

NEW PHRASEOLOGICAL UNITS WITH WORD SOUL (ON THE MATERIAL OF THE SOCIAL NETWORK «INSTAGRAM»)

The article considers a new linguistic phenomenon, widely spread in social networks — «hashtag». A plan of the expression and a plan of the content of hashtags are analyzed in social networks. It is concluded that the hashtag is an interesting object for linguistic research. The hashtags with the word «soul» and its synonyms in the social network «Instagram» are analyzed and grouped.

Keywords: soul, Instagram, new phraseological unit, hashtag.

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For citations

Glazkova S. N., Rodina A. A. New phraseological units with the word the soul (on the material of the social network «Instagram») // Omsk Scientific Bulletin. Series Society. History. Modernity. 2018. No. 3. P. 44 – 48. DOI: 10.25206/2542-0488-2018-3-44-48.

Received 19 April 2018.

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