and rudiments of internal concepts

...so everyone gets appropriate vivid meanings in their consciousness» (Humboldt, 1984: 165).

Transformations of phraseological units are the operations with ready language blocks for the renewing of stable expressions and creating of new communicative situations. At the same time, the creative processing of phraseological units gives them additional vivid coloring, increases the expressiveness and figurativeness, and the transformed phraseological units can keep the artistic advantages of the original text: figurativeness, aphoristic nature, rhythm and melodic orderliness.

The transformed headline – phraseological unit «involves into a communicative intrigue», and the reader is forced to predict the content of the text and a possible context. In most of the cases, the readers' assumptions are correct. Is that so? There is no systematic research analyzing correctness or an inaccuracy of assumptions about the content of the text by headlines, particularly by the transformed headline – phraseological unit.

«... Any deviation from the standard norm, traditional view of the stable unit, acting as the title of the newspaper article, specifies its content, selecting such title in the general flow of the headlines of publicist materials» (Guseynova, 1997: 7]. The transformations of phraseological units, as well as any other stable expressions allow to regenerate them as «the phraseological unit, besides its internal properties (and sometimes contrary to them) receives new expressive properties» (Shansky, 1969: 92).

All nominated and non-nominated features of headlines – phraseological units' transformation allow to assess them fully. First, transformations are perfectly 'inserted' into the general semiotics ability of language units to be transformed dynamically. Second, the transformations of headlines – phraseological units are the objective communicative needs to actualize the information and strengthen its pragmatic influence. Third, the transformations of phraseological units- headlines are the intensifications of intellectual, emotional and creative activities of readers. Fourth, the transformations of phraseological units – headlines are justified linguistically, pragmatically and psychologically.

### Research results

Mostly phraseological units, proverbs and sayings, reminiscences from works of fiction are often exposed to transformations in headlines of the Kazakhstani newspapers. More than 25% of the transformed headlines are the conversions of the

names and quotes of fiction, 22% are the proverbs and sayings, about 17% represent national and pop songs, 16% are the phraseological units by themselves, 10% are modified reminiscences from movies and TV programs, 8% are the speech clichés and 2% are the quotes from Bible.

The transformed phraseological units in headlines are characterized «by special attachment to movies and songs of the Soviet period». Mostly all these lines are from authors or national songs clichéd by the long-term usage in oral speech and «mass» local newspapers. Using clichéd expressions or classical phraseological units, the author signals that he is from familiar surroundings and stimulates the reader to emphasize and worry.

Modern Kazakhstani journalists use the transformations of phraseological units in headlines of newspapers, which are different in its semantic and functional complexity. The techniques of stable units' transformation impress reader not only by its independency and informal style, but also with combination of the diverse lexical, semantic-stylistic, emotional- expressive and syntactic means.

The transformation of phraseological units and their use in headlines can be grouped in three main types: (1) reconsideration of meaning, (2) converting with three subtypes, (3) combination.

1. Reconsideration of meaning stipulates the new content (or shade of meaning) of headline with full or (partial) preservation of its form with 27% in total.

A Farewell to Arms, is the title of E. Hemingway's novel about war, love and death is used as headline of the article about readiness of citizens for voluntary surrender of the registered weapon («Evening Almaty», February 14, 2015).

Green noise, is a full reconsideration of the title of N.A. Nekrasov's poem about spring revival of the nature in headline of article about devaluation. The green noise of the spring foliage is associated with green rustle of the dollar (it is a lexicographically fixed meaning of an adjective green [14, 405]) during the depreciation of the national currency («Evening Almaty», February 17, 2015).

We are with the same blood type, is a quote from J.R. Kipling's story «The Book of the Jungle» is used as headline of the article about work of the blood transfusion center in a city and voluntary donor ship («Evening Almaty», February 28, 2015).

Here someone has walked down the hill, is the title of the Soviet lyrical national song, which is used in literal meaning and new context in headlines of the presentation of results of a tournament on

mountain skiing «A Silver Edelweiss» («Evening Almaty», February 28, 2015).

Wind, wind, you are mighty! This is the Pushkin's line from «The Tale of dead Princess and the Seven Knights» is used in a headline of the article about opening of wind power installations («Liter», April 3, 2015).

2. Converting is 56% and phraseological units' transformation is presented by three subtypes.

2.1 Replacement of one or several components of phraseological unit. Similar renovation of stable phrases assumes the purposeful change of the meaning with the help of phonetic-morphological replacements, synonymic innovations, and lexical-semantic transformations. The replacement of components not necessarily brings to considerable changes of grammatical structure of phraseological units, often such headlines keep an initial form, for example

What did you see in my image? It is the semantic transformation of the known line from A. S. Pushkin's poem «What did you see in my name?»

