

COGNITIVE-SEMIOTIC MECHANISMS OF PHRASEME BUILDING*

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Abstract: The article deals with the problems of idioms production and perception related to the foreign forms emergence of information accumulation and storage contained in the cognitive-based derivation of phraseme building. It is suggested that presign stage of the semiosis process and the phraseme understanding is a cognitive model that precedes not only the formation of the phraseme semantic structure, but its perception. Since the cognitive model of phrasemic semiosis is a diagram of discursive meaning embodiment and discourse itself is form of its indirectly derivative existence, there is a need to show how the cognitive-discursive mechanisms of phraseme building is associated with foreign forms of sense accumulation and storage.

Key words: foreign, GSC (general subject code), mental model, inner form, Gestalt, sign, phraseme

INTRODUCTION

Cognitive-semiotic mechanisms of phraseme semiosis is perhaps the least researched area of phraseology and cognitive linguistics that is explained by the complex comprehensible nature of phraseme in terms of co-determination of indirect nomination and cognition (Telia, 1966; Besedina, 2010: 31). In this paper we understand phraseme semiosis as verbal and cogitative process leading to the appearance of signs of indirectly-derived nomination – a phrase (in European terminology phraseme = idiom). The starting hypothesis is the assumption that the nature of indirectly-derived category (Dekatova, 2008: 146) is due to the dual associativity-shaped and discursive thought, triggers linguistic-creative (usually indirectly-derivative) derivation. Of course, this assumption has been arising from previously obtained data (Alefirenko, 2008) and needs additional reflections on the nature of indirectly-derived nomination, associative imagery and discursive thinking. And it is despite the fact that the word formation formed a whole section dedicated phraseme building.¹ The point is that the first study aimed at solving the mysteries of phraseme building were carried out in the tideway of the structural and

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¹ The term phraseme building is preferred to avoid unwanted discrepancies, because the phrase is the syntax term.

semantic approach (see Gvozdev, 1977; Mlacek, 2001; Ermakova, 2008; Nikolaeva, 2006; Sokolova, 1987; Denisenko, 1988; Telia, 1973; Shchukina, 2012: 110). The second group of scientists attempted to combine structural and semantic analysis to identify the etymological and extralinguistic (primarily cultural) incentives of phraseme building (Mokienko, 1980; Kaplunenko, 1985: 98; 1990: 3; Eismann, 1998; Bragina – Oparina – Sandomirskaja, 1998; Telia, 1999; Āurĉo, 2007; Baláková, 2010; Dobříková, 2014). At the beginning of the 19th century scientists became interested in the study of cognitive idiomatization mechanisms (Alefirenko, 2008; Danilenko, 2009; Molchkova, 2012). In 2008, 2010 and 2013 three international conferences (ICL, 2008; FPC, 2010; CF, 2013) were devoted to this problem in Belgorod University (Russia). They prompted the scientists to discuss the issues causing phrases associated with the motives of selecting and combining phraseme building units. In my opinion, at least three vectors deserve priority attention: (a) intentionally caused the emergence of the phraseme cause concept, (b) determining the type of semantic changes, (c) the configuration of the multi-level expressive representational tools for design of the meaning sign-idioms.

Verbal and cogitative demand phraseme cause concept is defined by discursive situation; type of semantic transformation phraseme building components – by a range of associative-shaped links linguistic-creative thinking; the phrasemic semiosis – nominative conjugation of human cognitive activity (Ushakova, 2006: 14). Since in modern linguistic semiotics coexist two theories of sign clarify that in our phrasemic semiosis concept the phraseme is two-sided identity of language. By virtue of its indirectly-derived linguistic-creativity the phraseme is bilateral sign (outside the unity of content [designatum] and forms [designator], so it can neither function nor be seen). Therefore, the process of phraseme building involves semiotically significant transformation of prototypical combinations: one of its sides (the form or content), or both. Of course, the process of idiomatization to be completed and phraseme becomes a real sign, it needs identifiable asymmetric duality of its structure: designator of such mark-derived indirectly nomination should express associative-semantic content of the signified (designatum). It is also necessary for the registration of the paradigmatic relations of phraseme derivative. Idioms with one designatum but different designators form synonyms ('unexpectedly, suddenly': *как снег на голову – как из-под земли*). Idioms with different designata and one designator – homonyms (*тянуть за уши* – disapproving: 'Exerting a lot of effort to help in study'; *притянута за уши* – 'unsubstantiated assertion'). This is another proof of the sign bilateral nature of idioms: designator and designatum related to each other internal processes of derivation.

