

PHILOLOGY

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Semantics and functioning of indirect means of motivation in Russian paremias

It is considered the semantics and communicative functioning of indirect means of motivation in Russian paremias. It is proved the polyfunctionality of proverbs, their varying addressee and temporal orientation, the determination of functioning by the context. The discursive nature of paremias allows, in addition to the traditionally distinguished features of proverbs in statics (didacticity, stability, isolation), to add a number of characteristics (extracontextual generalization of the subject, varying temporal orientation, polyfunctionality) that are found in communicative functioning and act as differential ones. The analysis reveals a wide set of structures that express various shades of motivation and have rich communicative and pragmatic potential in Russian paremias.

Key words: paremia, paremic discourse, semantics, indirect motivation, communicative and pragmatic potential.

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