

THE POWER OF PHRASEOLOGICAL UNITS IN EXPRESSING THOUGHTS AND IDEAS

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Annotation. *Language is a fascinating tool that allows humans to communicate complex ideas, emotions, and experiences. Among the various components that contribute to effective communication, phraseological units play a critical role. These units, which include idioms, collocations, and fixed expressions, are essential in shaping how we express our thoughts and ideas. This paper will argue that phraseological units not only enrich our language but also enhance clarity and emotional resonance in communication.*

Key words: *language, phraseology, ideas, emotions, experiences, idioms, collocations, proverbs.*

Phraseological units are combinations of words that often carry a specific meaning that may not be immediately apparent from the individual words. For example, the phrase "kick the bucket" means to die, but its literal interpretation is vastly different. These units are categorized into several types, including idioms, collocations, proverbs, and fixed phrases. Each type serves a unique function in communication.

- Idioms are expressions whose meanings are not deducible from the individual words. They add color and depth to language, creating vivid imagery.

- Collocations refer to words that are often used together, such as "make a decision" or "strong coffee." The familiarity of these combinations makes communication smoother.

- Proverbs encapsulate wisdom and cultural beliefs, often conveying moral lessons.

- Fixed phrases are expressions that do not change in form, like "by the way" or "in the long run," adding fluency to speech.

The Importance of Phraseological Units in Communication

The use of phraseological units is crucial for several reasons. Firstly, they enhance clarity and understanding. When speakers use familiar phrases, listeners can quickly grasp the intended meaning without needing extensive

explanations. For instance, using the expression "barking up the wrong tree" effectively conveys that someone is pursuing a misguided course of action, which is more efficient than explaining the situation in detail.

Furthermore, phraseological units contribute to the emotional impact of communication. They often evoke shared cultural references and experiences, allowing individuals to connect on a deeper level. For example, using the phrase "time flies" resonates with a universal experience of the passage of time, eliciting a sense of nostalgia or urgency, depending on the context. This emotional connection is particularly important in persuasive writing and speaking, where the goal is to sway an audience's opinion.

Enhancing Argumentative and Persuasive Writing

In the realm of argumentative and persuasive writing, the strategic use of phraseological units can significantly strengthen one's arguments. By incorporating idiomatic expressions or proverbs, writers can appeal to their audience's beliefs and values. For example, employing the proverb "a bird in the hand is worth two in the bush" can effectively argue for the importance of valuing what one currently possesses rather than chasing uncertain prospects.

Moreover, phraseological units can add authority and credibility to an argument. When writers utilize established expressions, they demonstrate familiarity with the language and cultural context, which can enhance their persuasiveness. The use of collocations can also contribute to a more professional tone; phrases like "conduct a study" or "provide evidence" convey seriousness and thoughtfulness, reinforcing the writer's position.

CONCLUSION

In conclusion, phraseological units are indispensable in expressing thoughts and ideas effectively. They not only enrich our linguistic repertoire but also enhance clarity, emotional resonance, and persuasive power in communication. As university students and future professionals, it is essential to recognize the value of these units in both spoken and written language. Mastering their use can lead to more impactful communication, allowing individuals to convey their ideas with precision and emotional depth. By embracing the power of phraseological units, we can elevate our ability to express ourselves and connect with others in meaningful ways.

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