Abstract
This article studies the issues of language consistent patterns // antinomies, one of which is
the expressiveness of language lexical units including phraseological units. The main mass of
lexical items is most often used to create expressiveness; it is presented by notional
nominative signs possessing a deep, voluminous semantic structure and significant semantic
potentialities. Stylistic features of words have different functions in language and speech.
Expression and function are in direct, constant interdependence, especially in the real use.
This paper specifies that emotional coloring of the language units is more fully received in
words, when there is a functional attachment to various spheres of human communication, to
different situations and it is reflected both in the text and in the speech situation. Connotation
is considered as a secondary nomination which complements the objective meaning with
associative-imaginative representation of designated reality based on the internal form of the name. This value acts as a base of emotional evaluation // emotional breadth and stylistic markedness, tying together the denotative and connotative content of language unit. All processes occurring in the lexis and semantics are explained by the fact that this system is flexible and changeable, capable of maintaining the various values, and the value changes both in diachrony and synchrony. Expressive characteristic features inherent in the word reflect both the purely linguistic, intra-language essence and extra-textual, extra-linguistic essence.

Key words: expressiveness, emotionality, function, lexis, linguistic, antinomy, connotation, diachrony, synchrony, text, word, style.

1. Introduction

"Language is always as much the purpose as the mean, as much is created as used", - wrote A.Potebnya (1).

Language – is a set of units, which forms its structure, consisting of a number of levels. Units of each level are organized by system relations. Words as meaningful units of a particular level are organized by paradigmatic and syntagmatic relations, which correspond to two basic principles: choice of the elements to express a given content and their combinations. The words themselves (morphemes, word-groups) do not perform communicative task, but are conducive to create text, utterance - the basic unit of language and speech when entering between each other in various combinations, acquiring communicative characteristics. This work covers the features of lexis of the modern Russian language in accordance with the provision of linguistic theory that lexis is divided into two main groups: functional-stylistic lexis and expressive-stylistic lexis. The process of stylistic transpositions of lexis is that some words acquire these or other special functions, transfer to the corresponding stylistic category (or categories, if word acquires more than one meaning) of lexis, others - lose some functions, go out of this category (or categories) of lexis.

"Word – is clothes of all the facts" - wrote M.Gorky (2, p. 212). But use of the word in accordance with its inherent value, with its inherent stylistic color is required not only for a writer and poet, but also for the common man owning Russian literary language. "The accuracy of word is not only style and healthy taste requirement, but above all – sense requirement" - claimed K.Fedin (3, p. 321). Use of lexis of expressive-emotional coloration is
associated with the stylistic properties of words that are manifested particularly in the text. But properties of expressiveness are changing depending on the specific text, artistic or journalistic. In one case, the words of so-called high-styles are highlighted: book, oratorical, poetic; and in another - colloquial, everyday-household. In lexis as in the language level, there are “core” structures in the form of stylistic paradigms as well as peripheral zones which are coloured not by indirect contrasting, but by general “stylistic light” (tone) of categorical oppositeness. Such system in the language lexis is characterized by capacity, flexibility and mobility. Stylistic paradigm specifies not only peripheral zones of emotionally expressive lexis, but also reveals semantic-stylistic content and functionality of synonyms in the language. One of three functions of the word synonyms – is expressive and stylistic function connected with the expression of diverse evaluations; it contributes the notional accuracy in expressive and stylistic aspect.

Object of the study is the expressive lexis and phraseological units which are actualized based on semantic features in the speech practice of communicators.

Subject of the study and scientific understanding in the work is expressed in the peculiar features of expressive lexis and its character and communicative functions.

Linguistic regularities in the process of language development were called the antinomies. The most important of the antinomies – is the antinomy of the speaker and listener; writer and reader; systems and norms; code and text; antinomy of regularity and expressiveness. Action of antinomies and their functions condition self-development of language, although they are not free from the influence of extra-linguistic factors.

