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**THE ROLE OF CLICHÉ AND SET PHRASES  
IN THE FOREIGN NEWSPAPER AND PUBLICISTIC TEXTS  
(BASED ON THE MATERIAL OF ENGLISH AND TURKISH MEDIA)**

*The relevance of the use of language standards and clichés in the study of foreign languages is highlighted in the article. First, it is stated that learning a foreign language is always insufficient. Secondly, it happens due to the need to properly apply it in a given situation. Third, when a foreigner enters an authentic language environment, the so-called psychological barrier often arises and the person faces great difficulties in the process of selection appropriate words in a non-native language, even with a sufficient stock of lexical units and knowledge of rules closely related to sentence construction. A person gets lost and begins to feel insecure when he finds himself in an unfamiliar environment and in another country for the first time. After all, there are many situations in which you just need to communicate with native speakers. It is in such critical situations when standard phrases, constant expressions and clichés help.*

*The article defines the role of clichés and constant expressions in foreign language newspaper and journalistic texts (based on the material of English and Turkish Media). To achieve the set goal, the following methods of teaching were applied: generalization – to specify clichés in English and Turkish; descriptive – for a general description of the specifics of the use of clichés in the both languages; contextual – to identify the semantic meaning of clichés in both studied languages. It was proved that the cliché is an integral part of the newspaper and publicistic texts, since they are characterized by stability, conciseness, clear structuring and focus on the concretization and emphasizing of the main opinion. Cliché terms are also often used to express evaluation, which is one of the characteristics of a newspaper text. It is also possible to say with confidence that clichés, on the one hand, have a communicative effect, and on the other hand, contribute to the assessment of specific situations and relationships between people, etc.*

**Key words:** cliché, set phrases, English Language, Turkish Language, publicistic style, newspaper style, communicative function.

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**РОЛЬ КЛІШЕ ТА СТАЛИХ ВИРАЗІВ  
У ІНШОМОВНИХ ГАЗЕТНО-ПУБЛІЦИСТИЧНИХ ТЕКСТАХ  
(НА МАТЕРІАЛІ АНГЛІЙСЬКИХ ТА ТУРЕЦЬКИХ ЗМІ)**

У статті обґрунтовано актуальність використання мовних стандартів та кліше під час вивчення іноземних мов. По-перше, через те, що просте вивчення іноземної мови завжди є недостатнім. По-друге, через необхідність правильного її застосування у тій чи іншій ситуації. По-третє, коли іноземець потрапляє до автентичного мовного середовища, нерідко виникає так званий психологічний бар'єр і людина стикається з величезними труднощами у процесі підбору доречних слів нерідною мовою, навіть при наявності достатнього запасу лексичних одиниць і знання правил, тісно пов'язаних з побудовою речень. Вперше опиняючись у незнайомій обстановці та у іншій країні, людина губиться та починає почувати себе невпевнено. Адже існує безліч ситуацій, при яких просто необхідно контактувати з носіями мови, не дивлячись ні на що. Саме за таких критичних ситуацій і приходять на допомогу стандартні фрази, сталі вирази та кліше.

У статті визначено роль кліше та сталих виразів у іншомовних газетно-публіцистичних текстах (на матеріалі англійських та турецьких ЗМІ). Для досягнення поставленої мети було застосовано такі методи навчання, як узагальнення – для конкретизації кліше у англійській та турецькій мовах; описовий – для загальної характеристики специфіки використання кліше у вищезазначених мовах; контекстуальний – для виявлення семантичного значення кліше в обох мовах, що вивчаються. Було доведено, що кліше є невід'ємною частиною газетних текстів, оскільки їм властива стійкість, лаконічність, чітка структурованість та спрямованість на конкретизацію та підкреслення головної думки. Для вираження оцінки також часто вживаються терміни-кліше, що виступають однією з характеристик газетного тексту. Також можна з упевненістю стверджувати, що кліше, з одного боку, мають комунікативний ефект, а з іншого, сприяють оцінюванню конкретних ситуацій та стосунків між людьми тощо.

**Ключові слова:** кліше, сталі вирази, турецька мова, англійська мова, публіцистичний стиль, газетний стиль, комунікативна функція.

