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PRAGMATIC ASPECTS OF USUAL USAGE OF ENGLISH PAROEMIAS IN ECONOMIC DISCOURSE

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Abstract. Definition of criteria and mechanisms for the implementation of communicative and pragmatic potential of usual usage of English paroemias in economic discourse is the main aim of this research paper. Nowadays there is a wide range of research works devoted to the communicative and pragmatic potential of different linguistic units. So, we have focused on studying the usual usage of English paroemias in economic discourse, which is quite original in academic studies. Pragmatism of the linguistic units is the key question in issues under investigation. Features and functions of paroemias as precedent phenomena are revealed due to their pragmatic character.

Having studied a wide range of literary sources, we have concluded that the main form of functioning of usual forms of English paroemias in economic discourse is creative modification. Having analyzed immediate verbal constituents of paroemias in economic discourse, the authors have concluded that publicists use different language means such as opening clauses (due to the fact, that; people say, as a matter of fact; we all know), adjectives (time-worn; universal; long-standing; banal; hackneyed) and nouns, substituting terms "proverb" (sagacity; wisdom, commonness; platitude; cliched thought) as linguistic means for creation of modifications of paroemias.

There are still underexplored issues connected with the usage of usual forms of paroemias nowadays. So studying examples and conditions of usual usage of English paroemias is quite relevant from this perspective. It was in studies revealing that usual forms of English paroemias can be used in economic discourse without any comments of an author or as a reference to authoritative well-known opinion or as an example of an author's attitude to a judgement.

Research of functioning of English paroemias in economic discourse reveals the fact of their widespread usage in everyday life and their status of traditional and common units. A pragmatic potential of proverbs in professional discourse is illustrated in such printed publications as "The Economist", "The Guardian", "The New York Times", "The Observer", "The Times", in British National Corpus and Corpus of Contemporary American English.

Keywords: *economic discourse, communicative-pragmatic potential, paroemia, linguistic analysis, precedent phenomena, pragmatic function, communication, addressee, stylistic effect, context, usual use*

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ПРАГМАТИЧЕСКИЕ СВОЙСТВА УЗУАЛЬНОГО УПОТРЕБЛЕНИЯ АНГЛИЙСКИХ ПАРЕМИЙ В ЭКОНОМИЧЕСКОМ ДИСКУРСЕ

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Аннотация. Данная статья имеет целью определить особенности, способы и условия осуществления коммуникативно-прагматического потенциала английских паремий при их узуальном

использовании в экономическом дискурсе. На сегодняшний день существует немало работ, посвященных изучению коммуникативно-прагматического потенциала разных языковых единиц. Однако мы решили изучить эту тему на примере узуального использования английских паремий в экономическом дискурсе, что и составляет научную новизну работы. В исследуемой проблематике центральным становится вопрос прагматичности данных языковых единиц. Прагматичность паремий как прецедентных высказываний проявляется через реализацию их свойств и функций.

В результате изучения различных источников мы пришли к выводу, что основной формой функционирования английских паремий при их узуальном употреблении в экономическом дискурсе является их творческая модификация. Проанализировав непосредственное вербальное окружение паремий в экономическом дискурсе, авторы статьи пришли к выводу, что публицисты используют вводные формулы (due to the fact, that; people say, as a matter of fact; we all know), прилагательные (time-worn; universal; long-standing; banal; hackneyed) и слова-заменители термина «паремия» (sagacity; wisdom, commonness; platitude; cliched thought) в качестве языковых средств при создании творческих модификаций паремий.

Вопрос изучения функционирования узуальных форм паремий в экономическом дискурсе остается малоработанным на сегодняшний день. В этом контексте представляется весьма актуальным изучение случаев и условий употребления английских паремий в узуальной форме. В ходе проведенного исследования было установлено, что узуальные формы английских паремий могут использоваться без комментария автора, в качестве указания на общепринятое мнение в обществе либо как пример авторской точки зрения по поводу данного утверждения.

Результаты исследования функций паремий в экономическом дискурсе свидетельствуют о широкой распространенности английских паремий в повседневной жизни и наличии статуса традиционных и общеупотребительных единиц. Прагматический потенциал пословиц в профессиональном дискурсе продемонстрирован на примере статей таких известных изданий, как “The Economist”, “The Guardian”, “The New York Times”, “The Observer”, “The Times”, а также Британского национального корпуса и корпуса современного американского языка.

