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PAREMIAS AS AN OBJECT OF LINGUISTIC AND CULTURAL ANALYSIS: TYPES, FUNCTIONS AND MODERN TRANSFORMATIONS

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Abstract

The article considers paroemias as an important object of linguistic and cultural analysis. Their types, functions and peculiarities of transformation in modern discourse are analyzed. Special attention is paid to the role of paremiyas in reflecting the national picture of the world and their functioning in the context of digitalization of communication.

Keywords: *paremia, proverb, linguoculturology, linguistic picture of the world, functions of paremiyas, transformation*

Introduction

In modern linguistics, there is a growing interest in studying linguistic units that reflect the cultural and mental characteristics of the people. One of these objects is paremia, which are stable expressions of folk origin, including proverbs and sayings.

Paremiyas are a unique material for analysis, as they accumulate collective experience, values, and norms of social behavior. Their research in the framework of linguoculturology makes it possible to identify the features of the national linguistic picture of the world and the specifics of the conceptualization of reality.

The relevance of this study is due to the need to understand the role of paremiyas in the context of modern communication processes and their transformation in the digital age.

Paremiyas are stable speech units with a generalized meaning and a high degree of

reproducibility. They include proverbs, sayings, aphorisms, and catchphrases.

Proverbs are characterized by completeness of thought and instructive content, while sayings perform primarily a figurative and expressive function.

There are various classifications of paremiyas:

- structural (in form and syntactic organization);
- semantic (by meaning);
- thematic (in terms of content);
- functional (in terms of its role in communication) (Kalniyazov E., 2023).

Such a multidimensional classification makes it possible to take into account the complexity and diversity of paremiological units.

Paroemias are considered as stable, reproducible units of language with generalized meaning and edifying character. They are part of the folklore heritage and function

as a means of transmitting cultural experience (Bekmambetova Z., 2021). From the point of view of classification, the following main types of paremias are distinguished:

- proverbs (complete judgments with instructive meaning);
- sayings (figurative expressions without direct edification);
- aphorisms and catchphrases.

In addition, in modern science, a thematic-ideographic classification is used, suggesting the division of paroemias by subject (labor, family, morality, nature, etc.) (Kalniyazov E., 2023). Thus, the variety of types of paremias reflects the complexity of their semantic and functional structure.

Within the framework of linguoculturology, paremias are considered as carriers of cultural information and elements of the linguistic picture of the world. They reflect the mentality of the people, their values and historical experience. Research shows that paremias have significant linguistic and cultural potential and can be used to analyze intercultural differences (Bredis M. A., 2020).

The peculiarity of paremias is that they contain culturally marked meanings that are not always obvious when translated literally. This makes them an important object of comparative research. In addition, the paremias are closely related to the concepts underlying the national culture. For example, concepts such as “work”, “family”, and “honor” receive specific interpretations in different languages (Nosirova M. O., 2023).

Consequently, the linguistic and cultural analysis of paroemias allows for a deeper understanding of the structure of national consciousness. Paremias perform a number of important functions in language and communication.

Firstly, they perform a cognitive function, contributing to the comprehension and generalization of life experience.

Secondly, the axiological function is important, since paroemias express the value system of society and form norms of behavior.

Thirdly, the communicative function is highlighted, which manifests itself in the use of paroemias in speech to enhance the expressiveness and persuasiveness of the utterance.

Studies also emphasize their discursive function related to the formation of the text and its semantic structure (Natkho O. I., 2020). In addition, paremias have a pragmatic function, influencing the addressee and regulating communicative behavior. Thus, the functional potential of paremias is multifaceted and reflects their importance in language.

In the context of digitalization and the development of mass communication, paremias are undergoing significant changes. One of the key trends is their transformation in Internet discourse. Paremias are actively used in social networks, advertising texts, memes and demotivators, where they often acquire new forms and meanings (Bredis M. A., 2020).

Paremias play an important role in intercultural communication, as they reflect the specific features of national thinking. Comparative analysis shows that many paroemias have universal analogues, but their semantics may vary. This creates difficulties in translation and interpretation. The linguistic and cultural approach makes it possible to identify these differences and contributes to a deeper understanding of cultural characteristics.

Modern research shows that paremias can adapt to new communicative conditions while maintaining their semantic basis. For example, traditional proverbs are modified to reflect current realities and cultural contexts.

In addition, there is a tendency towards the internationalization of paremias, which is associated with globalization and intercultural interaction. At the same time, national-specific features remain, reflecting the uniqueness of each culture (Baryshova N., 2025).

It is also important to note that modern parodies can perform new functions related to humor, irony, and criticism of social phenomena. Thus, the transformation of paremias indicates their dynamism and ability to adapt to changing communication conditions.

Paremias are an important object of linguistic and cultural analysis, as they reflect the cultural, cognitive and value characteristics of society. An analysis of their types and functions shows that paremias play

significant roles in language and communication. In the context of digitalization, they continue to develop and transform, while maintaining their cultural significance. The

prospects for further research are related to the study of paremias in digital discourse, intercultural communication and educational practice.

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