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Summary. The article deals with cases of deparemitization (transformation of paremitias) in colloquial speech of contemporaries. Such paremitic metamorphoses appear as a result of the expansion of the semantic i^eld of proverbs and sayings, the reason for which are their actualization, emotional and expressive background, updating of the image in connection with modern changes in life, so let's call it "adjustment" to the era.

Key words: proverb desintegration, colloquial speech, proverb contamination, paremitio-logical innovation.