Actuality of this work is determined by study of antinomy: regularity and expressiveness, because this antinomy is based on informational and emotive functions of the language. Informational function is expressed more consistently by the same type and standard linguistic means regularly formed at a level of lexis that differ by ambiguity, metaphoricalness and diverse structure. Emotive function, on the contrary, in its expression is based on expressiveness of linguistic units - words, their idiomatic nature, i.e. on such properties that are contrary to "standard." Thus, in the language occurs constant formation of the ordered systems of special terminology on one side, with strict standard definitions, and on the other side - metaphorization, expressivization of common words to create analogues to the official terms. Compare: go - walk, say – utter, road – way, work - grub on, love – adore, I hope to God (God forbid), out of this world (far from everyday real life), etc.
The researches in the field of the Russian language lexis made by such scientists as V. Vinogradov, O. Akhmanova, V. Zvegintsev, F. Filin, D. Shmelev, Y. Karaulov and others indicate that it reflects processes associated with changes in semantics and stylistic coloring of words. The problem of revealing of active and passive interaction in verbal explication of actualized semantic features of expressive lexis based on regularity and expressiveness in the vocabulary of a language has not been considered as object of independent research. Especially that the present-day linguistics is characterized by re-orientation of scientific interests from preferential study of internal regularities of the language system to consideration of the language functioning as the most important means of communication in different discourses.

Novelty of the work lies in the fact that expressive lexis is considered as a tool for actualization of the sense of verbalized units which have self-presentation and pragmatic potential.

Theoretical significance of the work lies in the fact that study of lexis, the most movable and variable level of the language, is very important and necessary as it promotes the expansion and deepening of knowledge about pragmatic, communicative, expressive and discursive possibilities of lexical language means.

Practical significance is conditioned by the fact that its materials can be used in the practice of teaching of stylistics, linguistics, and pragmatics of the text, lecturing of special courses on expressive lexis of the modern Russian language. In general, the research in the field of lexis, especially in the part of this antinomy, expressiveness of language lexical units is quite relevant and functional.

Linguistic-theoretical basic concepts in studying communicative possibilities of expressive and emotional lexis and phraseological units.

V. Vinogradov in the paper on Russian stylistics wrote: "Entering into the rules of functional-voice and expressive-semantic differentiation of various elements of modern Russian language in regularity of synonymous relations and relations of forms, words, phrases and syntactic constructions it is easy to see that nature and extent of such differentiation are not the same and non-uniform in various sides of languages. The most different and differentiated in shades of values on expressive qualities of expressions, on character of stylistic limitations, the lexis is the richest one in synonyms" (4, p. 15). Based on the foregoing, it should be noted that lexis of the modern Russian language, in its synchrony has inhomogeneity, great stylistic
diversity. Some words have common character, others - are used in a particular linguistic context, in a particular speech situation. Lexical units which have the features of expressiveness are full nominative signs with movable semantic structure and significant semantic potencies. "Stylistic face" of word in language, in vocabulary and in speech may be different. Consequently, the stylistic features of words differently function in the language and in the speech. Two criteria are important in stylistic assessment of lexis: 1) the word attribution to one of the functional styles of the Russian language; 2) emotional coloring of the word, its expressive possibilities (5, p. 98). According to comments of V.Vinogradov, the words in any language and in any use have expression or stylistic halo; emotionality and expressiveness of word give an assessment of reality, characterize subject of speech. Word is not only understood, but also experiences (4, p. 18). This is most likely related to the fact that it is a lexis which gives much more emotionally expressive and less functional colors as opposed to the other language means, such as morphology. Scientists have noted that it is the lexis which is the most moving and variable level of language. But the constant use of words in the language leads to the formation of system of speech, language tools that are in one or another field of human communication, and this forms a functional fixity of word.