PHRASEMIC SEMIOSIS CONCEPT

Designatum (meaning) – an ideal object, designated according to sustainable combination of words; product reflected in the linguistic consciousness denoting the object, the quality or process of reality. As an ideal (internal) side designatum idioms

opposed denotatum – subject (reference, external) field of knowledge – and identified with the “subjective way” as the most important incentive for forming phraseme cause concept. Designator, stored in the memory is a linguistic acoustic image of the prototypical combinations of words. In the process of phrasemic semiosis paradoxical enough designators based on imaginary associative semantic configurations of words often occur. Compare: *вылетать в трубу* – ‘to become ruined, remain without money or property’; *без царя в голове* – [someone who is] ‘stupid, without considerations’. It would seem that such designators in the real world are devoid of motivation. However, according to Nelson Goodman in his book *Ways of Worldmaking* (2001), fiction plays an important (and often – dominant) role in the modeling of those spaces that Ludwig Wittgenstein called a “possible worlds”. As a matter of fact, invented designator idioms are the metaphorical representers of real objects (Yaroshchuk, 2010: 294). Phrases *Don Quixote* and *Don Juan*, for example, in their phraseological form in modern linguistic consciousness are not tied by usage of any actual (concrete) man, although correlated with those who are in the respective discursive situation: *Don Quixote* – ‘noble weirdo trying to act according to his beliefs, without reality’ [jokingly]; *Don Juan* – ‘seeker of love adventures, lover of women; womanizer’. This kind of support ascribed real existence of literary characters with the names of Don Quixote, or Don Juan. Likewise the case with designators of common noun character is moved to the allegorical discursive space. Designator ‘*ветряные мельницы*’ correctly finds its designatum in conjunction with the verb *to fight* (*воевать с ветряными мельницами* – ‘fight with an imaginary opponent, aimlessly wasting time’). In addition, designatum formed by whole semantic content of the corresponding discourse. Compare: „Дон Кихот, к примеру, если его взять буквально литературно, не приложим ни к кому конкретно. Но в переносном смысле сопоставим, среди прочих, например, со мной, в момент, когда **я воюю с ветряными мельницами** современной лингвистики“ (Goodman, 2001: 56). Hence creating possible worlds through idioms, we usually have in mind the very real things. As such designator inherits, repeats and reworks real worlds, the last one is quite recognizable. According to the degree of recognition in phraseme building we should distinguish (a) complete (motivated) and (b) empty (zero, imaginary) designator. Compare: (a) *сесть на мель* – ‘to be in an extremely difficult position’; *гладить против шерсти* – ‘condemn, criticize’ and (b) *курам на смех* – [to do something] ‘ridiculous, silly, absurd, ridiculous’; *зуба не дыра* – ‘anyone who has not a bad taste’. And zero designator increased opportunities for cognitive stylistic variation of semantic structure of sentences. So, idiom *курам на смех*, except codified values, expresses more ‘dismissive attitude towards someone’s work, which is a mockery on the part of even the most dim-witted person’. Idiom *зуба не дыра* contain connotation ‘disapproval and irony’, when we are talking about a man who could not just pick but grab for himself the best, beautiful, delicious, beneficial. Additional semantic increment occurs in phrasemes

due to discursive factors (Mosconi, 1979: 15), in particular the prototype of designated denotative situation. Mental prototypes involved in the formation of designatum and designator of sign-idioms, we call foresigns² or protosigns. To understand the essential properties designator and designatum of already formed idioms means retrospectively understand the dialectical complex path from foresign structures to the sign that it has overcome in the process of phrasemic semiosis as predicate (characterizing) sign.

Designatum, being, in essence, the cognitive category, contains mental idea (concept), which is formed on the basis of value expressed by phraseme. Since every thought, according to L. S. Vygotsky, “seeks to combine something with something” (Vygotsky, 1956: 376), the retrospective reconstruction of phraseme caused concept is related to the comprehension of the mechanism of linguistic-creative thinking aimed at the generation of new linguistic entities through the transformation of existing units and operates associations with previously enshrined images in the language. Understanding this kind of associative-shaped relations encourages us to turn to the recently open modular organization of brain cortex (BC).

This discovery, belonging to Roger Sperry³, is a fundamental for our developed cognitive theory of indirect nomination in general and phraseme building in particular. Data obtained in modern neurolinguistics suggest that indirectly-derived character of phraseme building is the result of conjugation in the activities of the two hemispheres of linguistic creative BC that are two modes of the world knowledge. Phraseme building, being a product of linguistic-creative thinking, in our opinion, is originally associated with the functional “game” of speech (left) and detail-shaped (right) hemispheres. During linguistic-creative thinking aimed at finding discursive-modus means of estimating of expression-shaped relationship to the subject of thought, the brain dihemisphere organization itself provokes communicants to “play” with different coordinates of modus vision of discursive situation. The possibility of this game is originally provided by the fact that the left and right hemispheres of the brain are based on different semiotic systems. To form a necessary component for indirectly sign-derivative nomination structural asymmetry linguistic-creative thinking is entirely based on the principles of semiotic heterogeneity of the left and right hemispheres. This is due to the fact that the modular structure of the brain, its dual nature, makes it possible to duplicate the external and internal information, which, in fact, aimed at causing discursive modus concept (Alefirenko, 2013: 8), and its main representative – the phraseme. It is a kind of semiotic product of cognitive dissonance that arises in the collision of different coordinate knowledge of the same essence as the sharpness of the left hemisphere “broken” for diffuse and gestalt of the right one. This is due to the incompatibility of the left hemisphere

² Ob ontologii predznaka (A. A. Hudyakov, 2000: 182-201)

³ By Awarding to R. Sperry Nobel Prize for the teaching of functional specialization of the left and right hemispheres of the human brain in 1981 the intrinsic importance of this discovery was determined.