Ключевые слова: *экономический дискурс, коммуникативно-прагматический потенциал, паремия, лингвистический анализ, прецедентный феномен, прагматическая функция, коммуникация, адресат, стилистический эффект, контекст, узуальное использование*

Introduction. Having analysed academic observations and direct linguistic analyses of collected factual material, we would like to state our own view on the nature and essence of communicative-pragmatic approach to paroemias considering communicative-pragmatic potential of English paroemias in economic discourse.

Relevance. A wide range of underexplored issues connected with the research of pragmatic functions of English phraseological units predetermines the relevance of this work. The choice of economic texts as the source of the research material is relevant as well. The scientific originality of the study is that it attempts to examine usual use of English proverbs in the economic texts in a new perspective. In Russian linguistics, the language of economic texts is not sufficiently studied in terms of functioning of paroemias.

Materials and Methods. The following linguistic research materials and methods have been used: contextual analysis; method of communicative and pragmatic result analysis, involving a comprehensive interpretation of the meaning and pragmatic functions of paroemias and their transformations; a linguistic description, including collation, categorization of paroemias, interpretation; cognitive-communicative approach; compile and statistical data manipulation.

Results and Discussion. The work presents the results and discussion of a complex analysis of pragmatic and cognitive functional aspects of usual use of paroemias in economic discourse.

In recent decades, intensive studies of functions of a language are being conducted actively. Nowadays, scientific interest of linguists has shifted from an internal organisation of a language to problems of its functioning. This, in turn, spurred the development of the theory of communication, pragmalinguistics, the theory of discourse [1].

Proverbs function on the basis of communicative-pragmatic area in economic discourse. The following components are the most important, in our opinion:

1) a communicant-addressant (an author of a message, his intentions, professionalism, literacy, a task to influence a reader);

2) an addressee (mass audience, background knowledge, coincidence of cognitive bases and adequate understanding of a message);

3) a language code (not a language in this case, but distinct linguistic units – paroemias).

Communicative-pragmatic approach to speech activity involves both human factor in a language and a language factor in men's oral activity [2]. Cognitive linguistics adheres to an anthropocentric principle. Language activity focuses on homo sapiens that's why the research of any linguistic units, in particular English proverbs, is carried out in close cooperation with a man, his cognitive activity and field of communications. Much attention is paid to the leading role of a human factor in a language development and linguistic change [13, p. 45].

Analysing a communicative-pragmatic potential of English proverbs, we consider a man as a creative personality. According to E.V. Rizhkina, "most of linguistic changes are unintended spontaneous acts of a man aimed at adaptation of a language to learning process and communication" [13, p. 45]. According to our factual material, modifications of proverbs are targeted and studied in a pragmatic way. An author seeks to address certain pragmatic tasks studying one or another transformation. Researchers identified numerous pragmatic functions of phraseological units and phraseological transformations: an effect of frustrated expectations, attraction of attention, formation of evaluativity and informativeness, economy of expression, formation of an individual style, a text-forming function.

A pragmatic potential of paroemias as linguistic units provides specific features. Figurativeness, stylistic characteristics (alliteration, assonance, rhyme etc.), evaluativity, emotiveness and expressiveness as components of semantics are aimed not only to enrich speech and create a distinctive individual style, but better express oneself and identify one's attitude to the object of thought [3], [5]. Features of proverbs as precedent phenomena (traditional character, common usage and trustworthiness) are essential for implementing communicative-pragmatic potential. Analysis of the collected factual material proves the fact that pragmatic effect of usage of paroemias is achieved due to occasional transformations.

While studying a communicative-pragmatic potential of paroemias it is essential to take into consideration both sides of communication. An addressant, i.e. readership, is an ultimate purpose of an author-publicist [9], [10]. The main goal of an author is to create for his readers, not for himself, as his aim is to convey the results of his work to his readers; otherwise, his efforts are futile.

Thus, when using proverbs and their transformations in economic discourse, the author addresses the principal task to influence readers, actualising principal pragmatic functions in this way: attraction; expression of attitude; evaluation; creation of stylistic effects (enhancement of expressiveness, emotiveness, creation of a distinct individual style).

