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THE INTERACTION OF PHRASEOLOGY AND LITERARY CREATIVITY

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Abstract: Phraseology plays an important role in literary creativity because fixed expressions, idioms, proverbs, and other phraseological units carry cultural, emotional, and stylistic meanings. Writers do not merely reproduce these expressions in their traditional forms; they frequently transform, combine, or reinterpret them to create new artistic effects. This interaction between phraseology and literary creativity enriches the language of literary works, strengthens imagery, and allows authors to express complex ideas in a concise and culturally meaningful way. The article examines the role of phraseological units in literary language and focuses on the ways writers transform conventional expressions to achieve originality, expressiveness, irony, characterization, and contextual meaning.

Keywords: phraseology, literary creativity, idioms, stylistic transformation, artistic expression.

Introduction. Language is one of the principal instruments of literary creativity. Through language, writers construct fictional worlds, develop characters, communicate emotions, and express their attitudes toward social and cultural phenomena. Among the various linguistic resources available to authors, phraseological units occupy a particularly significant position. Idioms, proverbs, sayings, and other fixed expressions represent the historical and cultural experience of a speech community. They often contain meanings that cannot be understood simply by analyzing the individual words of which they are composed.

Phraseology and literary creativity are closely connected because writers use established linguistic expressions while simultaneously seeking originality. Conventional phraseological units are recognizable to readers and possess strong semantic, emotional, and cultural associations. However, literary texts frequently require new forms of expression. Authors can therefore modify familiar idioms, place them in unusual contexts, combine different expressions, or reinterpret their meanings. Through such creative procedures, conventional linguistic material becomes an important resource for artistic innovation. The interaction between conventionality and innovation makes phraseology especially valuable in literature. A familiar expression can acquire a new meaning when it is used in an unexpected situation or altered according to the author's artistic purpose. As a result, phraseological units can perform not only their traditional communicative function but also important aesthetic and stylistic functions.

Literature review

Phraseological units constitute an important part of the expressive resources of literary language. Their relative stability and familiarity allow writers to communicate ideas and emotions efficiently while also creating associations with cultural traditions. An idiom may express an emotional state, describe a person's behavior, characterize a situation, or convey an attitude more vividly than a neutral lexical expression. Because phraseological units have developed through long-term linguistic and cultural use, they frequently contain meanings and associations that extend beyond their literal components. In literary works, phraseological expressions can contribute to the creation of atmosphere, characterization, emotional intensity, and imagery. The choice of a particular idiom may reveal the social

background, cultural identity, or linguistic habits of a character. Expressions associated with informal speech can make dialogue appear natural, while traditional proverbs and sayings can connect a literary work with collective cultural experience. Thus, phraseology is not simply an ornamental feature of literary language but an active element in the construction of artistic meaning.

One of the most significant manifestations of literary creativity is the transformation of established phraseological units. Writers may preserve the general structure of a familiar expression while replacing one of its components with another. They may also expand, shorten, rearrange, or grammatically modify an idiom. Such transformations create a contrast between the expression expected by the reader and the form actually used by the author. This contrast can produce humor, irony, satire, surprise, or emotional emphasis. Creative transformation is particularly effective because it depends on the reader's recognition of the original expression. The reader first identifies the conventional phrase and then notices the author's deviation from it. The original meaning remains relevant, but the modified form introduces an additional interpretation. In this way, the writer creates a dialogue between linguistic tradition and individual artistic expression.

Results

Phraseological units are closely connected with imagery. Many idioms originate from concrete actions, objects, historical events, occupations, or traditional cultural practices. Although their meanings may become figurative over time, their original images can remain recognizable. Literary writers can use this characteristic to create semantic ambiguity. An expression may function simultaneously as a conventional idiom and as a literal description within the context of a literary work. The interaction between literal and figurative meanings can make a literary text particularly expressive. A writer may deliberately create a situation in which the literal interpretation of an idiom becomes relevant alongside its established figurative meaning. This technique can generate irony and humor, but it can also create symbolic or metaphorical associations. As a result, a relatively short phraseological expression can contribute to several levels of meaning within a text.

Phraseology also plays an important role in characterization. Literary authors carefully select the linguistic resources used by individual characters, and phraseological choices can become an important part of a character's speech. A character who frequently uses proverbs and traditional expressions may be presented as closely connected with cultural or social traditions. Another character may prefer innovative, colloquial, or unconventional expressions, reflecting a different worldview or social environment. The use of phraseology in dialogue can therefore make fictional speech more convincing and distinctive. Repeated expressions can become characteristic features of a particular character's speech and contribute to the reader's perception of personality. At the same time, an author's deliberate alteration of phraseological expressions can demonstrate a character's creativity, humor, irony, or attitude toward conventional ideas.

Context plays a central role in the interpretation of phraseological units in literary texts. Although an idiom generally has a relatively stable meaning, its interpretation can change depending on the surrounding words, events, characters, and narrative situation. A familiar phrase can acquire an additional emotional or symbolic meaning when it is placed in an unexpected context. Contextual reinterpretation demonstrates that phraseological units are not completely fixed elements of language. Their conventional form provides a foundation, but literary usage can extend their semantic and stylistic possibilities. The same expression can therefore function differently in different literary contexts. Its meaning may remain recognizable while simultaneously acquiring new associations created by the author.

Discussion

Phraseological creativity is also closely connected with cultural identity. Proverbs, idioms, and traditional sayings often preserve cultural knowledge and reflect attitudes toward human relationships, morality, family, work, nature, and society. When writers incorporate such expressions into their works, they connect individual literary creativity with the linguistic heritage of a particular community. At the same time, writers can use phraseological expressions to question or reinterpret traditional cultural ideas. A proverb may be used ironically or placed in a context that challenges its conventional message. In this way, literature does not simply preserve phraseological traditions but can also examine and transform them. Creative literary usage allows traditional expressions to acquire new meanings for new social and cultural contexts.

The interaction between phraseology and literary creativity is especially important in translated literature. Phraseological expressions are often closely connected with the culture of the source language, and their meanings may not have direct equivalents in another language. A translator must therefore consider not only the basic meaning of an expression but also its stylistic effect, emotional associations, imagery, and cultural significance. The successful translation of phraseological creativity requires an understanding of the relationship between conventional meaning and contextual innovation. The reader also plays an important role in interpreting phraseological creativity. The effectiveness of a transformed idiom often depends on the reader's ability to recognize its conventional form. Once the familiar expression is identified, the reader can appreciate the significance of the author's modification. Phraseological creativity therefore involves a communicative relationship between author, language, and reader. The writer uses established linguistic material, modifies it for an artistic purpose, and expects the reader to recognize both the traditional and innovative dimensions of the expression.

Conclusion

The interaction of phraseology and literary creativity demonstrates the dynamic relationship between linguistic tradition and artistic innovation. Phraseological units provide writers with culturally meaningful, expressive, and recognizable linguistic material, while literary creativity gives authors the opportunity to modify and reinterpret these conventional forms. The creative use of idioms, proverbs, and other fixed expressions contributes significantly to the expressiveness of literary language. Through structural modification, lexical substitution, contextual reinterpretation, irony, and the interaction of literal and figurative meanings, writers can transform familiar expressions into original artistic devices. Phraseology can contribute to characterization, imagery, emotional expression, cultural representation, and the development of multiple layers of meaning. Therefore, phraseological units should be regarded not only as stable elements of language but also as flexible resources for literary creativity. Their use in new contexts demonstrates the ability of language to combine tradition with innovation. The study of phraseological creativity consequently provides valuable insight into the ways literary writers use linguistic conventions to create original artistic meanings.

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