

**ANTI-WORDS AND THE REASONS FOR THEIR OCCURRENCE**

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**ANNOTATION**

Anti-words - alterations of traditional paremias - are an interesting phenomenon. These are texts in which structural and semantic units and models of traditional paremias, slogans, advertising, including political ones, are contaminated. They, in particular, reflect and evaluate the recent past and modern realities. An old and easily recognizable proverb is updated, for example, when the names of political figures of the last era are introduced into its composition as essentially synonymous elements: "Strike iron while Gorbachev", "If you are afraid of Putin - do not go to the toilet", "Better with Fomenko than with Kirienko".

**Key words:** *better, collection, semantics, elements, composition*

Even in the collections of V.I.Dal and I.M.Snegirev (early-mid-19th century) there are anti-words.

V.M. Mokienko: "Folklore is not a guide to how one should live, it is a struggle of different opinions ... After the elimination of censorship and the widespread introduction of the Internet, living speech rushed from oral to written. Earlier, anecdotes or anti-phrases were common orally, but now they have appeared in writing. Anti-phrases conduct a discussion with justified life stereotypes, with obvious everyday rules. And at the same time, opponents of the rules risk breaking their heads, violating the law created by the ancestors.

But what are anti-phrases good for? Before, we did not know the frequency of proverbs. And in alterations, they are fixed by bushes, snatching out the dominant blocks of our life. For example, the proverb "The further into the forest, the more firewood." The most famous alteration is "... the thicker the partisans". But there are about 50 options! "The more firewood, the less the forest", "The further into the forest, the closer I got out", "The further into the forest, the easier it is for the mare" ... Anti-words help to determine the dominants of colloquial speech. In addition, it is also a language game, a joke that helps one to be comforted in a difficult life "Evgeny GOLUBEV Jargon in Russia - more than jargon # 9 (3816) June 7, 2010.

The anti-proverb has not yet become an object of close attention of linguists, even until the term itself has not settled down: linguists call the transformed, reworked proverbs "mutant proverbs", and "altered wisdoms", and "proverbial transformations" Walter H., Mokienko V. M. Anti-proverbs of the Russian people. - St. Petersburg: Publishing House "Neva", 2005 .. Thus, the widespread dissemination of anti-phrases on the one hand, and their low level of study on the other, leads to the fact that one of the urgent tasks of modern paremiology is not only registration of traditional and new paremias, but and fixation and functional-stylistic interpretation of their transforms. Deliberate distortion and alteration of well-known proverbs, sayings and other fixed expressions is observed in all languages and has specific goals. We assume that the anti-phrase in different languages has the same reasons for the emergence and purpose of use, may have similarities in the mechanisms of its creation.

The emergence of proverbs and their use in speech is due to the fact that in his daily life a person is constantly faced with the need to resolve both a lot of old, well-known, and more and more new situations and problems. The world around us is constantly changing, which leads to the need to revise and replace old stereotypes. Thus, a proverb can have both a positive and a negative impact on the "ritualization" of a person's thinking and behavior. Piet in relation to the age-old folk wisdom gives way to a critical understanding of the stereotypes reflected in it, protest against them and becomes one of the reasons for the emergence of anti-phrases. We see

another reason for the emergence of anti-phrases in the implementation of the linguistic law of expressiveness. The desire to get away from the monotony of everyday life evokes the need to diversify it with the help of jokes, humor and laughter. The difference between man and other living beings on the planet is in the ability to laugh. Laughter is an emotion that allows a person to be discharged, relieve tension, escape from conflicts and depression, criticize unacceptable conditions of current life without serious consequences, get positive emotions even from clearly negative factors, etc. Laughter creates life-affirming, positive attitudes. Laughter is an active form of attitude towards life situations. In philosophy, it is associated with the concept of the comic. Wit is one of the active forms of humor. It is based on the creation of laughable, comic effects. It is these effects that allow a person to diversify his existence, and anti-talk, along with other comic genres, becomes one of the tools for creating comic effects, creating an opportunity to laugh. It is advisable to consider antiphysical as one of the varieties of parody. Parody, as you know, is an imitation of the well-known text. It is created precisely on the basis of the original known to all due to the mechanisms of duplication and transformation. Ivanova E.V. The word fund of language as a cognitive structure., // Materials of the Russian interuniversity conference dedicated to the 50th anniversary of the Department of English Philology, St. Petersburg State University. SPb., 1998, p. 30 Since a proverb is a minimally complete text that can be parodied, an anti-proverb can be called a mini-parody, the main purpose of which is a humorous, ironic consideration of certain situations.

In addition to the above reasons for the emergence of anti-phrases, one can also name another, no less important, namely, the desire of a person to play creatively, and in this case to a language game, a manifestation of his creative approach to the world. It is worth noting that the Russians use antiphysicals as a means of protest against any authoritarian pressure in the form of covert laughter criticism. The obviously provocative nature of many anti-phrases allows Russians to throw out their negative attitude towards many phenomena of modern reality, in the absence of other levers of influence on it.

In Russian everyday life, anti-phrasing is most often slang in nature, associated with a shade of negativity, up to obscenity. In this we see one of the attempts to show courage, audacity, disrespect for authoritative opinions, their denial, splashing out into linguistic forms. This phenomenon cannot always be considered positive. Mutant proverbs must be subjected to careful analysis in order to further characterize and evaluate them in the language teaching process. We also believe that the main factor in their use should be the observance of aesthetic taste and respect for the language as a storehouse of culture.

## **LITERATURE**

1. [www.antiposlovitsi.ru](http://www.antiposlovitsi.ru)
2. [www.semantics.com](http://www.semantics.com)
3. [www.ziyonet.uz](http://www.ziyonet.uz)