The methods of language observation and comparison illustrate that the problems of style and its study – is a dual task, as there are fundamentally different perspectives on the properties of language and speech – this is expressiveness and functionality. In this regard, experience and theory of Sh.Bally is quite exemplary. Under stylistics, Sh.Bally understood a science of expressive (affective) properties of language (6, p. 114). His method of research to identify affectivity was the so-called identification that led to the need to distinguish two opposite types in the character of linguistic units. One of them he called natural // native, and the other - associative // representative. From his point of view, in the first case it is essential that "inherence of emotional coloring of word from its meaning" is determined (6, p. 238), it is a kind of connection of language units with the thought process, it allows you to express the expressive shades of thought (feeling) by the adequacy of form and content. Here we have in mind that the form itself can correspond to a certain conceptual category. This can be and not questionless. In the second case, Sh.Bally speaks about the ability of word (word-combination , expression) to cause an idea of various forms of life and activity specific to different social groups with their different circumstances for use of the word (6, p. 238). Sh.Bally, in order to illustrate his arguments compares two words - grumbler and woozle; he says that in one case...
the emotive coloring is inherent in the very idea - woozle, and in another - grumbler – is created by a character of use: familiarity associated with a particular social environment and speech conditions. According to the theory of Sh.Bally, stylistically colored units are considered in the field of functional use, where there is an indispensable existence of two effects specified by him. Considering these issues from the theory of Sh.Bally, this provision with sufficient definiteness is confirmed in the lexical- semantic point of view: "Words, one meaning of which is a certain expressive assessment of called phenomenon often appear to be stylistically (functionally and stylistically) colored, i.e. associated with certain conditions of verbal communication. For example, babble, spoon, flimsy, wiserheimer, and the like, not only express a certain attitude towards called, but also signal a certain style of speech. The words of a certain stylistic significance easily acquire emotionally evaluative shades. Compare: archaisms of "high" vocabulary book: behold, walk, etc." (7, p. 253).

The conclusion that the expression and function are in direct, constant interdependence, especially in the real use can be made by using the method of the word observations. Emotional coloring of language units is more fully received in words, when there is a functional attachment to various spheres of human communication, to different situations; it is reflected both in the text and in the speech situation.
The researchers, using the methods of study and analysis, distinguish the interdependence of the word expression and function, oppositeness of expression and stylistic role of the word exactly as functional and stylistic distinctive feature of lexis. They consider that the word carries the stylistic potancy, "expressively evaluative" and "naturally stylistic", which appear as different properties of words. Sometimes these properties are combined, sometimes exclude each other. Many tend to believe that language lexical means give much more emotionally expressive and less functional evaluation. In general, as per functionality, the word is inherent in expressive coloring and it often becomes inseparable from the meaning of the word as well. "Words are no longer opposed to each other in terms of stylistic distinctions, and stylistic coloring itself in some cases becomes expressively evaluative element of their semantics" - wrote T.Vinokur (8, p. 13). The following arguments of T.Vinokur on expressivity of lexical units state: "Along with the objective structure of linguistic sign conveying an idea, in the language there is also peculiar subjective addition to this structure" (8, p. 14).
It should be noted that connotative value is present in the words along with denotative value.
Many scientists call such connotation stylistic connotation. Under the denotative is commonly understood subjective value characterizing a link of lexical unit with designated object and certain focus on it. Denotation - as a landmark of linguistic unit, which foregrounds the value: from the main, primary to the secondary, private and contextual. Compare: forest - trees, standing in variety; a space largely overgrown with trees - dense forest, pine forest, etc., and forest of towers (bayonets, masts) - where the primary category is the meaning of word - variety. It is always appropriate to ask: what does the word mean in this situation? As for the stylistic connotation, we can say that it appears to us in the linguistic reality, as a permanent feature of meaningful unit of language and it can be a sufficient reason to talk about it stylistic value along with lexical and grammatical (which are always present in a word). Broadly, connotative meaning complements subjective and conceptual content of linguistic unit and gives it expressive function. Connotation is regarded as estimated, emotional or stylistic coloring of linguistic unit of usual (fixated in the language system) or occasional nature. Connotation may be secondary nomination, which complements the objective meaning with associative- shaped representation of designated reality based on the internal form of the name. This value acts as a base of emotional evaluation (emotional breadth) and stylistic markedness integrating denotative and connotative content of linguistic unit. The latter gives "summary" expressive coloring of entire word, expression, where quality can dominate in one case. Compare: mumbler, bone-shaker, ninny, very large house, and in another, quantity: - a lot of people, big set, crowd, etc. Scientists have not reached a consensus about the expressiveness in the meaning of word, whether is it included or not in the connotative part of expressive component. We see complexity of the problem in the fact that through the language means a person expresses complex processes of thinking as a sign of intellectual and emotional perception of outside world as a sign of sense. The basis of this issue is the emotional state in unity of cognitive and affective moments (9, p. 9). Thus, D.Shmelev (10, p. 53) believes that lexical meaning of the word – is a "balance" as a result of allocation of grammatical and expressive-stylistic moments. Therefore, there is a reason to believe that a word has the stylistic value, and hence stylistic connotation. Overall word semantics includes stylistic value which may not coincide with the subjective and logical, but thanks to this in the word is created a possibility for expressiveness of language units of words, and stylistic strata are created as well. Speaking about connotation at a level of lexis, some scientists limit availability of permanent stylistic connotation in a word as implemented lexical item, whereas
the lexical item itself may not have a stylistic connotation. Explicitly expressed lexical units form so-called style items. Expressively colored words, their stylistic value form subjective and logical difference in synonymous situations. Compare: - *She did not put on weight, she became fat.*