linearity, discretisation, and right-hemisphere vagueness, metaphoricalness. We can say that the structure of the brain provides at least two possible “realities” to phrasemic semiosis: right- and left-hemispheric. And each of their virtual realities has its own organizational principles, priorities and semiotic means (Goldberg, 2015: 25). The very “alternatively minded” hemisphere of BC developed in linguistic-creative thinking, generating phrasemes, the ability to dual coding of thoughts and feelings of humankind. This kind of ability owes its existence to one of the most important cognitive mechanisms of phrasemic semiosis – reflection, allowing the speaker not only control the focus of attention, or be aware of one’s thoughts and feelings, but also those associative transformation, without which there is no rise of phrasemes (Kasyanova, 2008: 99). Regular occurring links between individual events, facts, objects and phenomena using by phrasemic semiosis that are reflected in the minds and enshrined in the ethno-linguistic memory, once again strengthens the position of those scholars who have expressed doubts about the indisputable traditional claim that reflection is provided exclusively left-hemisphere structures. Modern research has convinced: in phrasemic semiosis we should not underestimate the linguistic-cognitive role of the right hemisphere. Modern neurocognitive studies suggest that the left hemisphere usually uses the formal principle of the decoding of idioms. Focusing on their composition of phraseme, it gives, as a rule, “absurd” interpretation caused by literal perception of phraseme designator. The right hemisphere decodes idioms almost unerringly (see Chernigovskaya – Deglin, 1986: 68).

To carry out constructive dialogue between the two hemispheres, aimed at phraseme building, BC should have the best tone.⁴ By lowering the tone linguistic creativity of thinking goes down, and when it rises, there is an associative-shaped flash of linguistic consciousness. It disables the secondary departments of the temporal cortex of the left hemisphere responsible for syntagmatics of usage, and activates the posterior portions of the cortex of the left hemisphere responsible for associative-semantic relationships between objects of denotative situation denoted by idiom.

At this stage anticipation plays a crucial role. In the phase of speech activity emotional peak of the right hemisphere unexpected moments of cognitive dissonance often arise that is instantly eliminated by associative-shaped relationship of phraseme appearance discourse. This state of BC occurs when the speaker cannot find the right

⁴ The term optimal GSC tone introduced by Otto Deiters (1865). Mechanism that provides and regulates the tone, is located below the stem and subcortical regions. It is arranged by type of neural network. Excitation of it, spreading gradually changes its level and thus simulates the condition of the entire nervous system. Optimal system activity for phraseme building is regulated by the incoming stimuli from the environment. It is proved that human verbal and cognitive activity needs an influx of information. Activating the influx of associative-shaped information GSC finds the right tone for phraseme building. The third source of information activation highlighted by A. R. Luria plays an important role in this type of associative-semantic derivation: intents and programs that are realized with the direct participation of external at first, and then the inner speech.

syntagmatic sign forced to connect the right brain in order to replace stylistically neutral lexeme by lexeme-derived indirectly sign (phraseme or proverbs such as *мало > кот наплакал*). Phraseme appearance discourse as a form of creation and existence of evaluative meaning (Alefirenko, 2014: 32) in this case is in associative-syntagmatic turbulence that is eliminated by the anticipation of the concept that created the phraseme.

As we can see, in phraseme creating right hemisphere finds itself very active, although many generations of scientists were convinced that the right hemisphere is irrelevant to speech production. Through research of neurocognitivists from St. Petersburg, it was found that the right hemisphere is responsible for the referential communication. In verbal and cogitative act its work fills phraseme-centric statements by concrete objective content. Right hemispheric grammar affects cognitive formations that lie under the discursive consciousness (see Alefirenko, 2009: 3). Although phraseme building signs open access to it, they, being almost in the depths of discursive *sub*-consciousness, are not verbal. They, if follow the concept of N. I. Zhinkin, store information in extralinguistic code systems – in the scheme of abstract models, which form a general subject code (GSC) in its unity.

PHRASEMIC SEMIOSIS AND INNER SPEECH

Elements of the GSC, located in the cognitive recesses of right hemispheres of discursive consciousness, store information that needs phraseological encoding. These layers form the part of concept-sphere (Ogneva, 2012: 1704), which is formed by special, phraseme appearance, cognitive structures that we call discursive modus concepts. With the direct participation of the right hemisphere a mental model of syntactic discursive modus concept is being created, that projects syntagmatic circuit of sign-idiom designator. Its character is predetermined by “special syntax” of inner speech generating sketchy, fragmentary, abbreviated structure (Zhinkin, 1982: 332). This observation, which is characteristic for any speech production, especially important for phraseme building because much of designatum and designator of already established idiom structures remains implicit, not formally expressed. This is due, in our opinion, to the syntactic form of inner speech, which is involved in the production of idioms.

Such properties of inner speech as (a) fragmentation; (b) the predicate (when the subject is lowered, and the associated tokens are only predicates); (c) formally structural reducing; (d) the prevalence of semantic phraseme implicational, aggregate of its connotative semes expressed and implied, above the meaning (its denotative component – intensions) are functional for phraseme building. The latter property plays special role in idiom building. Since meanings of phraseme building words, much more dynamic and wider than their value at phraseme building, sometimes illogical mechanisms of their union and merging with each other are detected. They

allow “lead to a common denominator” even elusive associative-metaphorical seme relationship in the structure of phraseme designatum and relate them to its designator.