According to researchers, one of the urgent tasks of paramiology is "keeping a record of traditional and new paroemias, registration and functional stylistic interpretation of their transformations" [13, p. 4]. Traditional nature of proverbs is interpreted as their pragmatic feature. Thus, we will examine pragmatic aspects of traditional use of proverbs with usual meanings in economic discourse. Pragmatics is interpreted not only as a quotation, conventional judgements, but also as a creative work on the text. Proverbial paroemias are more often studied by authors. Analysing usage of precedent statements, D. V. Gudkov identifies two groups of these units: canonical (quotations, which cannot be subjected to modifications) and transformed [4, pp. 208–209]. Play upon the meaning of English idioms and linguistic deformations have been widely researched by L.A. Chinenova, A.A. Izotova and others. Scientists point out, that play upon the

meaning of phraseological units is an ontological feature of all collocations in the English language and should be considered as a universally applicable method in economic discourse [6], [7], [16]. A phenomenon of “creative deformation” of proverbs is researched in the article “Proverb Speaking as a Creative Process”, written by K. Yankah. In this context creativity is interpreted as a creation of new proverbs (author’s aphorisms, using patterns of traditional proverbs); an appeal to trustworthiness of proverbs in rhetorical context; modification of proverbs [15, pp. 196–197].

We would like to illustrate how communicative-pragmatic potential of English proverbs is actualised in economic discourse through standard use of paroemias in usual forms.

John Rassel expressed his opinion on the origin of the given linguistic units in a more concise way: “*One man’s wit and all men’s wisdom*” (1850). As time went on the definition was altered and now you can find the following wording: “*A proverb is the wit of one and the wisdom of many*”. Though a proverb is considered to be a literary work, created for a certain situation by a particular author, it is nationwide and can be used in a number of situations. Folk character and traditional nature, frequency of usage are the main characteristics of proverbs. We would like to point out relevance of the main distinctive features of paroemias in the context, such as wisdom and genuineness. T.M. Nikolaeva specifies that “a task of a proverb isn’t to communicate truth, but to provide experience of people” [11, p. 311]. A judgement suggested can come into use in the community as it summarises people’s experience and observations and is used as a cliché for any situations.

Proverbs with opposite meanings can coexist in one context and all the variants claims the status. Any of the following English proverbs: “*Absence makes the heart grow fonder*” and “*Out of sight out of mind*”; “*He who hesitates is lost*” and “*Look before you leap*”; “*Too many cooks spoil the broth*” and “*Many hands make light work*” can be used effectively for commenting on developments. So usage of these proverbs would be relevant and correct in each case [18].

Until recently, studies were limited to structural, stylistic, functional, comparative and lexicographic aspects of learning and were separated from the context, according to K. Yankah [17, p. 195]. Under this approach, paroemias are studied as set expressions, excluding creative usage of proverbial units. It should be pointed out that researches of paramiological funds of different languages, including English, are based on texts, where analysed units are used directly. Estonian scientist A.A. Krickmann, one of the world’s leading paramiographer, noted that “proverbs in its purpose are not absolutely epistemological, but pragmatic means” [8, p. 165]. Actually, usage of paroemias in the communication serves different comprehensive practical goals. Using proverbs in our speech we make excuses, prove our point of view, persuade and give orders.

Talking about pragmatics, we mean mechanisms which connect a language with a context. According to the approach to paroemias as precedent statements (i.e. elements of a cognitive base, consisting of members of a certain linguo-culturological society), an appeal to proverbs is considered as a quotation or reference to traditional highly respected point of view. Having introduced the term “precedent statement” into scientific parlance for the first time, Y. N. Karaulov points out 4 methods of addressing to precedent texts, including a title, a name of an author, names of characters. He classifies these units as symbols of a precedent text and refers them to a precedent text, which actualises relevant connotations, connected with a certain text [20, p. 90]. According to the author, paroemias are autonomous units. They are not connected with precedent texts and have no authors. We can say that it is their specific feature. A man, using proverbs, is aware that they are common property of the people, that’s why an appeal to paroemias in the discourse is a quotation of folk speech. Having explored the subject, we should point out that scientists are also interested in studying a set of proverbial opening clauses i.e. set expressions. These expressions refer to a proverb as cultural assets. According to our factual material the usage of such opening clauses depends on an author’s intention and is not connected with cultural traditions [20, p. 91].

It should be pointed out that a small number of paroemias are used as indisputable judgements without any comments of an author.