**The relevance of the research.** Foreign languages play an important role in the life of an educated, persistent and purposeful person. With their help, we have every chance to broaden our horizons, communicate with people from other countries, join foreign culture, raise the career ladder and look at the world in a new way. English language is compulsory studied in higher educational establishments and a second foreign language (either Western or Oriental) is also

widespread and is no longer an optional subject, as we all understand the importance of foreign languages in our lives.

In today's world, knowledge of a foreign language is extremely necessary in many spheres; for example, law, economics, education and many others. All large companies that have foreign partners require their employees to speak pure English (at least!). As for specialists who speak several foreign languages they have much more

brilliant opportunities to “take a place under the sun”. However, the use of a foreign language is important not only in a professional sense as it also helps in everyday life. To begin with, most instructions for goods bought abroad often do not have any translation into the native language. On the other hand, most information is written in English, and it is pleasant to read and translate it instead of using an electronic translator or dictionary. Knowledge of any foreign language will be useful on the move, you can always ask for a way, if you are mistaken, understand road signs, ask the seller about the goods you are interested in, order food in a cafe and simply pleasant to communicate with local residents and increase your level of knowledge of the required language.

English (and not only!) is spoken in the Internet, in various forums and online games, where you cannot feel ashamed when communicating with strangers. Turkish is also becoming increasingly important in professional activities and daily life due to its important role in communication chains around the world. The role of Turkish in the modern world is growing and it is becoming more and more popular for future professionals. Nowadays, Turkey is considered to be one of the most economically strong countries. We can also claim that, Turkey has many opportunities for business and cooperation with other eastern countries. All these significant factors require future professionals with high command of foreign languages (this applies to both Western and Oriental languages).

Unfortunately, today there is an opinion that to think with stamps and clichés, to use standard phrases is considered to be meaningless. But can this “wonderful” idea be applied to those who study a foreign language, namely schoolchildren, students (bachelors, masters, graduate students) etc.? What is better in terms of mastering the culture of any language when learning a foreign language? Is it really good when a student or a graduate student reproduces beautiful but foreign language patterns that he has fixed in his memory? Whether is it good when he uses so-called “irrelevant” phrases and expressions? We believe that language standards and clichés give literacy to any language, make it beautiful, clear, concise and understandable to others. When studying a foreign language, it is quite difficult, even at the highest stage of its understanding, to formulate one’s thoughts quickly and correctly.

The problem becomes more urgent in producing spontaneous speech. The hardest thing is to start a conversation. The language barrier is one of the global problems of modern youth. Why is it so? The answer to this question is the following: it is not enough to simply learn a foreign language, it is necessary to use it correctly in a given situation. When a foreigner gets into an authentic language environment, there is practically always a situation of confusion. It is difficult to find words in a foreign language, even with a sufficient supply of lexical units and rules of sentence construction. For the first time, being in a new situation, a completely foreign country, a person gets lost. After all, there are many situations in which you just need to contact native speakers, and in such situations standard phrases can help. This problem is especially acute during spontaneous speech (this applies even to experienced teachers). To develop the skills and abilities to quickly formulate one’s thoughts in the sentence, i. e. to speak fluently, it is necessary to use communicative clichés in the language. Why is it so necessary? First of all, due to ready-made communicative phrases, the language is always well-designed, all lexical and grammatical constructions and sentences are logically connected, and, of course, such speech is very pleasant to listen to. Secondly, in this case there is a great opportunity to bring the knowledge of ready-made phrases and constant expressions to automatism. This suggests that each student, using a cliché, thinks about how best to build the next sentence. Thus, with the help of communicative clichés it is very easy to get rid of the so-called linguistic stuttering. This is especially true of newspaper articles (in our case, English and Turkish).

The range of business English, as well as Turkish, is very wide. It includes both standard constructions and special vocabulary for business communication. And here it is worth mentioning this fact, even if future specialists have sufficient level of the spoken English (Turkish) language, that the business letter is capable of anyone to enter into a chair. Of course, you can find a lot of ready samples in the Internet, but it is much better to have the necessary skills and to make letters on your own.

