

2. Transmit one thought in one hashtag.
3. Limit a number of words behind the «#» sign (a large number of words are difficult to perceive).
4. Limit a number of hashtags for a single message.
5. Use minimum of phonetic and graphic means (such as increasing the number of letters, brackets, emoticons, etc.).
6. Check the correct spelling of hashtags [4].

Conclusion. The results of this investigation suggest that hashtags are not only topic-markers and aggregators, which was their initial purpose, but that they apparently have numerous other applications. They are used for: advertising (#Apple, #Samsung); charity campaigns (#saveonelife, #IceBucketChallenge); entertainment (#MTV, #Oscars2022); sport events (#Wimbledon2021, #FIFA); political campaigns (#voteforX, #gogreen), etc.

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MEANINGS OF RUSSIAN IDIOMS

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Keywords: idioms, phraseological units, verbose conditions, origin.

Every language has its idioms (phraseological conventions) which sound completely meaningless to everyone, except those who have heard them since childhood. The English use the term “idiom” to denote a mode of expression peculiar to a language, without differentiating between the grammatical and lexical levels; also, or the syntactical or structural form peculiar to a given language. It may also mean a group of words whose meaning is difficult or impossible to understand from the words considered separately.

The purpose of the study is to analyze popular idioms in the Russian language that are difficult to understand for English speakers. We do not only explain their meaning, but also give their origin, give their English analogues.

Material and methods. The analyzed idioms were chosen from the list of 100 units according to their popularity. Fifty students of our university took part in the pool and ranged the suggested list of idioms. 15 popular idioms were transliterated, translated

word by word, examined from the point of etymology and meaning with the help of various lexicographical and the Internet sources.

Findings and their discussion. 1. In Russian: *делать из мухи слона* [delat' iz mukhi slona]. In English: to make an elephant out of a fly. Meaning: to greatly exaggerate. Origin: the idiom has its roots in ancient Greece. The author is unknown, but the ancient satirist Lucian was the author of *The Praise of the Fly*, which is where the well-known expression with this meaning comes from. An analogue of the idiom in English: to make a mountain out of a molehill.

2. In Russian: *подковать блоху* [podkovat' blokhu]. In English: shoe a flea. Meaning: to show skill or ingenuity in a task. Origin: the Russian writer Nikolai Leskov has a story called «Lefty». The hero of the story is Lefty – a miracle craftsman who managed to shoe a mechanical flea that winds up with a key and performs a dance. The expression has been in the Russian language ever since. An analogue of the idiom in English: make ropes out of sand.

3. In Russian: *когда рак на горе свистнет* [kogda rak na gore svistnet]. In English: when the lobster whistles on the hill. Meaning: unknown when or never. Origin: it is a joking idiom because crayfish cannot whistle and climb a mountain. An analogue of the idiom in English: when pigs fly/ when the cows come home to roost.

4. In Russian: *С легким паром!* [s legkim parom]! In English: with light steam! Meaning: greeting and wishing health to someone who has just taken a steam or a bath (Enjoy your bath). Origin: this is what people in Russia used to say to those who had been cleansed of their sins and diseases by the bath and then breathed easy. An analogue of the idiom in English: Happy regeneration!

5. In Russian: *выпрыгнуть из штатов* [vuprygnut' iz shtatov]. In English: jump out of your pants. Meaning: to rejoice greatly/ to admire or try hard to do something. Origin: when a person is overjoyed, it feels like they are about to jump out of their trousers. An analogue of the idiom in English: bend over backwards.

6. In Russian: *пускать пыль в глаза* [puskat' pyl' v glaza]. In English: to throw dust in one's eyes. Meaning: to create a false impression, presenting oneself, one's situation in a better light than it really is. Origin: men in Russia liked fist fights. Sometimes strength yielded to cunning. You could cheat and throw a bag of sand in your opponent's eyes. The notion eventually narrowed to «cheat». An analogue of the idiom in English: show off. An analogue of the idiom in English: to blow smoke/ to put wool over one's eyes. *New definition:* gatsbying – post pretty pictures on social media for a specific person to see.

7. In Russian: *как сельдей в бочке* [kak sel'dei v bochke]. In English: like herring in a barrel. Meaning: about a large gathering of people. A great many, which is crowded. Origin: a captain of a fishing seiner came to town on business, and in the morning, he got on a bus and went to the ministry. The bus was so crowded that he couldn't get off at the bus stop at the ministry and had to drive to the end stop. He drove back, but again he could not get off, and again he could not get off, and again he could not get off... He returned to the seiner, looked at the fresh catch, remembered himself on the bus, and said: «Like a herring in a barrel...». An analogue of the idiom in English: packed like sardines.

8. In Russian: *заморить червяка* [zamorit' chervyaka]. In English: starve the worm. Meaning: to eat a little of something. Origin: in Russia, peasants believed that digestive organs were inhabited by worms that caused hunger. You have to eat

something so that the worms are satiated and do not disturb the person. An analogue of the idiom in English: to stay one's hunger.

9. In Russian: выйти из себя [vyiti iz sebya]. In English: to come out of oneself. Meaning: to get angry. Origins: When a person is angry, it is as if their bodily shell is ripped open and they come out of it, revealing their emotions to the world. An analogue of the idiom in English: To fly off the handle.

10. In Russian: вешать лапшу на уши [veshat' lapshu na ushi]. In English: to hang noodles on the ears. Meaning: to fudge, to deceive. Origin: it is not a dough dish. The etymology of the word «noodles» is not entirely clear. The dictionary of P. Chernykh suggests that the word «noodles» comes from the verb «to lacquer», hence mindless tongue chattering. An analogue of the idiom in English: to pull the wool over someone's eyes.

11. In Russian: зарубить на носу [zarubit' na nosu]. In English: to make a notch on one's nose. Значение: запомнить раз и навсегда. Origin: the word «nose» in this idiom does not mean the organ of smell. The word means «memorial tablet» or «record label». The idiom originated in ancient times, when illiterate people carried plaques with them everywhere and made various notes and notes on them. These were called «noses». An analogue of the idiom in English: put it into your pipe and smoke it.

12. In Russian: битый час [bityi chas]. In English: the beaten hour. Meaning: a very long time. Origin: in Russia time was measured by the sun. It was not until the 15th century that a clock appeared on the tower of the Moscow Kremlin. Every 60 minutes a chime would «beating». An analogue of the idiom in English: Donkey's ears/years.

13. In Russian: держи хвост пистолетом [derzhi khvost pistoletom]. In English: hold your tale as a gun. Meaning: don't get down, don't get discouraged. Origin: when dogs are in a good mood, they hold their tail high, but when they are afraid or sad, they lower their tail. An analogue of the idiom in English: keep your pecker up!

14. In Russian: вот где собака зарыта! [vot gde sobaka zaryta]! In English: that's where the dog is buried! Meaning: this is what it's all about, this is the real reason. Origin: There are several versions. The best known is that treasure hunters, for fear of evil spirits, did not say the word «treasure», but spoke of a dog, implying a devil and a treasure. An analogue of the idiom in English: that's where the shoe pinches.

15. In Russian: белая ворона [belaya vorona]. In English: the white crown. Meaning: a person who differs in behaviour or value system from others in the community. Origin: Crows with white plumage are considered very rare, as their colour is due to a mutation-albinoism. An analogue of the idiom in English: black ship.

Conclusion. Coming to the conclusion we note that rendering of idioms word by word is incorrect, they cannot be taken literally, as they are used in a figurative sense. There are many idioms in the Russian language, which make the language funnier, more diverse, and at the same time special for foreigners.

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