Such usage of paroemias demonstrates consent with judgements and a user of proverbs is a means, appealing to the audience.

a) "...One full-page furniture ad in the San Jose Mercury yesterday, in banner head type, read **NOW THRU MONDAY! 25% OFF The Entire Store! No Payments, No Interest for One Full Year! OR an Extra 5% Off for Cash! A penny saved is a penny earned**, even if you earn it by spending. Just ask your wife. My contacts in CA report similar findings and my teenage daughter and friends say the malls in N.E Florida are also busy-BUT, that's just this weekend..." [21]. In this advertisement material, the author advocates for smart money, proving his point of view and providing justification. So the reader relies on the credibility of the statement and operates his work in accordance with his conclusions.

b) "... And in Spain, Catalonia already claims it will hold an independence referendum this year. The saying goes that **a picture is worth a thousand words**. Maps are worth many more. Our perspective on the world is rooted in an objective approach to examining geography and power. These four maps are essential tools for thinking about the geopolitical forces that will shape the world in 2017..." [21].

The proverb helps to provide a clearer view of the economic situation in Europe and ways to address the problem. Figuratively speaking, the author assesses the situation and comes to the conclusion.

c) "...As a solo mother running her own company, April says, " My philosophy is to put **business before pleasure**. I've got to get my business off the ground; then, when everything is going the way it should, I can chill. " April's company, Afri-Concepts, markets lunch boxes, backpacks, bookmarks, binders, little girl's purses and T-shirts that are decorated with pictures of African-American heroes such as Harriet Tubman and Malcolm X..." [21]. The proverb emphasizes life priorities and ideals of a woman, her achievements due to her patience and diligence.

There is a small number of proverbs, used in "simple" forms in economic texts. It reveals the fact that usage of proverbs is a creative process, "a practice in quotation", according to Yankah K. [17]. We should note that usage of proverbs, belonging to public domain, presupposes a certain attitude of a speaker to the content of the statement (agreement or disagreement).

Some authors, using paroemias with "conventional wisdom" as a resume of a certain real-life situation, do nothing more than refer to reputable argument. In this case, they do not take responsibility for genuineness of this judgement and remain impartial and unbiased. For example:

a) "...Charlie Bilello, director of research at Pension Partners, just dropped a treasure trove of fantastic charts this week that should have investors questioning every bit of advice they ever received and every market " truism " they've ever come across. " **They say a picture is worth a thousand words** but in investing it is worth so much more, " Bilello wrote in a post. " The market doesn't have to do anything, and certainly not what you think it should do. The market doesn't abide by any hard and fast rules; it does what it wants to do, when it wants to do it..." [21]. The author emphasizes the details of the work in the market, but he gives only facts and references without assessing the situation. So the proverb expresses common point of view, well-known fact. We can see the same thing in the following examples.

b) **Great minds, it is said, think alike**, but actually mediocre minds and bargain-basement minds generally think alike too. People just aren't all that original [21].

c) "But from where I sit now – in a world where Kate Moss chooses Daisy Duke hot pants for her yearly Glastonbury photo call, and where many sane and gorgeous women of my acquaintance wear city shorts to work (and, I admit through gritted teeth, look good in them, too), it seems I was being a stick in the mud. And so, I ponder my next move. **If you can't beat 'em, join 'em, they say** – but I am not about to go out and buy a pair of summer city shorts. Even if my knees and my wounded professional pride would allow me, it is now too late in the season" [22].

d) **“THE road to hell, as is well known, is paved with good intentions.** And no doubt the Appellate Body (AB) of the World Trade Organisation (WTO) meant well when it decided to allow non-governmental organisations (NGOs) and academics to comment on a dispute between France and Canada over a particular brand of asbestos.” [21].

However, we should point out, that the ratio of usage of “impersonal” proverbs is very little. In some texts, authors agree with the judgement in a proverb, therewith representing common opinion as their own:

a) *“...What about the organisation he represents, the Church Commissioners who own the Metro Centre and a large chunk of Nestles, not forgetting 3,000m worth of stocks and shares. Very enterprising indeed. People **who live in glass houses should avoid throwing stones.** It seems to me yet another example of preaching socialism while thriving on the rewards of the capitalist system of government...”* [16]. Using this proverb, the author highlights the hypocrisy of some public officials, discrepancy between words and deeds. He emphasizes possible consequences of officials’ illegal actions.

b) *“...A giant brokerage promises to treat its retail clients better. I guess old habits die hard though it cleaned up the mess after scandals had sent clients fleeing, and made its way back into profit after huge losses in America and Russia. It survived deregulation in its home markets, creating a stronger company by broadening its sources of profit, and it beat back new competition from online brokers. By March 2000, when Nomura Securities, Japan's biggest stockbrokerage, reported its best profits in a decade, the horrible years of the late 1990s seemed a mere memory* [21].