Dedicated properties of inner speech also determine discursive and pragmatic nature of idioms. We believe it primarily depends on the predicate of inner speech. According to L. S. Vygotsky, a distinctive feature of the syntax of inner speech is “pure and absolute predicativity”, which, in fact, results in the idiomatization phrases not only to the elimination of the subject and related words, but also the surrounding circumstances: *делать из мухи слона* – [someone who is] ‘prohibitive and unreasonably exaggerates anything.’ This saves those discursive and pragmatic meanings that create a distinctive aura of idiomatic meanings. So, in our example, the phraseme value is accompanied by disapproving connotation. Therefore, in a dictionary entry this note is usually done: *disapprovingly*. In addition, the opposition of fly (*муха*) to elephant (*слон*) emphasizes that we are talking about giving small troubles and failures of excessive scale. There hemispheric interaction of subjective code and natural language by which communicants are able to think beyond the words but allusions to them. And this possibility is not mythical, as foresees means of phraseme building are stand-circuit images of subject-visual code. Based on the fragmented structure of inner speech, linguistic-creative thinking embodies the structure designator not all elements of an associative-shaped links, but only the basic, discursive meaningful. Predicate, as a key element of the thought, is delegated by inner speech as the structural dominant of idiom designator. In addition, the prevalence of the internal form of a purely subjective sense, metaphorically reflecting personal and ethno-cultural experience of the person (Aleksandrova, 2014: 53; Kirillova, 2015: 29) provides a rule of assessment and modus sense phraseme in semantics. Is that why the most stable part of cognitive metaphors (of the metaphorical world in which there are paradigms of one or another ethnic culture) is presented by idioms?

Observations show that with increasing of associative-shaped tone predicativity of phraseme is only strengthened by expanding the distribution of metaphorizing predicate. Moreover, this property (including property involved in action) in most cases are endowed with realities that are not a part of the predicate domain. Compare: ‘intrigue’ ↔ *мышинная возня* – ‘small business unworthy’ (an obvious sense of disapproval); ‘Punish’ ↔ *намылить шею* – ‘teach a lesson, beat’ (threat or disapproval). Used in such cases, cognitive metaphor “captures” similarities of thematic denotative situation with the realities of entering the field theorem. This, in fact, explains why most of the phrases are adverbial predicate and signs, which are designed for understanding “at a glance”, “with a hint”.

A consequence of the simplification of phraseme syntactic construct is “absolute concentration of thought” (Zhinkin, 1982: 343). Communicants, who use the phraseme, firmly know what is going on. Thus, the reference to the “subject” messages already “originally” included in inner speech and needs no special

designation. Something should be said about the subject (i.e. to determine and disclose the “rheme” statements) is to be denoted as phraseme. That is why the predicativity is an important feature of inner speech. Actually inner speech is a speech act that is transferred “inside”, produced in convoluted reduced form for the solution of cognitive-discursive task. Conciseness of phraseme syntactic circuit is compensated by the work of the right hemisphere, where the idea is born in the form of images and gestalt. This is exactly what I. N. Zhinkin called universal subject code. Indirect evidences of this include study of the American neurophysiologist J. Levy, who empirically proved that analysis of denotat is carried by information processing in the left hemisphere using language, whereas the right hemisphere processes information holistically, without breaking it down. The right hemisphere operates using non-verbal, shaped components and the so-called “inner speech”.

Neurolinguists T. V. Chernigovskaya and V. L. Deglin from St. Petersburg study the similar issues (1986: 68). According to data of their studies, it can be assumed that the right hemisphere in phraseme building not only accomplishes the reception of denotative situation and builds the sensual image (iconic model of the world), but also includes this image in the chain of discursive processes. The left hemisphere, focusing on abstraction, builds a rational model of the world (Ballonov – Deglin – Dolinina, 1983: 41). In line with their research understanding of basic protosigns means of phrasemic semiosis is possible: metaphorical type phraseme building (*лезть в бутылку* – [slangly, contemptuous] ‘get excited; irritated; to lose one’s temper’) and metonymic phraseme building (*дырявая голова* – ‘very scattered, forgetful person’).

Thus, although the traditional axiom of psycholinguistics is the position that the speech centers of BC are located in the left hemisphere, linguistic-cognitive research of phrasemic semiosis allow to speak about the special activity of it in the right hemisphere. This is the hemisphere where the idea that initially appears as diffuse gestalt is generated by vague ideas of the objects and where the general content is produced by discursive idioms. At this stage, the speaker knows only in the most general terms what he would like to say, but still does not know what the speech structure implements his plan. Here, in the right hemisphere, the idea gradually begins to take symbolic format by the means of the GSC. Diffuse Gestalt clothed in more or less visible contours (images, charts, frames imaginary situations, the internal word).

In the next step of phrasemic semiosis an internal word plays an important protosign role. Inner word, as “a living process of birth of thought in the word” is the process of “going from outside to inside, the transition from speech to thought” (Vygotsky, 2008: 506). This is the first appellative record does not yet have a clear linear structure of a conventional phraseme designator because it yet has no sound-images of his lexical components. Assigning of internal word is in different: to organize the thought intended for indirect verbalization.

