

# SEMANTIC ANALYSIS OF PHRASES LINKED WITH “HEALTH”

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## Abstract

Using semiotic analysis, this article identifies key cultural domains underlying the formation of phraseological units related to human vitality and well-being. The study establishes several semiotic areas that structure the semantic organization of phraseology: care, energy, abundance, endurance, youth, freshness, cheerfulness, and norm.

**Keywords:** Emiotic Analysis, phraseology, cultural domains, semiotic fields, iconic signs, human vitality, Health and Well-being, linguistic representation, Cognitive Semantics.

## Introduction

**Абстракт:** С использованием семиотического анализа в статье выявляются ключевые культурные области, лежащие в основе формирования фразеологических единиц, связанных с жизненной силой и благополучием человека. В исследовании выделяются несколько семиотических сфер, структурирующих семантическую организацию фразеологии: забота, энергия, изобилие, выносливость, молодость, свежесть, жизнерадостность и норма.

**Ключевые слова:** Семиотический анализ; Фразеология; Культурные области; Семиотические поля; Иконические знаки; Жизненная энергия; Здоровье и благополучие; Языковая репрезентация; Когнитивная семантика

By means of semiotic analysis, all cultural areas are identified, due to which there is phraseology. Thus, the semiotic regions were established:

1. Care. This area it is represented by the well, take care, and escape symbols in the phraseological units ‘alive and kicking / well’ (letters. alive and well), ‘(escape with) life and limb’ (lit. run away alive), ‘take care (off)’ (lit. care), ‘bring smb (back) to life’ (letters’. return to life), etc.
2. Energy. This largest group is characterized by liveliness, excellent physical shape and condition, as well as strength. This group is formed by the iconic tools hard, steel, condition / shape, form, trim, par, built, horse, bullet and others. It is represented by the phraseological phrases (safe and) sound in life / wind and limb, (lit. life out of danger), (as) hard as steel’ (letters’. hard as steel), ‘be in / on good / top form’ (lit. to be in the best form), ‘be in fine / good / high fettle’ (letters’. to be in good shape), ‘in shape / condition’ (letters. in good shape / condition) ‘in fighting / good trim’ (letters. be in combat / good form). This semiotic group it

is aimed at recreating situations related to the demonstration the possibilities of physical energy, enthusiasm and efficiency.

3. Abundance. This area is characterized by excess nutrition, the complete presence of something in the words full / fine / good / great, fighting cock in expressions ‘live like (a) fighting-cock(s)’ (lit. live like a fighting cock), ‘to be in full / fine / good / great feather’ (lit. be in full / beautiful / good / magnificent plumage) ‘live (pretty) high of / on the hog’ (lit. live (much) better than a hog). Group shows the full sufficiency of the necessary vital needs of man.

4. Endurance (endurance). This semiotic group consists of signs associated with strong or rigid materials, for example: nails, hard, Shoe leather, goat knees, dough. The expressions ‘(as) hard / hard as nails’ ‘belong to this group’ (letters’. hard as nails)’, ‘(as) hard like an old Shoe (s)/ Shoe leather’ (lit. hard as the sole of an old Shoe), (as) hard as (lit. tight as the dough).

5. Youth. This group is represented by the words prime, blooming in turns ‘in the prime of (ones) life / in one’s prime’ (lit. in its Prime life), ‘in blooming health / blooming with health’ (lit. in the lush health / blooming with health). Signs are intended to represent the flowering of plants, the brightest time in the life cycle of flowers, how life blooms.

6. Freshness. Group characterized by iconic means of external beauty, FID violin, silk, photo daisy, daisy, rose, cherry, pink, ruby, blood, paint that is associated with brightness and beauty, with high growth Joker / tram road / spire / big guy. This group includes phraseological combinations ‘pink color of perfection’ (letters. pink perfection), ‘(as) fresh as a daisy / rose / paint)’ (letters. fresh as a daisy / rose/ paint), ‘(as) fresh / light as a rose’ (fresh / light as a rose).

7. Cheerfulness. This group represents a set of units that has signs of animation in its content, fun and cheerfulness. To the group belong to the unit-signs fine / good, jolly, lively, and units-objects cricket, lark.

For example, ‘be in fine / good / high fetch’ (lit. be in a good mood), ‘(as) jolly as a sandboy’ (lit. Jolly as a sand merchant), ‘(as) lively / chirpy / merry as a cricket’ (letters’. lively, cheerful, cheerful as a cricket), ‘(as)cheerful / merry as a lark’ (lit. cheerful as a lark).