**Analysis of recent research and publications.** English is known to be the most international (universal) language. Its ambiguous words,

numerous synonyms, antonyms, homonyms, set expressions and phrasal verbs, which it abounds in, attract many people striving to make a brilliant career (Chaenkova, 2019). The same applies to the Turkish language. It is also attractive due to its grammatical features (“agglutination” or “gluing”). In turn its set phrases, proverbs and sayings are of real interest to future professionals to immerse themselves in the world of this wonderful language and they learn it with pleasure. It’s naturally because Turkish is today one of the most popular languages in modern intensive life. The information function of language in the works of newspaper and publicistic style determines standardization which ensures the rapid transfer of information. This standard helps to respond quickly to events and creates a neutral style background (Matsak, 2009).

Clichés (from the French *cliche* – imprint) are standard examples of word usage, typical schemes of phrases and syntactic constructions, as well as general models of language behavior in specific situations. Speech clichés are standard phrases, stamps, which are easily produced in certain conditions. Clichés are speech formulas that allow us to reproduce information quickly (Romaniuk, 2016).

A cliché is any ready-made conversational formula, the criterion of which is the regularity of its detection in repetitive speech situations. The term “cliché” is used to denote set phrases. These phrases are constantly repeated and lose their original verbal meaning, from the point of view of the famous national linguist and specialist in lexicology, stylistics and rhetoric I. V. Arnold (Arnold, 2012).

According to the Webster’s dictionary, a cliché is a banal expression or idea (Webster, 1975, p. 237). The Longman’s dictionary states, a cliché is an idea or phrase that has been used so often that it is no longer effective and no longer matters (Longman, 2006, p. 258). Using communicative phrases makes it much easier to start a conversation and get the information you need. The speech will be beautiful, concise, clearly structured, and there will be an opportunity to immediately reflect the next phrase. Thus, language clichés are an excellent means of communicating in a foreign language in an unfamiliar authentic environment.

The most important function of a cliché is to demonstrate consent or protest. If the cliché is used as consent, it is also an indication of the affiliation

of someone who is currently or in general refers to a particular social group, which is expressed in the existence of a large number of speech clichés (e. g. slang). Extensive use of language clichés is a feature of political language (for example, “gloomy forecasts”, “crisis of confidence”, “backroom deals”, “iron curtain”, “yellow press”, etc.). Their goal is to give a brief assessment of political actors or phenomena.

Another type of cliché used by all segments of society are phrases addressed to children and young people for educational purposes, namely “no shame, no conscience”, “shame on you” and others. These statements children remember for a lifetime.

Here are some examples of the most common clichés in English:

The article (paper, book, etc.) deals with...

As the title implies the article describes...

It is specially noted...

A mention should be made...

Basic information on ... is presented...

The text gives a valuable information on...

The paper consists of ... parts (chapters). The paper contains the following parts...

The article is of great help to...

The article is of interest to...

It (the article) gives a detailed analysis of ..., contains the data on...

Special attention is given (paid) to...

It should be stressed (emphasized) that...

The method proposed...

The author poses (puts forward, considers, sets out, discusses)... a problem...

N. M. Romaniuk states that, the so-called “cliché phenomenon” should be considered, first, as a separate linguistic entity. Secondly, from the standpoint of intercultural communication and ready-made standardized language units, it can help to save speech effort and facilitate the connection between thinking and speaking (Romaniuk, 2016).

**The purpose of the research.** The purpose of the research is to determine the role of clichés and set expressions in foreign language newspaper and publicistic texts (based on the material of English and Turkish Media).

**The main material presentation.** Let us consider the examples of English-language publicistic texts and find the appropriate clichés that facilitate future professionals’ perception

of appropriate information in the languages of the text being studied (English, Turkish) and aim them at understanding the relevant context.

#### Text № 1

##### World Water Day

World Water Day is observed on March 22 since 1993. It was declared as such by the United Nations General Assembly. This day was first formally proposed in Agenda of the 1992 United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro, Brazil. Observance began in 1993 and has grown significantly ever since.

The UN and its member nations devote this day to implementing UN recommendations and promoting concrete activities within their countries regarding the world's water resources. Each year, one of various UN agencies involved in water issues takes the lead in promoting and coordinating international activities for World Water Day.

In addition to the UN member states, a number of NGOs promoting clean water and sustainable aquatic habitats have used World Day for Water as a time to focus public attention on the critical water issues of our era. Every three years since 1997, the World Water Council has drawn thousands to participate in its World Water Forum during the week of World Day for Water. Participating agencies and NGOs have highlighted issues such as a billion people being without access to safe water for drinking and the role of gender in family access to safe water.