The next stage triggers transcoding of thought content from the GSC to the real natural language. This process also begins in the right hemisphere. There is a thought “disguise”, its transformation with the help of the resources of right hemisphere grammar (structuring elements appear at the thematic-rhematic articulation, intonation occurs, freely syntactic prototype is selected for phrasemic semiosis).

So, to understand the foreign mechanisms of phraseme building it is important that the right hemisphere is the carrier of metaphorical (archaic, mythological, “complex”) consciousness (Tsaplin, 2014: 97). It “remembers” the idioms and, using a holistic, integrated, gestalt perception is involved in deciphering the cognitive metaphors.

IDIOM AS THE PRODUCT OF A DOUBLE SEMIOSIS

Parallel co-existence of primary and secondary concepts in consciousness requires a so-called double-semiosis, or, in the terminology of Emile Benveniste, double signification. Phraseme building potential of a double signification, in our opinion, is connected with the appearance of foreign signs and sign forms of phrasemic semiosis. Language, according to E. Benveniste, has the unique ability to double signification – semiotic and semantic (1974: 88–89). This duality indicates the heterogeneity (heterogeneity) semiotic processes leading to phraseme building. In this regard, we must distinguish foreign and sign (symbolic) varieties of signification.

The GSC, the inner phraseme form and gestalt are the foreign forms of knowledge formatting at the stage of generating phraseme-centric statements and at the stage of perception. The genesis of foreign forms of accumulation and storage of information contained in phraseme building basis, it is necessary for the formation of semantic structure of idioms. As a matter of fact, science knows well enough the process of synthesis with the help of previously used words of perceived impression. This is not the process of combinatorial formation of linguistic-creative concept in origin, implying indirectly-derived representation in the form of phrasemes. Its understanding is complicated, as it seems to us, because of not fully solved specifics of the neurocognitive linguistic-creative thinking. This process is based on the mechanisms of “right hemispheric thinking” when there is a need to include a personal reflection in common knowledge. This need arises when it is important for the person to correlate the results of his own knowledge with the knowledge system already formed in the ethnic culture (compare Bragina – Oparina – Sandomirskaja, 1998). This, of course, rapidly increases the role of the sign mediators. There may be a very promising hypothesis of N. I. Chuprikova about psychophysiological consciousness mechanisms (Chuprikova, 1985).

The author following the theory of semantic verbal communications or semantic models of verbal memory highlights the structural and dynamic aspects of

consciousness. Structural means “more or less ordered reflection-sign system, formed in the brain of every person in the course of his life” (Chuprikova, 1985: 150). The dynamic aspect refers to “individual acts of awareness of internal and external influences that realized in terms of the basic language elements and structures of reflection-sign system” (Chuprikova, 1985: 151). According to N. I. Chuprikova, the dynamic aspect of consciousness finds its look “in the form of judgment”. In the process of indirectly-derived nomination the reflection-sign system of the dynamic aspect of consciousness is based on foresigns. As a result of multiple repeat of numerous previous acts of dynamic interpretation of reality structural form of consciousness is being developed, i.e. the stable system of temporary nerve connections, a complex structured system of long-term memory. It advocates a kind of outline for linguistic-creative thinking, which, in turn, by modifying and enriching this outline, forms discursive-modus foresigns. It also forms those gestalt-prototypes in simultaneous (subject-shaped) field in which motivational signs are then recovered, stimulating the emergence of the internal form of phraseme. With the successfully chosen phraseme prototype much faster and more efficient allocation occurs process of stimuli exclusion to facilitate its recognition and memorization, there are physiological conditions necessary for second-signal foresign circuit connections. All this is critical factor that contributes the formation of new associative-shaped links. Because these bonds are fixed in childhood, idiomatic native language becomes “natural” property of discursive consciousness, it is being mastered by them without clearly perceptible effort. This provision goes back to the idea of “sprouting of words in mind”. It was developed by L. S. Vygotsky. Then this idea was developed by his followers such as A. A. Leontiev, A. R. Luria, A. V. Zaporozhets.

“Sprouting of idiom in consciousness” is due to conjugation of figurative and sign thinking. Following V. S. Rotenberg in his idea of inexpedient hard opposition of signed and creative thinking (Rotenberg – Bondarenko, 1989: 158), we must assume that phraseme building combinatorics of lexemes is not solely a function of the sign of thinking, as well as the occurrence of discursive modus concept is only a function of imaginative thinking. Specialization of these two mechanisms (Levy, 1969: 614) of linguistic-creative thinking is only in the way of information processing. Information is converted from a simultaneous into a linear because of the sign thinking in the process of phraseme building. Creative thinking does not provide the reference (specific subject) to linguistic-creative thinking, it provides a panoramic vision of discursive situation simultaneously in several “semantic planes”. Phrasemic semiosis also integrates shaped products (foresign) and the sign of thinking in its synergetic unity.

