

Ministry of Education and Science of Ukraine
Sumy State University (Ukraine)
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Proceedings

STRATEGIC INNOVATIONS OF SOCIAL COMMUNICATIONS AND FOREIGN PHILOLOGY IN CRISIS TIMES

I International Scientific and Practical Conference

1 June 2024

Sumy State University, Ukraine



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The collection includes scientific materials devoted to current problems in the field of distance teaching and learning in the era of digital technologies, in particular in language pedagogy, media innovations, modern translation, ethnolinguistics, stylistics, methods and methodologies of modern linguistic and literary disciplines. The composition of the collection is scientific research on the preservation of national identity and cultural heritage, intercultural communications, psychological theory and practice, sociological research.

For teachers of higher education institutions, graduate students, students, teachers of secondary schools, gymnasiums, lyceums and colleges, all those interested in socio-humanitarian issues.

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**FORMATION OF LANGUAGE COMPETENCES IN STUDENTS-
HUMANITIES WHILE USING PHRASEOLOGY UNITS WITH THE
COMPONENT «THE NAME OF THE FLOWER» IN DILOGICAL SPEECH**

In the modern world, the ability of people to interact with each other plays an increasingly important role – the effectiveness of work and the level of relationships depend on this. An important component of successful verbal communication at the

personal level is the formation of communicative competence: «the presence of communicative competence in a person allows him to interact with other people in everyday life, educational, industrial, cultural and other spheres of life».

The main purpose of teaching a foreign language in a higher education institution is to develop communicative competence in various spheres of life. The communicative method involves mastering communicative competence. Learning is managed not through grammar, but it is guided by communicative intentions (intentions). The student is at the centre of learning. Without mastering the language material, it is impossible to develop foreign students' speaking skills.

In speech, phraseologisms are used for various purposes: to make a statement more imaginative, emotional, expressive; to create a touch of irony, joke, mockery, sarcasm, etc.; to express positive emotions or familiarity; to reproduce the subtle nuances of meaning, characteristics of an object, phenomenon, or situation (Левченко, 2008).

These theses are examined a gender phraseology with the component «the name of a flower». The authors investigate the semantics of set phrases denoting the features of women on the basis of the English, French and Ukrainian languages. It defined lexical and grammatical means of expressing femininity in different languages, the impact of component «name of the flower» in the structure idiom to its semantics. The authors find universal and ethnospecific trends of gender aspect of the English, French and Ukrainian languages. Despite the fact that phraseological units are the subject of constant study in a variety of aspects, issues related to the gender aspect of their semantics remain unresolved. It is well known that phraseological combinations are a vivid reflection of the specifics of the national worldview. One of the properties of a phraseology is its imagery. A certain group of these images represents the characteristics of people. In the context of this issue, the gender aspect of phraseological units occupies a special place.

Thus, the relevance of our research is determined by the need to study the semantics of phraseological units with the component «name of a flower» in their structure on the basis of English, French and Ukrainian. The purpose of our work is to

study the semantics of phraseological units with this component from the gender aspect.

The grammatical gender of the component «name of the flower» is represented by the following feminine lexemes: Fr. *fleur, fleurette Flos, lavande Lavandula, marguerite Bellis, pivoine Paeonia, rose Rosa, tulipe Tulipa, violette Viola*; Ukr. *cornflower Centaurea, flower Flos, lily Liliun, Papaver, rosa Rosa, Malva, rose Rosa, chamomile Chamomilla, rue Rosa, ruta Ruta, rose Rosa, violette Viola*. However, as the data obtained show, the gender of lexemes denoting the names of flowers does not always affect the gender aspect of the semantics of the phrase. We conditionally divide the studied phraseological units with the component «flower name» into two groups. The first group includes phrases that can be attributed to both masculine and feminine genders and that have a common referent for both genders in their structure. According to their semantics, these phraseological units can be divided into the following two subgroups.

The appearance of a person. This includes the following signs: blush: *English*: as red as a poppy (lit. red as a poppy); turn red as a poppy (lit. blush like a poppy); - *French*: être rouge comme un coquelicot; *Ukr.* blush like a poppy (Larousse, Oxford advanced American dictionary). Human health. This semantic subgroup includes phraseological expressions for both good and bad health. Diseases. This group of phrases has been recorded only in French. The name of the flower *Calendula* acts as an actualiser of the yellow complexion (a sign of illness) in the phraseologies: *jaune comme un souci* (jaune comme souci); être jaune comme un souci. Human character. The innocence and purity inherent in young people.

The other group includes stable phrases that express the traditional properties of femininity and have a female referent in their structure. It is quite natural that this group is dominated by French and Ukrainian phraseology. For example: girlish, female beauty; a girlish blush; a woman is a hostess; a woman is a wife; motherhood. The traditional properties of a girl include her virginity and innocence. We have recorded phraseological units with this semantics only in French (Лисенко, 2010).

Our research gives rise to the following conclusions.

In terms of gender, there is a clear tendency to the presence in English and French of phraseological units that can characterize both masculine and feminine genders and that have a common referent for these genders. This is due to the analytical nature of these languages, the absence of the grammatical category of gender in English and the presence of adjectival forms common to both genders in French. In Ukrainian, such phraseology is sporadic (Лисенко, 2010). As for the traditional properties inherent in the female gender and expressed by the female referent in the structure of the phraseology, such stable phrases are recorded in the three languages under study. However, the range of phraseological meanings in terms of quantitative parameters is approximately equal only in French and Ukrainian, respectively. Only the meanings «maiden beauty» and «transience of a girl's youth» are universal for all languages. As for the partial coincidences, we have recorded them in the French and Ukrainian languages («the youth of a girl») (Українські прислів'я, приказки, прислів'я, 1993).

The prospect of our further research is to study the gender aspect of phraseological phrases in their contextual environment on the basis of works of fiction. It is this knowledge that will enable students to express their attitude to the situation, to evaluate it, giving the language imagery, brightness, expressiveness, and expressiveness. Today, every person and the state as a whole are interested in the practical mastery of a foreign language, which provides access to the world market, familiarization with world culture. Therefore, communicative competence becomes a priority goal and phraseological units make our speech brighter and more intelligent.

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ПЕРЕКЛАД ПОЛІТИЧНИХ ДЕБАТІВ

Політичний дискурс є невід'ємною частиною політичної комунікації, спрямованої на почуття та переконання громадян, провокування їх до певних дій і пропаганду ідей. Він охоплює різні форми авторства, адресність, а також використання стратегій і тактик для досягнення своїх цілей.

Політичні тексти можуть мати індивідуальне або колективне авторство. Часто офіційні звернення створюються командами фахівців, але відповідальність за зміст та наслідки текстів лежить на авторові, який враховує політичний контекст і цілі свого повідомлення. Важливою складовою є адресність текстів, оскільки вони можуть бути спрямовані до різних категорій: політичних