

In the publication under consideration, we want to direct attention to the main points of teaching learners how to write a formal letter. The official letter should begin with the words Dear Mr / Mrs / Miss / Ms and the surname of the person you are addressing. It is not appropriate to write a person's name in a business letter after Mr., Mrs. or Ms, only surname. The main part has to be structured by semantic paragraphs. Each paragraph must reveal one of the conditions in the task. [3, p. 44]. The connection between paragraphs and sentences is provided by conjunctions of coordination and subordination, the words connection, or insert words. The final part of the letter should express hope to receive the answer by means of certain phrases [4, p. 33].

In order to achieve proper writing competence of a learner, teacher may give the following types of tasks:

1. *Write a letter of application for a job.*
2. *You would like to attend a language school in Great Britain. Write a letter of inquiry in which you will ask about: enrolment requirements, the price of a two-week course and accommodation.*
3. *You visited a restaurant yesterday, but you are not pleased with the service. Write the letter of complaint to the chief manager of this restaurant.*

In our opinion, the above stated tasks contribute to the development of critical thinking, teach to form the pupils' own opinion through writing, develop vocabulary and encourage its active usage in writing. Furthermore, they serve as a driving force in learning a foreign language.

To sum up, writing is an important component of communicative competence that reveals students' skills in reflecting thoughts on paper. As a result of active use of the specified tasks, students will have the opportunity to gradually gain experience in the process of vocabulary development, enriching and improving writing skills.

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VERBALIZATION OF CONCEPT “HAND” IN ENGLISH PHRASEOLOGICAL SOMATISMS

In the modern scientific studies the investigation of concept, its structure and ways of verbalization gained the particular popularity. The notion of concept became the object of research in various linguistic branches and caused different approaches to its definition. One of the most notable means of concept verbalization contains idioms. English language is rich in idioms. Each sentence sounds more expressive when the author uses stylistically coloured lexical units. Moreover, as A. Hovhannisyanyan and R. Ghazaryan state, “idioms mirror the national spirit of a language and are always rich in cultural connotation and national flavor.”[2, p. 24].

Dealing with concept that includes part of the body, it is necessary to mention the notion of somatism. Scholars A. Ziem and S. Staffeldt argue that somatisms are “phraseologisms which contain at least one body-part constituent” [6, p. 196]. These idioms have been investigated by a wide range of scholars including R. Weintraub, O. Selivanova, V. Vynogradov, V. Kononenko, A. Kunin, etc.

However, nowadays, it is necessary to arrange the idioms according to semantic and cognitive ways of research. Accordingly, the **purpose** of article is to introduce the complex classification of idioms with “hand” due to these aspects.

The novelty of research includes the first introduction of idioms with “hand” classification according to semantic and cognitive aspects. The material of research includes 56 idioms taken from phraseological dictionaries using continuous sampling method [1; 5].

Latest scientific research provides different aspects of phraseological units classification. Despite the classical approaches, the scientists highlight completely different ones. For example, the **semantic** approach is the most widespread one. It explains the meaning of idiom. Ukrainian scientist I. Stoyanova divides the somatic idioms into the following semantic groups [4, p. 67]:

- idioms describing human emotions and feelings (*to be rubbing one's hands, to ask for/win somebody's hand, to be wringing one's hands, to have smth in one's hands, to show one's hands*);
- idioms describing human personality (*a firm hand, to be an old hand, to be a putty in one's hands, to live from hand to mouth, and iron hand in a velvet glove, to bite the hand that feeds one*);
- idioms describing human relations (*to work hand in hand, to be in hand, to win hands down, to throw in one's hands, to sit on one's hands, to play into one's hands*);

Another approach is a **cognitive** one. From the psychological point of view, the cognition is the process of acquiring and comprehension of knowledge for the beneficial use in future. The cognitive aspect in linguistics is considered as the way of human understanding and activity through the speaking process. Famous scholars Z. Kovecses and P. Szabo point out the following cases of use the idioms with “hand” in action of speaking [2, p. 337]:

- hand stands for activity (*by hand, to turn one's hand to smth, to take a hand in, sit on one's hands, to put one's hands to the plough, play into someone's hands*);
- hand stands for skill (*to work hand in glove with smb, to be a dab hand at smth, to have one's hands in the till, to have something in hand, old hand at doing smth, to put one's hand to the plough*);
- hand stands for freedom (*with both hands, at hand, to be wringing one's hands, to throw up one's hands, to bind one's hand and foot, with a hands tied behind one's back*);
- hand stands for person/whole (*a safe pair of hands, a firm hand, with one's hands in the cookie jar, from hand to mouth, to be an old hand*);
- hand stands for control (*the upper hand, an iron hand in a velvet glove, with a heavy hand, to take in hand, a bird in hand, to be out of one's hands, to eat out of one's hands, to bite the hand that feeds*);
- hand stands for process of holding (*to change hands, to have smth on one's hand, to hand smth to smb, to be on hand, to have cash in hand*);
- hand stands for attention (*to be a putty in one's hands, to fall into one's hands, to strengthen one's hand, to stay one's hand*).

To sum up, the comprehension of idioms is the important part of human being. Therefore, current linguistic study needs appropriate classification of idioms. There are modern approaches to the comprehension of idioms. According to the semantic approach, the idioms with “hand” are divided into expressions describing human feelings, personality and relations. According to the cognitive approach, these idioms may stand for activity, skill, freedom, person, control, process of holding and attention. The research of idiom study requires more attention and deserves clearer classification.

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LEXICO-PRAGMATIC FEATURES OF THE DISCOURSE OF FASHION AND BUSINESS ARTICLES OF THE ENGLISH-LANGUAGE BLOGOSPHERE

New anthropological and functional-communicative accents in linguistics have placed discourse at the centre of research interest. The category of discourse belongs to the field of linguo-social; the discursive approach is focused not on the study of “language for the sake of language, a language in itself”, but on the linguistic study of human and society. One of the most important spheres of a social and individual life is business, so business discourse deserves close scientific attention of linguists. At the same time, the role of the language of business, as well as fashion, is growing and, accordingly, the role of professionals with communication skills in this area is increasing. This study is devoted to the study of lexical and pragmatic characteristics of the discourse of fashion and business, presented in the texts of English-language magazines.

The relevance of the work is due to the increased attention of researchers from different disciplines to the functioning of language in different types of discourse in its inseparable connection with the individual who generates it, as well as the interest of the scientific community in the impact of media on a wide range of audiences. Researchers talk about the role of modern media, which is dominant in the formation of worldviews inherent in the representatives of society at this stage of its development. The focus of our work is on ways to realise the author's intention, which characterises fashion and business discourses as a means of directing and influencing the target audience, as a tool for correcting the picture of the world inherent in the consciousness of the recipient.

The object of this work is the English-language business and fashion discourse.

The subject of the study is the lexical and pragmatic features of the discourse of business and fashion articles of the English-language blogosphere.

The study of discourse is one of the most progressive in terms of the development of modern linguistics. The whole set of scientific hypotheses, theories of discourse, as well as linguistic schools that study this term, are united by the desire to cognise the language not as a system of signs or as an abstract object of study of linguistics, but only as a real embodiment of this language system in conditions of live communication.

The concept of discourse denotes speech activity that occurs in various areas of human life: politics, philosophy, psychology, journalism, etc. In this regard, it is customary to distinguish different types of discourse: political, journalistic, media discourse, etc. [5, p. 1403–1405].