

to persuade people to buy certain products and get a sense of how the marketing strategies of advertisers work through. Relevantly chosen stylistic devices by the advertiser in unity encourage the viewers to buy a particular product.

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ENGLISH POLITICAL IDIOMS: SEMANTICS AND STRUCTURE

Correct and precise comprehension and interpretation of individual speech, especially in politics, is of high importance. Every detail influences the shade of meaning of certain expressions and utterances. The situation gets even more complicated in case of the involvement of different figurative means, such as idioms. They were widely analyzed by various linguists in different domains from versatile perspectives. For instance, M. L. Drazdauskiene examined the role of idioms in direct and indirect communication in political publications. This paper is an attempt to determine the main semantic and structural features of contemporary English idioms used in political discourse. Firstly, we have to define the term –idiom, then we classify them according to certain criteria and illustrate the determined groups with relevant examples, finally we will demonstrate their usage samples, selected from different sources.

An idiom is a type of phrase or expression that has a figurative meaning, which cannot be concluded on the basis of the analysis of the meaning of the individual words-components. The word –idiom is derived from the ancient Greek word –idioma, which means –peculiar phraseology [1]. Modern English contains about 24,000 idioms [3]. They are traditionally classified according to such criteria as meaning, emotional saturation and structure [2]. N. Hertsovska and T. Shpenyk [2] suggested multi-faceted idiom classification according to its size (number of words involved), period and history of origin and grammatical structure.

In our research, we applied the suggested classification in order to analyse English political idioms and received the following findings.

"*Body politic*" (a group of individuals gathered together to organise a political movement under a single political leadership). It is a short, containing two words, traditional idiom, related to the history of Ancient Rome («The Western concept of the "body politic", originally meaning a human society considered as a collective body, originated in classical Greek and Roman philosophy» [2]). It is represented by the structure N + N. The following sample of its use was fixed in The Dallas Morning News article: *History has shown that when the body politic moves radically in either direction, a commensurate response builds in subsequent years to slow or reverse that radicalism* [4].

"*Hung parliament*" (a situation in which no political party has a majority in the House of Commons). It is a short, traditional idiom, related to the history of Great Britain («The term apparently emerged in the United Kingdom, around the time of the 1974 election, by analogy with a hung jury, that is, one unable to reach a verdict» [6]). It is formed according to the

structure Adj. + N. The example of its usage was found in CNN publication: *Malaysia is facing a hung parliament for the first time in its political history, after a divisive, tightly-contested general election left major parties unable to secure enough votes to form a new government* [7].

"Red tape" (excess rules that may cause delays or problems within the company or institution). It is a short, traditional idiom ("red tape comes from the filing practices of the 16th century. Archives with miles and miles of documents from all of Europe were bound with a red tape, or red ribbon. It became the most convenient and common practice, but also the most visible way to keep track of the them [10]). This idiom also represents the model Adj. + N. The example of usage is taken from USA Today: *The Biden administration temporarily changed the Public Service Loan Forgiveness program to ease some of the red tape* [11].

One more idiom falling into the above mentioned model is "Political suicide" (when a political party or politician loses widespread support from the voting public). It is a short idiom, traditional one ("first emerged in Britain in the mid-eighteenth century, and was used amongst other things to describe seemingly self-destructive policy at national level"[8]). The example of usage is the following: *Plainly, Republicans are trying to bait Democrats into infighting that scuttles their agenda, which would be political suicide* [9].

"Politically correct" is another sample of short idiom consisting of two words. It refers to a belief that one's language must always be inoffensive, especially talking about sex, race, etc. It belongs to modern idioms ("Professor Frank Ellis at the University of Sheffield noted the term –political correctness was first used in the late 19th to the early 20th century when Vladimir Lenin began his rise to power. Ellis said that Marxist-Leninists and Maoists placed a heavy preeminence on being ideologically correct, both politically and theoretically"[12]). This idiom represents the model Adv. + Adj. Here is the example of its usage taken from *Forbes*: *Predictably, mixing a politically correct framework with an ineffective investment strategy has caused battle lines to be drawn* [13].

Another idiom analysed is "Take the Law into One's Own Hands" (if you take the law into your own hands, you try to punish someone for breaking the law according to your own understanding of justice, even though you don't have the right to do that). It is an extended (consisting of seven words), traditional idiom, related to the history of Great Britain. This idiom is represented by a verbal phrase combining political terms and words related to the parts of the body. We have found such an example of its use in *The Sun Daily*: *So, those who take the law into their own hands can be punished under the Penal Code and be prosecuted for causing harm to another person, in pursuit of swift justice* [5].

To our mind, such approach to idiom analysis and classification is of great methodological value, since its outcomes can be efficiently applied to the development of teaching materials directed to the presentation of idiomatic vocabulary to different categories of learners. It comprises the explanation of idiom meaning and origin, explicitly represents its structure, shows authentic ways of its use at the text level. Further steps of our research are seen in quantitative analysis of the most common English political idioms according to the criteria discussed above.

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TEACHING ENGLISH USING ONLINE RESOURCES

Many teachers have found that it is a significant challenge to ensure that students are able to learn and absorb educational material quickly and effectively during foreign language lessons. As a result, they have been actively seeking ways to increase motivation and stimulate students' educational and cognitive processes in order to address this problem.

In today's digital age, the use of online resources has become an integral part of education, especially in the field of language learning. English, being the most widely spoken language across the globe, has a vast array of online resources available to learners. These resources, when used effectively, can significantly enhance the learning experience and improve the student's language skills.

One of the primary benefits of using online resources in English lessons is the availability of authentic materials. Online resources offer a wealth of real-life materials, such as news articles, podcasts, and videos, which can be used to expose learners to real-world English. This exposure to authentic materials helps learners to develop their language skills and become familiar with the nuances of the language. The British Council's LearnEnglish website offers a wide range of resources for teaching and learning English. The site covers all the major language skills, including listening, reading, writing, speaking, grammar, and vocabulary. It provides a variety of materials, including articles, videos, audio recordings, quizzes, and games, all designed to help learners improve their English proficiency. In addition, TubeQuizard is a website designed to help English language learners improve their listening and vocabulary skills by using YouTube videos. The site offers a variety of video content, such as interviews, movie trailers, and news reports, along with a series of multiple-choice questions that test the learner's