«Within the frame of the project Tatyana Tsoi's shifted the focus from the name to the image in description of transformation of the Kazakhstani celebrities into well-known historic figures and characters («The Time», December 25, 2014).

The life lasts more than a hundred years, it was used for headlines of the article in which the Aktyubinsk administration (Akimat) congratulated 17 long-lived people of the regional center on centenary, the transformed title of the Ch. Aitmatov's novel «The Day Lasts More Than a Hundred Years» («The Kazakhstani Truth», January 5, 2015).

The stars suggest but the men possess, is the replacement of key lexemes of a saying «the men suggest but the God possesses» in headlines of the article about popular astrological forecasts («Evening Astana», January 6, 2015).

Radiation will not be spoiled by arsenic, it is full semantic-lexical replacement of components of a proverb «Butter will not spoil the porridge» for the bitterness of the article about ecological theme: in the territory of the former Semipalatinsk nuclear polygon on Balapan place the waste storage containing arsenic is organized by JSC Kazzinc («Express K», January 7, 2015).

The spring will unexpectedly arrive; it is a single-component transformation of the L.O. Utesov's song «The Love Will Unexpectedly Arrive» in headlines of the article about a victory of football club «Astana» in a spring Super Cup of Kazakhstan («Liter», March 3, 2015).

2.2 Reduction of lexical structure of phraseological unit (proverbs, sayings, phraseological units, speech cliché, popular expressions). This type of transformation concretizes and saturates the headlines without essential changes of phraseological unit's semantics.

This subtype of converting of phraseological units is rather popular among the Kazakhstani journalists. Reduction of stable phrases leans on anticipation phenomenon: the fragment of the phraseological unit represents the semantics of a whole. The journalist, taking into account the notoriety of the phraseological unit is confident that the reader will be able to restore the full phrase and includes in the title of the article only its part.

Sometimes the reduction of the phrase is connected with creation of 'a communicative intrigue' as the content of the full phraseological unit does not correspond with author's idea, for example

The needs must when the devil drives, the headlines uses only the part of the proverb «The hunger is not an aunt, will not give a pie» and the article shows the uselessness of the most part of the offered popular diets («Moscow Komsomol Member in Kazakhstan», March 18-26, 2015).

What the heart thinks, the tongue speaks – the beginning of a saying is omitted «The drunken as a child: what the heart thinks, the tongue speaks», article is devoted to the critical analysis of the modern Kazakhstani politicians' speech («Megalopolis», March 16, 2015).

At somebody else's loaf, it is a headline of the article about intellectual property and introduction of the preliminary expert examination on plagiarism of scientific projects of the Ministry of Education. Here only the beginning of a proverb is used «Don't poach on another man's preserves» («Liter», April 17, 2015).

Let me know who is your friend, the headline reflects an interview with the Kazakhstani celebrities and their friends with the part of a proverb «Let me know who is your friend, and I will tell who you are» («Caravan», April 10, 2015).

You are obliged to be the citizen; it is the reduced option of N.A. Nekrasov's poem «You cannot be the poet, but you are obliged to be the citizen». It was used in a headline of the article about the principles of the selective practice («Komsomol Truth», April 14, 2015).

2.3 Introduction of new words to structure of the stable statements became an important element of semantic system of phraseological units' transformation. This type of converting of the Kazakhstani newspapers' headlines is not a

widespread phenomenon, however it acts as one of means of interaction with the reader, for example

He is as poor as a church mouse, but eagle; this stable expression «as poor as a church mouse» got new two components by means of which the sense is transformed. The original phraseological unit says about poverty and the author of the article prepares the reader for ironical history of the builder, who has lost the work and dramatized his own kidnapping for the wife-banker («Time», March 5, 2015).

What sum of money will be buried in asphalt? The popular expression «to bury in asphalt» has acquired a new structure and a sharp semantic message; the main sense of expression has been transformed: «to raze to the ground» – «to steal money during the construction and repair of roads» («Caravan», April 3, 2015).

The master of yurts and Margarita, the author of the article takes the title of the M.A. Bulgakov's novel «The Master and Margarita», and includes a new lexical component. The transformation of the phraseological unit is caused by tenth grader Margarita's victory at the International scientific competition in Moscow, who has made the calculations for making a Kazakh yurt («Express», June 11, 2015).

The carrot and stick of the 'The Turkish stream'. The filling of the known method of encouragement and punishment with a new structural component draws the attention of the reader to content of the contract between Gazprom and the Ministry of Energy and Natural Resources of Turkey about the size of discounts for the gas delivered to Turkey («Liter», March 3, 2015).

When game is worth the candle, the journalist transforms the known proverb «Game is worth the candle», having introduced an additional element, developing a peculiar intrigue in description of one of a bet in case of a victory of Turin «Juventus» («Pro Sport», April 24, 2015).