There are standard set expressions in the text, such as it was declared; this day was first formally proposed; in addition; to highlight issues; to focus public attention on.

#### Text № 2

##### The Great Wall of China

The Great Wall of China, one of the greatest wonders of the world, was first built between 220–206 BC. In fact, it began as independent walls for different states when it was first built, and did not become the “Great” wall until the Qin Dynasty. Emperor Qin Shihuang succeeded in his effort to have the walls joined together to serve as fortification to protect the northern borders of the Chinese Empire from invasion. Afterwards it was rebuilt and maintained over the years, between the 5th century BC and the 16th century.

One of the myths associated with the Great Wall of China is that it is the only man-made structure that can be seen from the Moon with the naked eye. The legend originated in Richard Halliburton's 1938 book *Second Book of Marvels*. However, this myth is simply not true. Richard Halliburton's claim was contradicted by astronauts Neil Armstrong and Yang Liwei. A more plausible assumption would be to say that the Great Wall can be visible from a low orbit of the Earth which is not unique in this regard as many other artificial constructions can be seen from that height.

There are also standard set expressions in this text, such as in fact; that can be seen from the Moon with the naked eye; however; claim was contradicted by; can be seen from that height.

In the texts of the printed periodicals, language clichés provide conciseness and capacity in the nomination, as well as with the help of ready-made structural content blocks clearly represent linguistic and stylistic features of media discourse, namely adequate information, mass media, basic argument.

In academic circles, there are clichéd phrases used to evaluate the quality of work, which are successfully used when writing reviews. A neutral connotation is peculiar to them. For example, the manuscript builds on a good body of research on this topic; as the authors astutely indicate or the study uses a large dataset, with reasonable coverage and this study also provided various descriptive statistics; in my opinion, the manuscript contributes substantial insight to; the conclusions are mostly well supported by the results; the authors make clear the intended practical application of the research).

Negative evaluation of scientific work can be conveyed by such language material: there is important information missing; the major weakness; the single biggest problem; there are substantial flaws in the manuscript; the authors should change the focus of their analysis to; the only figure is rather disappointing; the predicted values may also have systematic errors; I am not sure that the results will be judged novel or important enough for... (Pilyk, 2007, p. 13).

It is known that the press has been and is one of the most important means of promoting political ideas, shaping public opinion, disseminating various types of knowledge, as they are directly related to everyday life (Pilyk,

2007, p. 13). The emergence of newspaper style in the Turkish language was greatly facilitated by both European culture and domestic events in the country, including the activities of prominent educators and politicians, whose main goal was the problems of social equality and spiritual freedom of the individual.

Today, the press in Turkey, as in other countries, has a great influence on the country's foreign and domestic policy. However, its influence is determined not only by the informativeness of newspapers. An important contribution to this is made by the language inherent in the publicistic style. Various types of clichés include repetitive units, such as language etiquette formulas, stamps, aphorisms, phraseologies, idioms, winged words, some slogans, quotes, which are a feature of modern Turkish newspaper articles. Set phrases, which have the same communicative and verbal nature as clichés, differ from the latter in their stylistic features. As a result, clichés and, of course, set expressions have different communicative effect.

An example of clichés is Turkish proverbs, which are often used by journalists when writing articles related to the Turkish Prime Minister's political activities. Here are some examples:

Acınmaktansa haset edilmek evladır – Better be envied than pitied.

Allah sabırlı kulunu sever – God loves the patient.

Can cefadan da usanır, safadan da – The soul is tired of both sorrow and joy.

Dikensiz gül olmaz, engelsiz yar olmaz – There is no rose without a thorn.

Let us view clichés as a common phenomenon that often occurs in language that is studied under certain conditions and contexts, as well as helps to assess specific situations and relationships between people and so on.

For example, various terms are often used to describe various phenomena of social and political life, namely ruling elite – yönetici elit, official – resmi, media- medya, services – hizmetler, law enforcement – kolluk kuvvetleri, organized crime – organize suç, manipulation of public opinion – kamuoyunun manipülasyonu, socially unprotected groups – sosyal olarak savunmasız gruplar, problem solving – problem çözme, counter-terrorism – terörle mücadele, financial support – finansal destek, comprehensive

measures – kapsamlı önlemler, state of the environment – çevrenin durumu etc.