INTERNAL PHRASEMIC SEMIOSIS PROGRAMMING

To understand the mechanism of the final stage of phraseme building, it is important to distinguish the “inner speech” and “internal programming of verbal

expression” concepts (Leontiev, 1969). This is due to the fact that the general discursive plan seeks ultimately to verbal image passing the different stages of the transformation of personal meaning in phraseme meaning. This transformation is preceded by person’s need to express their emotions, desire and motivation, that is the essence of the phrasemic semiosis motive. In the phraseme birth the motive is the starting point, while its perception is the ultimate goal.

Two conditions are necessary for the motivation of turning ideas into phrasemes appearance: (a) the optimal BC tone and (b) the occurrence of conception that goes through the stages of inner speech, encourages thinking to linguistic-creative phraseme building. This is possible because the linguistic-creative thinking needs the “preparatory work”, which then executes the inner speech. The fact is that inner speech is the result of a long evolution of discursive consciousness. The internalization of speech acts is made in the inner speech and carried out in convoluted reduced form. Convolution oscillates between two poles: at the one pole there is inner speech, followed by internal pronunciation of free syntactic prototype phrasemes, at the other pole it is reducing its maximum until “dropping out of the intellectual act and turning it into a simple reflex act” (Leontiev, 1969: 158). Compare: *Не выметай из избы сору к чужому забору > выносить (выметать) сор из избы. Мало ль чего хочется, да в кармане колется > и хочется и колется. Хоть волком вой, да песню пой > хоть волком вой.*

Internal programming of phraseme-containing statements is yet unconscious construction of its scheme, caused by discursive thinking (compare Leontiev, 1969: 158). The mechanism of linguistic-creative thinking underlying phraseme building consists of two opposing dynamic links: working graphic-object code (inner speech) and speech-motor coding (expressive external speech design designator). The first link is given thought in the second one it is transmitted and again given to the first link.

Selection of phraseme-containing components (external form idioms) is defined by components of phraseme-containing concept: (a) the emotional component of the situation, (b) a reasonable estimate (Babushkina, 2011: 495), (c) stereotyped connections within the verbal associative network connected with the experience of verbalization of similar extralinguistic situations.

The first stage of discursive thought, aimed at creating a phraseme, is action with the object, or the so-called “substantive action”. Here, according to S. L. Rubinstein, “originally the most lightened and the most intellectualized section of consciousness” (Rubinstein, 1997: 337) is focused. It (the action with objects) keeps the image of the denotative situation that underlies indirectly-derived nomination in the early stages of phrasemic semiosis. Thus, in the times of the sailing fleet, ships in the sea totally depend on the weather, more precisely, they depend on the wind direction. In the windless weather sails had wilted, the ship lost her speed. Tailwind blew the sails and gave acceleration to the ship. In this recurring situation subject-

effective manner was stabilized: the steering keeps the bow in the direction of the wind and constantly changes the vector of the ship for optimal movement of it. A related objective action eventually acquired generalized-like character: to keep the nose of the ship in the right high-speed mode, you need to follow the direction of the wind. Paraphrase of Osip Mandelshtam's judgment expressed regarding the words "Phraseme is an active flesh that transits to the event" (cf.: Mandelshtam, 1987: 59), is applicable to the first phase of phrasemic semiosis, following the analysis.

The second stage is the gradual separation of the image from a concrete action: a certain notion set genetically related to the action, but more or less independent, is being produced. With that, according to the theory of A. N. Portnov, a division of known images on the scheme and the scheme of action items is being happened (Portnov, 2004: 18). As internalization they become the basis of what N. I. Zhinkin called general subject code (GSC). In fact, the code is a means of presenting any real-life situations, objects relations, actions with them, and so on. In this case, the subject-effective image *держатъ нос по ветру* became applicable to any real-life situation.

After the stage of internal programming phrasemic semiosis goes into a phase of inner speech, where thought that to be indirectly-derived verbalized, is being expressed in the language of inner speech. That language is non-verbal general subject code units of which are concepts. The cognitive metaphor is seeking freely syntactic prototype suitable for phrasemic semiosis for their verbal representation, using their associative-shaped features. This indicates that phraseme appearance concepts, although they belong to general subject code, are a kind of amalgam of subject-shaped and natural language.

Understanding protoverbal nature of inner speech, through which the inner and outer phraseme forms are formed, raises a number of new issues. In particular, if protoverbal code is general, what is phraseme appearance concept – national or general? Is protoverbal code of phraseme appearance adequate reflection of denotative situation? Do asymmetric failures in the form of phraseological pun appear on the verbal or protoverbal level? If it is at the level of verbalization, why the perfect mindset creates nonideal external phraseme form? If it is at protoverbal level, so to what extent it can be considered general? All these questions are designed to deal with cognitive phraseology in its infancy (Kirillov, 2008: 33–37). Of course, without interdisciplinary interface capabilities of linguistics and cognitive science these problems cannot be solved. Moreover, attempts to solve problems on their own linguistic cognitive science and vice versa may be, alas, destructive. Let us refer to the information available to the cognitive science.

