## PHILOLOGY

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## Paremic discourse: formation of the concept, basic characteristics

It is considered the term «paremic discourse» and its main characteristics. Expanding the horizons of paremiology determined the relevance of the cognitive-discursive approach in the study of paremias. Communicative functioning and syncretism of characteristics made it necessary to consider proverbs as a dynamic phenomenon – units of paremic discourse. Paremic discourse is an independent type of discourse, the essence of which is determined by the understanding of the discourse as a communicative situation in the entirety of its implementation and by the complex communicative potential of its constituents, considered in the aspect of functioning and extra-linguistic factors affecting the choice, reproduction, perception and decoding of the utterance.

Key words: paremia, proverb, paremic discourse, microdiscourse, cognitive-discursive approach.

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