- *You are sorcerer - the girl said.*
- *Not a sorcerer, but magician.*

When studying the lexis, it should be noted: an emotional coloring is not a feature, always inherent in words (or their values), it is a part of the word semantic structure, gets stylistic significance in the application, use, context and vice versa, functional stylistic properties of word are the basis to strengthen its emotional coloring. Words, playing emotionally evaluative functions, can lose them. But at the same neutral words can move to the emotionally evaluative and emotionally expressive category. All processes in the lexis and its semantics are due to the fact that this system is flexible and changeable, capable of updating the various values, the value changes both in diachrony and synchrony. Three types of word connection are used as the basic measurements of lexis and its system: paradigmatic, syntagmatic, derivational, which act as research-based principles of differentiation of Russian language vocabulary. Theory of paradigmatic structure of stylistic level of language is reflected in the writings of L.Scherba, M.Panov, etc. Thus, M.Panov said: "The stylistic paradigms pervade all tiers: lexis, word formation, syntax, phonetics. In the lexis - this is a relationship like *windows - eyes - peepers - daylights.* In syntax - this is a ratio of structures, such as: "*If I had come sooner ... – If I could come earlier...*" (11, p. 9). But most of all these opportunities are found in lexis. That it allows the same word to enter the stylistic paradigm which changes the meaning of this word, so it always gets various expressive and stylistic colors. Thanks to paradigmatics which is very common in lexis, we get stylistically marked elements, where the top or bottom value is made up of expressively colored lexis - in one case - emotive value expresses positive assessment, and in the other - negative assessment (compare: *go – parade - stamp*). All paradigmatic series of words exist in the language, and this is a separate issue to study; they make up exactly such categories, layers of language that V.Vinogradov called as the term "styles of language" or "language styles." In the lexis as a linguistic level, there are "nuclear" structures in the form of stylistic paradigms, as well as peripheral areas that are colored not by direct opposition, but by general "stylistic light" (tone) of categorical oppositions. Such a system in lexis is characterized by capacity and activity. Stylistic
paradigm reveals not only the peripheral zones of emotionally expressive lexis, but also reveals the semantic and stylistic content and functionality of synonyms in language. One of the three functions of synonyms is – expressive and stylistic function associated with the expression of various estimates, it gives notional accuracy in expressive and stylistic aspect. The important thing is that in the study of expressive lexis, functionally attached means of language and expressive-evaluative words may enter the stylistic gradations, i.e. linguistic styles. Reduced, neutral, high styles are attributed to the expressive styles; conversational household, official business, scientific and journalistic styles are attributed to functional styles. But in addition to the stylistic functional-style coloring, book- written and oral- spoken words can have emotionally expressive coloring, where expression and function are fundamentally interconnected. It should be noted that the common lexis is the most frequency-domain, it is used both in the book and colloquial speech, in any style, where performs the primary function - nominative, calling important concepts, phenomena and actions. Emotionally expressive lexis performs emotive function where emotive value is estiamative, emotionally expressive component of value of a lexical unit, usually expressed by stylistically colored words. Words marked by expression are an expression of some estimative attitude of the speaker // writer fixed in a language with denoted fact. Interpretation of words with emotive meaning is two-term structure: M x C, where M - "modal frame" - in terminology of A.Viezbickaya, symbolizes emotional and evaluative attitude towards designated and has emotive value (aesthetic experienced information), and C - significative meaning (semantic information). This is manifested in stylistic synonyms, e.g. go - parade (positive, (+) M x C stamp (negative (-) M x C (12, p. 178).

