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Summary. The article discusses one of the aspects of the formation of phraseological semantics - the role of metonymic transfer (shift) in relation to phrases, which are based on metonymy or cognitive metaphor, genetically having not only a metaphorical but also a metonymic mechanism. The phraseological units formed on the basis of scripted type concepts are analyzed.

Key words: phraseological semantics, metonymic shift, cognitive metaphor, scripted type concepts.

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Summary. The article investigates the periphrastic compound names, which are used in the text not so much to refer to a specific geographical object (situation, city, urban objects, etc.), but as a kind of cultural sign, a symbol of certain events, destinies. The study carried out a comparative work to identify the structure of different types of compound names, the sources of their generation.

Key words: periphrastic compound names, cultural sign, national picture of the world.

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