3. The combination is a correlation of several types of transformations. Different models present it: the replacement of one or several components of phraseological unit and its reconsideration, the reduction or addition of lexical structure. This type of phraseological units' transformation makes 17%, for example,

a) replacement of one or several components of the phraseological unit and its reconsideration:

It will catch up with you in the end, it is the replacement of the proverb's component «No matter how long the string twines round, the end is inevitable» and the change of its structure («The Time», March 19, 2015). Article tells about the

proposal of Ust-Kamenogorsk authorities to give traditional St. George's Ribbons and local ribbons with the blue and yellow colors of Kazakhstani flag for the 9th May celebration. The title was transformed from a saying «No matter how long the string twines round, the end is inevitable» where we can observe the replacement of one component, string □ ribbon (since the article deals with ribbon), and the reduction of an element of a proverb. Therefore, the headline of the article acquired a new sense. The original version of the proverb means the vicious behavior and lawlessness, which would be stopped in any case; but in article it is used in a direct sense.

b) replacement of one or several components of the phraseological unit and reduction of lexical structure of phraseological unit;

It costs nothing for them to build the house – instead of the phrase «It costs nothing for us to build a house, we will draw it and live there» by L. Krasovsky's novel «The Island of Idlers», 1971-1973 («The Time», March 19, 2015). The author describes the Chinese construction company, which build the 57-storey building in 19 days. There was a replacement of the pronouns us □ them, which replaced the subject of action and a part of the expression is omitted.

c) replacement of one or several components of the phraseological unit and addition of new lexemes to steady unit;

He has brawn ... Brain is necessary too, it is used for the transformation of the sense and structure of a proverb «He has brawn and no brain» («Evening Almaty», February 10, 2015). The article tells about the problems of employment and state programs how to avoid the unemployment of the population. The author uses parceling to change the sentence structure and strengthen the contrast.

d) reconsideration of the phraseological unit and reduction of lexical structure of the stable expression;

Getting old is a fun, the author of article reduces and reinterprets a proverb «Getting old is no fun» («Evening Almaty», February 21, 2015). The author acquaints the reader with a situation in the city centers for elderly people in Almaty. There are enough places of leisure time for senior generation that is why the meaning of the headline was reinterpreted by the author.

e) reconsideration of the phraseological unit and addition of new lexemes to stable unit;

It is so irritating to be at close quarters, it is the reconsideration and change of a proverb «It is not irritating to be at close quarters» («Business Week»,

February 6, 2015). The «so» was added to the headline and it was closely connected with the text of the article, which described frequent quarrels and disputes on planes around the world. The addition and omission of the «is not» change the sense of the proverb.

The analysis of the transformed phraseological units in headlines of the Kazakhstani Russian-language press has shown: the converting is about 56%; the reconsideration of the meaning is 27%, and the combination is 17% accordingly.

For the creation of bright and expressive headlines the precedent-related texts: fiction, small genres of folklore are frequently used. Perhaps, it is connected with peculiarities of journalists' education and the general orientation to the potential reader with the higher education [15, 167].

### Conclusion

The analysis of the transformed phraseological units in headlines of the Kazakhstani Russian-speaking press has shown a high degree of activity of these units and the variety of ways and methods of their transformations. The materials of the Kazakhstani newspapers showed the desire of journalists to keep the readers' attention, to complicate the transformation of phraseological units for the activation of readers' cognitive mechanisms. For the achievement of the aims, the journalists are ready to use a big arsenal of the expressive means in transformation of the phraseological units.

The author purposefully demonstrates his «identity» expressing his opinion directly and freely by changing the usual form or phraseological units' semantics. If it is necessary for the author to express his opinion indirectly, he transforms the proverbs, popular expressions to soften categoricity of judgments. The transformation of phraseological units sometimes decrease or increase their expressivity and estimation, giving journalist a chance to operate an emotional tonality of the text according to the given task. By transforming phraseological units, the author has an opportunity to demonstrate the proximity to the reader, to narrate simple and convincing tone and a rhythm. At the same time, the author's transformation can complicate the text; therefore, the reader needs to take pains to understanding of the mechanism and the purpose of this transformation. Having analyzed the transformed phraseological units in articles' headlines of the Kazakhstani Russian-speaking press, we have allocated the frequently occurring types of transformations and defined its percentage

ratio. In the Kazakhstani press, converting which makes 56% is most actively used transformation. The reconsideration of the meaning is 27% and the combination is only 17%.

For the creation of bright and expressive headlines the precedent-related texts of fiction, small genres of folklore are frequently used. Researchers allocate a number of the functions closely connected with each other, which are

realized by transformed headlines- phraseological units in publicist texts.

Thus, in the basis of phraseological units is a certain contamination of various meanings from subject-eternal to philosophical generalizations. Coding issues in the aspect of the functioning of phraseological units have a large extent in time and the desire to overcome the categorical prerequisites of phraseological units.

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