

## PHILOLOGY

*Ruzilya R. Salakhova, Firusa R. Sibgaeva*

*(Kazan federal university. Kazan, Russian Federation)*

### **Verbs of behaviour in the Tatar language, representing the insincere human behavior (on the story by A. Eniki)**

It has been carried out the study of one of the lexical-semantic groups of verbs of behavior, where the following principles of behavior are implicitly presented: in relations with other people it is necessary to hold naturally, be sincere in words and deeds, be honest, highly moral. The rules implied in the semantics of the verbal units ensure the harmonious existence of man in society. The relevance of this study is determined by the factors associated with the globalization processes of our time, the need to build effective relationships with people, including representatives of other nations. As a result of the semantic analysis of the units being researched, a description of the person from the set of positive, negative and neutral features is formed. In connection with this, in modern linguistics studies are still relevant, in which language is regarded as the bearer of the cultural "behavioral" code of a specific ethnos.

Key words: Tatar language, semantics, verb, synonym, synonymous series, literary translation.

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