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THE PECULIARITIES OF PROVERB/SAYING IMPLEMENTATION IN THE CONTEMPORARY SOCIETY

One of the greatest abilities of a human is the ability to express his/her thoughts, feelings, sensations, the perception of the surrounding world and various phenomena occurring through a keen imaginative expression. Proverbs and sayings have reached for the very bottom of a person's heart who are of any nationality since oral folk arts of all peoples passed through the same way of development. The various stages of the historical way of the world's peoples have common forms of expression in proverbs and sayings which are regarded as the depository of wisdom. A person without wisdom is similar to a body without a soul! Proverbs and sayings represent oral folk arts, wisdom and life experience accumulated by ages and transferred from mouth to mouth for many generations. Proverbs represent for the most part relatively brief expressions, sometimes in the poetical form. All of them have a clear rhythmical structure, transfer a highly emotional image and reflect the situation in an imaginative, figurative form [1, p.17].

A proverb is a brief, rhythmically organized work of people's speech; a proverb generalizes historical and social experience of generations, using as bright and deep description of all life's sides and people's activity, as well as all phenomena of environmental. A proverb can be defined as a general judgment in the form of a grammatically complete sentence. For examples: 1) *A friend in need is a friend indeed*; 2) *He that never climbed never fell*; 3) *Store is no sore*; 4) *Too much pudding will choke a dog* [4, p.2]. The saying is a figurative expression existing in the speech for emotional and expressive evaluations (for example, "*bore somebody silly*" is an expression of vexation). Unlike a proverb that is a whole judgment, the saying is always a part thereof. For examples: 1) *How goes the enemy?* 2) *Whose dog is dead?* 3) *More power to your elbow!* [2, p.51]

Proverbs and sayings differ from phraseological units in the structural and semantic relation: they represent a completed sentence. The basis of their integral semantic content is not notions but judgments. Therefore, proverbs and sayings can not be bearers of a lexical meaning which is proper to phraseological units; their sense can not be communicated by a sentence only (often expanded one) while the meaning of a phraseological unit is communicated by a word [5, p.12].

Proverbs and sayings do not have any author. We will never know the exact time of their appearance. But no professional literature, publicity, live oral speech can do without them. Proverbs and sayings absorbed the wisdom accumulated by ages; experience of dozens of generations. They are characterized by an epigrammatic briefness and exactness of judgments on various sides of human's life. It is not surprising that they have become an invaluable material for research of not only philologists but also historians, ethnographers, writers, philosophers. Being transferred from mouth to mouth proverbs and sayings were polished, improved acquiring the uttermost exactness, felicity and pithiness. Each people

has its own proverbs and sayings reflecting particularities of its culture, historical destiny, national consciousness.

Proverbs and sayings represent genres of folk arts originating, in the opinion of scientists, from the time of the primeval order. *"They are made in the time of the primeval primitiveness of speech and as branches close to the root they are worthy of our study and memory"*. [8]

To find proverbs and sayings it is necessary to take field survey among the common people. There is no proverb in an educated and instructed society. There are weak disabled aftersounds thereof converted on the basis of our manners. Unlike winged expressions proverbs and sayings have a folk but not bookish origin. However it is not always possible to find out if this or that expression belongs to a certain author or if the writer has borrowed it from the folk speech [8].

And what can we say about the translation of English proverbs and sayings into the other languages? Centuries-old experience of the people's contact suggests that a good translator must not only understand the meaning of the translated text, but also possesses phraseological richness of the language in which the translation. The English language has its own principles as well as the Ukrainian one has its own. The English language has its word order, while the Ukrainian one differs. The English sentence can be characterized with the strict absence of double negative forms, while in the Russian language we just use two of them: "never", "no." The Ukrainian language is flexible and it allows you to save English word order in a phrase, but not always. Difficulties in translation of English proverbs and sayings arise and they always will. And taking into consideration all the features of a language, it is very difficult to translate what is a considerable part of the culture of one nation to another language [1, p.59].

Proverbs have always been and will remain relevant, despite the development of economy and technology, progress, etc. At any time, proverbs and sayings are a characteristic features of a people, the object of attention and study.

After analyzing about 50 proverbs and sayings, I reached the following conclusions: 1) proverbs are ambiguous and bright. They are timeless and have no social limits; 2) proverbs and sayings in English are rather difficult to translate into other languages; 3) in almost any language you can find equivalents of the English proverbs and sayings.

Lexico-grammatical wealth of proverbs and sayings allows us not only to use them in explaining and activation of many grammatical phenomena, but to enrich vocabulary as well. Proverbs and sayings can be used in exercises on language development in which they are used as an incentive. The same proverb or the same saying can be interpreted differently. Therefore, on the bases of the particular proverb or saying these students learn to express their own thoughts, feelings, experiences that demonstrate different ways of placing them in the language. Therefore, the use of proverbs and sayings lessons develops the creative initiative of students through prepared and unprepared speech [1, p.249]. Knowing English proverbs and sayings enriches the vocabulary of people, helps them to learn the system figurative language, develops memory, involves in folk wisdom. In some such sentences that contain complete idea usually it is easier to remember new words. For example, you can make easier the work of memorizing numbers, which usually causes difficulties for learner, with the help of proverbs and sayings that include figures: *A bird in the hand is worth two in the bush; Two is company, three is none; If two man ride on a horse, one must ride behind; Rain*

before seven, fine before eleven; A cat has nine lives; Two heads are better than one.

1. Proverbs and sayings memorization not only develops the people's memory, but it can learn to select lexical units appropriately and develops the emotional expressiveness of the language. The need for search methods of translation equivalent of expressions into the native language develops translation skills and habits. In addition, work with proverbs and sayings stimulates people's interest to work with vocabulary [Кунин А.В. Английская фразеология. Москва, 1970. – 344 с.
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