

## PHILOLOGY

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### **Essential characteristics of the category of expressiveness and peculiarities of its functioning in paremias**

It is considered the essence of the category of expressiveness, as well as to the definition of its status and distinctive features among the related phenomena. The article provides an overview of scientific views on the category of expressiveness, substantiates the subjective nature and pragmatic focus of this category. The article describes the cognitive mechanisms of emergence and linguistic mechanisms of fixing expressive semantics in linguistic units. It is mentioned that the expressive semantics can be expressed by different linguistic means belonging to different language levels. In paremias expressiveness, acting as an obligatory feature that ensures their stability, is associated with the pragmatics of the reported and the impact on the addressee, as well as with the cognitive mechanisms of transferring the subjective, based on associative-figurative perception, representation of people or phenomena of reality.

**Key words:** expressiveness, semantics, paremia, figurative meaning, cognition, pragmatic impact.

*September 24, 2022*

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