

*Summary.* This article focuses on the study of phraseological units that are a part of metaphors. Phraseologisms are the basic component of a literary text; they play a special role in creating and shaping the writer's world picture and show colours of the individual language picture of the world of L.N. Tolstoy. The main thematic metaphor groups are considered that are also expressed by means of phraseological units.

*Key words:* idiom, individual author's world view, language picture of the world, metaphoricalness, phraseological fusions.

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chumak@bsu.edu.ru

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*Summary.* In the article, on the example of the epoch-making metaphor of the *wolf hunt*, the evolution of the verbal image in poetic discourse — from phraseological units to text-forming units — is shown. It is shown how the usual phraseologism, having a transparent internal form, reflecting a fact of reality, being embodied in a communicative event, transforms into a model fixed in a verbal metaphor. Within the poetic discourse, idiostyle features are essential for the interpretation of the poetic text, and — as a result — they allow to get into the essence of the language personality of a particular poet.

*Key words:* poetic discourse, epoch-making metaphor, communicative event, individual style, language personality.

yourina2007@yandex.ru