

4. *Heines Ende Kaltes Ende*

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Summary. The paper examines the combinatory potential of glass terms *Heifies Ende* and *Kaltes Ende*. It is concluded that these terms can be used in combination with substantive lexical items, in predicative and non-predicative combinations with verb lexemes, as a determinant that determinates the whole sentence. From this, it has been turned out how professionals “see” the objects designated by these terms.

Key words: combinatory potential of linguistic units, professional picture of the world.

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» (Granger S., 2011: 192).

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2008: 21),

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» (Boldyrev N., 2002: 5).

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Summary. The article deals with contextual transformations of Russian idioms covering the semantic area of dishonest behavior and manipulation. The study focuses on extended metaphor and the ways it affects pragmatic impact of the idioms under study. The author applies discourse analysis in order to define how the connotation is influenced in a particular communicative situation. The study also seeks to reveal the attitudes native Russian speakers hold towards certain forms of dishonest behavior.

Key words: idiom, communicative situation, discourse analysis, pragmatic impact, extended metaphor.

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