8. Norm. The group consists of from words that mean calm, norm, coolness: cucumber, sleep, top / log / rock / baby, nerve. This the group includes iconic tools conditions of normal life activity, aimed at maintaining and restoring the balance and balance of human well-being, its natural and habitual state,

For example: (as) cool as a cucumber” (lit. cold as a cucumber), ‘sleep like a top / log/ rock / baby’ (sleep like a top / log / rock / baby), keep ones nerve / hold oness nerves (lit. to save someone else's nerves, someone’s nerves).

9. Practical knowledge. This group consists of iconic tools related to savvy,

For example: savvy / savvy (letters. thinking, knowing, understanding), sobriety of mind and logical reasoning ‘be a cool beggar / card / customer / fish / hand’, ‘be a cool, sane person’, ‘(as) bright as a button’ ‘smart, quick to learn», ‘common / sound / good / horse sense’, ‘common sense, practical acumen’, ‘mother wit’ ‘natural mind, savvy, common sense.

This group is represented as an object that has the spatial characteristics of the ‘get / put ones ideas into shape’ (letter’ put ideas in shape) ‘come up with, put your thoughts in order’, ‘be in ones (right) senses / mind’ (letters’. be in the right mind).



1. Health - is care (Health - this is a concern);
2. Health - is energy / activity (Health is energy / activity);
3. Health - is abundance (Health is abundance);
4. Health - is endurance (Health is endurance);
5. Health - is youth (Health -this is youth);
6. Health - is freshness
7. Health - is cheerfulness (Health is cheerfulness);
8. Health - is norm (Health - this is the norm);
9. Health - is practical know-how (Health is savvy).

Thus, the reconstruction of metaphorical conceptual models based on which phraseological images and meanings of the semiotic area of health in the English language are based. As shown, these models are complex, consisting of a large number of conceptual elements. To find out the internal structure of each conceptual model a semiotic and conceptual analysis of the model is required each model. Consider the internal structure of the health model —is energy / activity (health is energy / activity) to do this, you need to find all the components of images in the study group iconic tools that affect on the phraseological meaning of expressions. Consider them ‘do fine / well / all right’ (lit. do well). ‘be in good shape, ‘be successful’ (as) cordial as A tank’ (lit. strong as a dollar) — ‘healthy, strong’; ‘built as brick outhouse /toilet’ (lit. built like a brick outhouse) — ‘attractive (about a person), ‘well-built’; ‘be on / on the mend ‘(lit. go on the mend) – ‘healing’; ‘become better’ ‘feel like a new (person)’ (letters. feel like a new person) – ‘feel refreshed and refreshed, especially after recovery or getting dressed; ‘(as) strong as a bull’ (lit. strong as a bull)’very active.

Selecting five groups says that the model ‘health is energy and activity’ is generalized and consists of more private subgroups that it can also be represented as metaphorical structures.

- Energy / productivity - is strength (Energy is strength), for example, ‘(as) hard as steel, strong as steel, strong;
- Energy / activity - is youth (Energy is youth), for example, in the pink (of health / condition / perfection) in excellent condition (about health);
- Energy / activity - is high spirit (Energy is a good mood), for example, be in fine / good/ high fettle be in good condition, in good shape, look healthy and cheerful;
- Energy / activity - is an active state (Energy is active state), for example be on / upon the mend, ‘getting better; becoming healthy again’;
- Energy / activity - is a passive state (Energy-stable state), for example, a good / strong head, have the mental capacity for something.

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**Metaphor examples:**

1) In the pink of health (noun) - you are in excellent physical condition.

Ex: Caroline looks in the pink of health after her holiday.

2) Look the picture of health (noun) - to look extremely healthy

Ex: Nice to see you again Mr. Brown, I must say you look the picture of health.

1) Clean bill of health. (noun) If a person has a clean bill of health, they have a report of certificate declaring that their health is satisfactory.

Ex: All candidates for the position must produce a clean bill of health.

2) Look the picture of health. - to look extremely healthy.

**Proverbs**

1) Early to bed, and early to rise, makes a man healthy, wealthy and wise

It is much better for you to go to bed early and to get up early in the morning.

2) Health is better than wealth.

It is better to be in good health than to be a rich.

**Idioms by categories**

1) Full of beans

A person who is full of beans is lively, active and healthy.

Ex: He may be getting old but he is still full of beans.

2) In bad shape

A person who is in the bad shape is in poor physical condition.

Ex: I really am in bad shape, I must do more exercises

3) Back on your feet

If you are back on your feet, after an illness or an accident, you are physically healthy again.

Ex: my grandmother had a bad flu' but she is back on her feet again

4) Back into shape

To get yourself

