NEOPHRASEOLOGIZATION IN BULGARIAN (IN COMPARISON WITH RUSSIAN)

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The article deals with new phraseological units which came into existence in the Bulgarian language at the end of the 20th and the beginning of the 21st century. New phrasemes in Russian are considered as well for the purposes of comparison. The most active mechanism for the formation of new phraseological units in both languages is discussed. Attention is also paid to the sources for enriching the phraseological stock of the studied languages. The expansion of colloquial units and the penetration of phrasemes from the language of various social groups, the language of advertising and media discourse, the language of public figures and the language of subcultures have had a significant impact on the phraseological system. Another source of enrichment is the transfer (loan translation) of phraseological units from some West European languages, especially from English.

Keywords: phraseology, new phraseological units, Bulgarian language, Russian language

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