The author can also express an opinion, shared with other readers:

a) *“...The Central South favourite has to be this chap, Zeta's Lad. Who says so? This chap, his trainer, John Upson. John Upson says he thinks his horse will win. On form, everything is just right. You know the old saying about **never look a gift horse in the mouth**, well don't turn down a good tip. You see John Upson is no romancer. He gives it to you straight. He built a fortune in the construction industry and then moved to Highfields Stables in the village of Adstone just north of Banbury and took up training. John Upson says that it's like being Managing Director of a good team* [16]. The proverb helps the author to create the effect that the reader is perceived not just as the recipient of information, but as a colleague or a friend of the author, with whom he can share his personal opinion.

b) *“Theatre Edible's performers display a relentless need to make us laugh, as if they are embarrassed by their subject matter, and when they are not doing that the content is banal. We all know that **death is a great leveler** and that Princess Diana and Fred West are dead, but that is the only connection between them as far as I am aware”* [22]. Here we can see acceptance and respect for the conclusion, described in the proverb.

Using proverbs in texts, the authors address to the audience. A judgement, included in a proverbial paroemia, is a common knowledge, which is considered as a touch point of an addressant and an addressee. In such a case, we achieve the effect of confidence, belief, similarity, commonness with people:

a) *“... Atlantic richfield accused of misleading siemens. Did Siemens AG **buy a pig in a poke** – the German's, ever literal, call it a cat in a sack, which of course is what a pig in a poke usually turns out to be – when it bought Atlantic Richfield Co's Arco Solar Power subsidiary in Camarillo, California for \$35.9m in 1990?”* [16]

b) *Sorry, but it's true – **no pain, no gain.** An occasional crisis may be a price worth paying for faster growth. Does slow-and-steady win the race? When it comes to liberalising their financial markets and industries, many poor countries hope so.* [23]. So the author addresses readership and puts forward arguments; you can see a touch point between the author and readers here. This fact brings people together.

c) *Like it or not, you cannot step into the same river twice.* As a result, politicians control the process, which they continually limit or corrupt. More fundamentally, the structure of representative government keeps citizens in civic adolescence. We want the largesse of government, but are reluctant to pay for it. We give away our policymaking powers to elected politicians on Election Day, and then we blame them when things go wrong. That is the definition of civic adolescence [21].

d) *Forewarned is forearmed, you 'd think.* But when solving problems, people prefer adding things to getting rid of them. It appears to be an uncommon insight. A paper published in "Nature" suggests that humans struggle with subtractive thinking. When asked to improve something — a Lego-brick structure, an essay, a golf course or a university — they tend to suggest adding new things rather than stripping back what is already there, even when additions lead to sub-par results [21].

e) *Ukraine is a broke and beggars can't be choosers, as you know.* Economic stagnation, a short-term injection of cash will not solve Ukraine's problems... [21].

In most cases, an author draws a line in the sand concerning proposed judgements in proverbs. He backs up the view, offering comments:

f) *"Home is where the heart is, to be sure.* But home may also be where the money is these days, as Americans put away their dancing shoes and come back home again. At least, that is what publishers of the elite home-design magazines are betting on" [23];

or refutes it:

a) *"Our motto is – and we – we live this, too – 'We want to pay exactly what we owe, no more, no less.'* BRADLEY: Well, they say that for the insurance company, **a penny saved is a penny earned** in your bottom-line business. Mr-Haines: *But our – our philosophy in what we do is to pay everything we owe."* [21]. The author vehemently rejects verity and faithfulness of the statement. We can see the same thing in the following example. The author disapproves reliability of the information in the given example.

b) *"insist that the seller pay the sales commission, even if the home isn't sold. That's a reasonable claim if the broker found a ready, willing and able buyer, but the seller took the home off the market. " Most brokers or agents won't let them off the hook on that, Fanizza says. "In fairness, they did all this work: They marketed the house. They got a value you could live with, and now you want to do them out of their paycheck for it?" Money talks, buyer walks. It's wrong. Some buyers will accept a seller's apology and move on to another house, but others won't be so understanding, even if the seller's excuse seems valid to the seller".* [23]

When researching a direct verbal position of proverbial units in economic discourse, we have observed that authors use 1) opening clauses (proverbial parenthesis) in an introduction and reference to a paroemia. For example: *"They say he who pays the piper calls the tune – but not in corporate Europe, where privileged shareholders use a range of tricks to maintain control of companies, even though they often own only a small proportion of the shares. How widespread are such practices?"* [23].

