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∴ 1) It rains cats and dogs - ; 2)  
make the cup run over - ;  
; 3) plough the sand - ; pull  
the chestnuts out of the fire for somebody - ( - ) ;  
; pull the devil by the tail - ;  
; put a spoke in somebody's wheel - ;

(energeia).

(energeia),









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*Summary.* The author focuses on the term “linguistic picture of the world”. The task of the linguo-cognitive research of this entity is to reveal the contents of its numerous cognitive-pragmatic levels. The author describes the constructive components of the communicative-pragmatic register of the linguistic picture of the world, including the emergence of a secondary image and apperception. According to the author, communicative and pragmatic architectonics of the linguistic picture of the world are archetypes and cognitive metaphors, and idioms are one of the key language tools of its representation.

*Key words:* linguistic picture of the world, linguo-cognitive analysis, secondary image, apperception, archetypes, cognitive metaphors, idioms.

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