

ON THE QUESTION OF PHONETIC MOTIVATION IN PHRASEOLOGY

ANASTASIA PETROVA

ST. CYRIL AND ST. METHODIUS UNIVERSITY OF VELIKO TARNOVO

anastasia.petrova@ts.uni-vt.bg

The article analyses non-semantic motivation as a semiotic and conceptual phenomenon. This motivation is based on the idea that the deep structures of the studied phraseological signs have a multi-layered organisation and carry information exceeding the sum of the meanings of their components. These specific units are a vivid demonstration of the capacity of natural language as a flexible and self-organised system capable of employing an amazing variety of ways of expressing a certain idea and enhancing the results of cognitive processes. Such kinds of signs require a special approach. The study focuses on phonetic indexing as a type of non-semantic motivation.

Keywords: phraseology; non-semantic motivation; indexation; indexical semiosis; sound symbolism; verbal and non-verbal communication

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✉ Prof. Anastasia Petrova, PhD

Department of General Linguistics and Old Bulgarian Studies

Faculty of Modern Languages

St. Cyril and St. Methodius University of Veliko Tarnovo

2 T. Tarnovski, Veliko Tarnovo 5000, Bulgaria