Regarding official and business communication, it is possible to use the following clichés. E. g. according to the order – sıraya göre, according to the order – düzene göre, according to the current legislation – yürürlükteki mevzuata göre, agenda – Gündem, ask questions – sorular sor, soru sormak, report – bilgi vermek, bilgilendirmek, to take into account – göz önünde bulundurmak, dikkate almak, to take measures – to take action place of main job – asıl iş yerinde, in connection with retirement – emeklilik ile ilgili olarak, enter into an agreement – bir sözleşmeye girmek, sözleşme yapmak, bear responsibility – sorumlu olun (Learn Turkish Everyday, 2015; Pokrovska, 2019).

Clichés are language units that have a constant composition of components, as well as their order and habit of sound, like for example according to the original – “aslına uygun olarak”, to participate – “-a katılmak”, to mean – “kastetmek”, I add to the statement – “ifadeye eklerim”, control over the execution of the order I reserve – “emrin yerine getirilmesi üzerinde kontrolü saklıyorum / sorumluluk bende”, etc.

The newspaper and journalistic reality of the Turkish language cannot “quietly” exist without common cliché expressions because, on the one hand, they are understandable to the entire readership and, secondly, do not take much time to work with them. Many journalists have a large collection of common phrases that confidently find their place in every article. Pattern expressions are often used to dramatize events.

Studies of modern Turkish newspapers have long shown that noun phrases called isafet (from the Persian ضافه ezāfe) are often used quite successfully in publicistic style. It is also often part of stable phrases that can convey messages concisely and instantly.

Turkish journalism uses language options that help identify or highlight the main idea, the idea that the author seeks to convey to the reader. For this purpose, special constructions are used, called the source of the message, which uses isafet, which has already been mentioned above: ...-nin bildirdiğine göre – as reported by..., bilindiği gibi – as we know, ...-nin sözlerine göre – according to..., söylediği gibi – as noted, gördüğümüz kadarıyla – in our opinion, etc. (Pylik, 2007, p. 12).

Clichés can be found on every page of a Turkish newspaper.

Here are some examples:

İstanbulun kültürel hayatının gelişimine katkı sağlamak amacıyla... – in order to contribute to the development of cultural life in Istanbul. Here we see an example of even two clichés in one sentence, namely to aim and contribute.

Bilgi paylaşımı – exchange of knowledge and experience;

...resimleri çizenlerin çoğunun kadınlar olduğu anlaşıldı – it is clear that the majority of those who wrote these paintings were women;

...daha büyük rol oynamış olabilirler – could play a bigger role;

Dünya Kupası – World Cup.

**Conclusions and perspectives of further research.** Thus, we can say with confidence that publicistic style is especially important today, and therefore our attention was focused on the publicistic style of speech as one of the functionally significant styles and, of course, the role of clichés and set expressions in foreign language newspaper and publicistic texts (based on the material of English and Turkish Media). The urgency of studying the language of newspaper and journalistic style is due, firstly, to the growing importance of periodicals and, secondly, to the ever-changing social and political living conditions around the world and the need for information in everyday life. We have come to the conclusion that the main features of the newspaper and publicistic style in English and Turkish, which together distinguish it from other functional styles, include

the following: conciseness of the presentation in combination with information content; selection of language media on the principle of their intelligibility (the newspaper is the most common type of mass information); the presence of social and political vocabulary, phraseology, rethinking the vocabulary of other styles (including terminology) for the needs of journalism; the use of language clichés typical for the given style; the diversity of stylistic use of language: the ambiguity of words, resources of word formation, emotionally expressive vocabulary; combination of features of journalistic style with features of other styles (scientific, official, business, literary, artistic, conversational). This process is closely related to the diversity of topics.

Due to the aforesaid, clichés are an integral part of the newspaper, because they are characterized by stability (reproduction does not take much time), the focus on concretization and emphasis on the main idea. Cliché terms are often used to express evaluation, which is also one of the characteristics of a newspaper text. These terms are found everywhere, but, fortunately, journalists have a great tendency to enrich texts, and in no case overload them with excessive use of clichés. Cliché is different from the concept of “stamp”. The latter often consists of the accumulation of unnecessary words and is assessed as a negative phenomenon in speech. In addition to clichés, Turkish newspapers use regular expressions or phrases that confirm the author’s ability to speak. The study of these constant expressions will be the perspective of our further research.

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