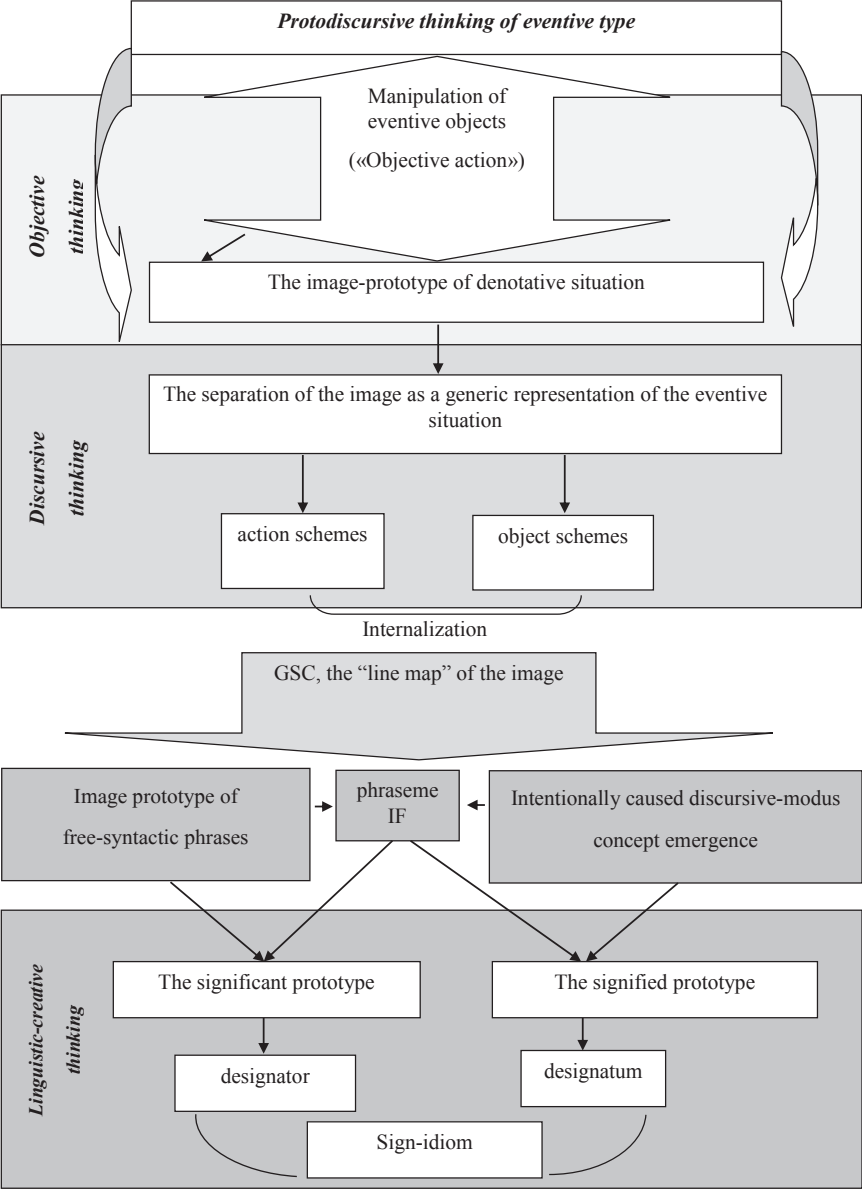
In 1984, B. I. Besspalov found that visual and verbal thinking are closely connected, since (a) the basis for manipulating images and verbal games are the same life-meanings; (b) the boundaries between visual-effective, focused and verbal meanings are rather conventional. After all, the inner form of phraseme building

words interacts not only among themselves but also with the internal forms of phraseme building concepts within the GSC.

GSC is unutterable. Instead of certain sequences of signs of natural language, there are only the images forming something like a schematic of the frame, the inverse image of phrasemic scheme (Popova, 2008: 166). Therefore, this code is also called domain-out circuit. When we imagine a certain object (e.g., a saddle), then regardless of the letter or sound structure, we mean the thing itself as an object of thought, which can generate a lot of discursive situations. For example, the idea looks like a saddle on a horse or on the other animal, with which the saddle does not correspond, creates a paradoxical denotative situation. When you try to verbalize it, a phraseological pun occurs: *как корове седло < пристало, идёт, сидит, смотрится >* (slangly, ironically, disapproving.) – ‘about something that absolutely does not suit anyone, or not good, that makes a person ridiculous and absurd’. GSC is the “language” of inner speech. And since this “language” consists not only of subject images, but also of the schemes, echoes intonation and “shadows” of individual words, all that was once sealed by linguistic memory, inner speech, playing, according to Vygotsky, the role of “mental draft”, is capable to project foreign phraseme structure. They are the thought-fragments, on which phraseme designatum is formed. The very same inner speech cannot act as its subject-circuit code, though, is called the graphic, and not a specific image. It is, rather, a shaped scheme that acts as an intermediary between phraseme and denoted denotative situation.