2) Adjectives characterising a paroemia and showing an author's attitude to the judgement in it.

3) Nouns replacing a term "proverb" in certain contexts:

a) *"The similarities between medieval Christianity and the world of management theory may not be obvious, but seek and ye shall find. It's an extra-mossy cliché. Management theorists sanctify capitalism in much the same way that clergymen of yore sanctified feudalism. Business schools are the cathedrals of capitalism."* [23].

b) *...However, we need to reserve, against his conclusion, this other possibility at least: that the Pioneers' intention to establish the Manufacturing Society as a separate entity was strategically right, but structurally mishandled; while the Consumer Movement's perception of the*

place of production in the Co-operative scheme was a strategic mistake, most successfully carried out. **And nothing succeeds like success. It's a commonly held view.** Yet, for two main reasons, the demise of the Rochdale Co-operative Manufacturing Society did not finally close the question of how in principle co-operative production should be organised. ... [16]

The list below represents units used by different authors to characterise and describe paroemias in our factual material:

a) Nouns: *aphorism, fact, line, words, social statement, advice, formula, lesson, stock phrase, sagacity; wisdom, commonness; platitude; cliched thought.*

b) Adjectives: *time-worn; universal; long-standing; banal; hackneyed; moral; commonly held, ancient, well-worn, unlikely, almost universal, worthy, wise; general.*

c) Proverbial parenthesis: *it is said; we say; we all know; I guess; as everyone knows; you know; according to; so they (people); due to the fact, that; people say; as a matter of fact; we all know.*

Selected means indicate common usage of paroemias and the way of transferring author's attitude to proverbial "wisdom". An interesting fact is that the given units describe three main characteristics of proverbs: years of age (old, ancient, extra-mossy); wisdom / genuineness (unlikely, true to, fact); traditional character / national spirit (almost universal, commonly held, general) [21].

Our provision about usage of paroemias in economic discourse finds confirmation over the course of the study. We have researched 900 cases of usage of 222 paroemias in economic discourse. Our factual material includes articles from British National Corpus, Corpus of Contemporary American English and such print publications as "The Economist", "The Guardian", "The New York Times", "The Observer", "The Times".

In addition, studying the functioning of English proverbs in economic discourse has identified the popularity of paroemias in everyday life and has confirmed the status of traditional and common units. You can see how a pragmatic potential of proverbial units is actualised in everyday life.

Conclusion. Observational results of functions of paroemias in economic discourse have revealed the fact of usage not only usual forms of paroemias but their creative modifications too. So an author was considered as a creative person in our studies. Moreover, it was necessary to give consideration not only to an author, but also to readership as the second participant of a communication process.

Success of printed press and objective fulfilment depend on the right choice of linguistic means. Our research revealed the fact that usage of paroemias predetermines a specific task to implement the main pragmatic functions, they are: attraction of attention, formation of evaluativity and informativeness, economy of expression, formation of an individual style, a text-forming function.

It is undeniable that paroemias have pragmatic meaning. Characteristics of paroemias as precedent phenomena are the main features of their pragmatic character. In conclusion, we can say that percentage of usage of usual (traditional) forms of paroemias within our factual material is rather low (266 paroemias out of 900). So creative modifications of usual forms of paroemias are more widely used by publicists in economic discourse (634 paroemias out of 900).

Our research revealed the fact that traditional forms of English paroemias are used without author's commentaries, as a reference to general beliefs and prevailing opinions. We should point out the fact that attitude of an author to a judgement, included in a proverb is also indicated.

The research has shown that creation of author's expressions and aphorisms based on paroemias brings out the best in publicists. Interaction of linguistic and nonlinguistic factors in the process of using paroemias are evident in our factual material. In conclusion, we should point out that communicative and pragmatic potential is actualised in economic discourse if used in usual forms.

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