Since communication between objects of thought in the inner speech is not formal but semantic, at this stage of phraseme building the syntagmatic grip of words occurs, and associative search the relationship between the notion of secondary denotative situation (Babina, 2003) and images of prototypical discourse. So, the idea of a situation in which someone in something gives or receives a failure, associated with images imprinted in the frame memory (Romashina, 2008: 122): according to ancient custom, if the relatives arrived from unwanted groom and were denied in courtship, they were not allowed to come into the house, and were forced to turn to the gate. Such a bleak scenario served as a prototype for the emergence of phraseme designator *om vorom novom* and its designatum ‘give/receive a categorical refusal’. Moreover, the process of transformation of the GSC (or subject-circuit code) to phraseme designatum is mediated by formation of cognitive substrate of the future phraseological value of discursive-modus concept. The sign thinking is directly involved in its formation, using the units of free syntactic prototype designating the background image, and therefore projecting potential phraseme prototypes. In other words, cognitive and directly nominative prototypes are the means of developing the discursive modus concept i.e. a subjective code, which is then translated into the language of indirectly-derived nomination. Such a transition is carried out not just by a re-thinking of phraseme building lexemes values, but by a complete transformation of their semantic content, and by a destructuralization of its seme composition. Depth of phraseme

building lexemes conversion is due to the nature of associative-semantic interpretation of discursive modus concept, vectors of that are determined by the field of intentional communication. It encourages its intentionality to transform speech structures into indirect signs (secondary and indirect) nomination.



So, cognitive mechanism of phraseme building consists of two opposing dynamic phases: (a) GSC (graphic-object code of inner speech) and (b) linguistic-creative structuring of sign-idioms designatum and designator. In the first stage the thought is being defined, in the second it is being transmitted and then is given again to the first link. Interaction of graphic-object code and portable natural language serve not only for generating, but also for understanding the phrasemes.

CONCLUSION

Phrasemic semiosis is a product of linguistic-creative thinking, that uses the mechanism of “intracerebral dialogue” between the right and left hemispheres of the brain, producing protosign (graphic) and sign stimuli of phrasemes appearance. Protosign funds, such as the graphic-object code, discursive-modus concept and internal form, are caused by active nature of phrasemic semiosis, contain memory elements and foresight (Shamne – Petrova – Rebrina – Milovanova, 2014: 34). Without foresight, without a goal, it cannot be started without memory, it cannot be ended, it can be effective without evaluation and monitoring only by chance. Action not only connects the past, present and future, but also creates its own time. For the signs of indirect nomination it is an extremely important factor, because in addition to cognitive, creative, productive (and destructive) properties, the action has affective properties.

Cognitive-discursive elements involved in the processes of phraseme appearance of linguistic-creative thinking, are quite heterogeneous, and are not confined to the dichotomy of “image – the concept”. They represent divided fragments of subject-sensory and discursive practices in their most diverse configurations with varying degrees of excitement in the associative-verbal network and structure of long-term semantic and episodic memory. As a result of excitation of protosign factors of phrasemic semiosis, semantic memory receives an additional opportunity for the explication of the internal components of the denotative situation represented by phraseme, and episodic memory acquires the ability to retain the knowledge of personally significant experiences. Both types of memory stored all the variety of relationships between its elements – fore-signs of phraseme appearance discursive activity in the associative-verbal network.

Cognitive-discursive possibilities of mechanisms of foreign phraseme building enable us to derive the basic concepts of traditional phraseology to a new level of understanding from the position of cognitive mechanisms of phrasemic semiosis. Perhaps this approach will approximate to the central mystery of phrasemic derivation: formation of a designator asymmetric relationship (external form of lexemic one) of phraseme to designatum, i.e. its value-semantic content.

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Resumé

KOGNITÍVNO-SEMIOTICKÉ MECHANIZMY TVORBY FRAZÉM

V štúdií sa analyzujú problémy vzniku a vnímania frazém, ktoré súvisia so vznikom predznakových foriem zhromažďovania a uchovávaní informácií obsiahnutých v kognitívno-derivačnej základni frazémovej semiózy. Autor rozvíja myšlienku, že predznakovým štádiom procesu semiózy a chápania frazém je mentálny model, ktorý predchádza nielen formovaniu sémantickej štruktúry frazémy, ale aj jej porozumeniu. Keďže mentálny model frazémovej semiózy je schémou stelesnenia diskurzívneho zmyslu a samotný diskurz je formou jeho nepriamej a derivovanej existencie, štúdia sa pokúša preukázať súvislosť kognitívno-diskurzívnych mechanizmov tvorby frazém s predznakovými formami generovania a uchovávaní zmyslu. Keďže designát frazémy je z hľadiska svojej podstaty kognitívnu kategóriu obsahujúcou myšlienkovú ideu (koncept), na základe ktorej sa formuje význam vyjadrovaný frazémou, potom retrospektívna rekonštrukcia konceptu generujúceho frazému spočíva v pochopení mechanizmov lingvokreatívneho myslenia podriadeného frazémovej semióze. Jeho poslaním je derivácia ustálených expresívno-obrazných spojení prostredníctvom transformácie jednotiek, ktoré v jazyku už existujú, v súlade s hodnotovo-zmyslovými asociáciami vytváranými etnicko-jazykovým vedomím. Chápanie asociatívno-obrazných väzieb tohto druhu vychádza z modulárnej štruktúry mozgovej kôry, ktorú objavil Roger Sperry, nositeľ Nobelovej ceny za fyziológiu alebo medicínu (v r. 1981). Uvedená štruktúra zabezpečuje fungovanie kognitívno-semiotických mechanizmov frazémovej semiózy (vnútorná reč, interakcia prvkov univerzálneho predmetného kódu a diskurzívno-modusového konceptu, vnútorné programovanie dvojitej frazémovej semiózy a i.).