Under phraseological unit we understand “special unit of language, above word name, the meaning of which cannot be derived from direct meaning of its components” (28, p. 305). Three groups are distinguished in the composition of emotional lexis, as emotional coloring is "overlapping" (stylistically marking) on lexical meaning, but is not limited to it, and namely denotative meaning is complicated by connotative meaning. The 1st group includes words with bright connotative meaning, which contain an assessment of the facts, phenomena, and features and give an unambiguous people characteristics. Compare: unequalled, ingenious, grouch, bootlicker, villain, etc. Such phraseological units can be also attributed to this group: he has a one-track mind - pumpkin-headed, stupid; skin and bones – very thin man; as scarce as hen’s teeth – very small amount, etc. In these cases, expressive emotionality prevents
appearance of figurative meanings. Therefore connotation is called self-linguistic
phenomenon, it represents the traditional character inherent in a given language.

The 2nd group includes polysemantic words, neutral in the basic meaning that receive
qualitative and emotional color in metaphoric use. Compare: about the person is said - loser, 
wimp, bear, elephant, etc. (in a figurative sense); saw (abuse), yawn (miss something), as 
_thick as thieves – bosom friends; kneading trough – sluggish fat woman; phoney up, tell tall 
tales – cheat, etc.

The 3rd group includes the words with suffixes of subjective assessment transmitting various
colors of feelings. Compare: mom, sonny, daughter, nattily where both a positive and negative
evaluation can be given - husky fellow, draggle-tail, soldiery, milk jar with butter – chubby
baby; not on your nelly – never ever, etc.

Derivational affixes determine evaluative and emotional character in such forms. Speaking
about emotionality, it is necessary to add also the concept of expressiveness that conveys
human feelings, experiences and emotions with a special emphasis. Nominative meaning of
the word in some cases is added with the expression element. Semantic structure of the word
is complicated by connotation. Compare: I do not like - hate; despise - abhor. Lexical core
usually forms a neutral word, but then it has some expressive synonyms, which distinguish
the degree of emotional stress; in the words that express a greater degree of manifestation of
quality, property and action takes place "concentration" of their semantics. Compare: woman,
milksop, biddy, wifey; cheat - beguile, bamboozle. The term expression (from Lat. expressio)
has the following meanings: 1. Expressiveness, power of manifestation of feelings and
emotions; 2. Expression of feelings, expression of sounds, forms and characters, words and
phrases, it usually refers to the area of stylistics. "This points to the need to differentiate
strictly the forms of individual and collective expression", - said V.Vinogradov (4, p. 73).

Continuing this thought, G.Vinokur wrote: "It is necessary carefully distinguish the
expressive qualities of speech, the source of which are personal properties and states of the
speaker / writer and the facts of linguistic expression ..." (13). "Subjective expressive qualities
of language are only by origin (psychological genesis, whereas in actual historical really, they
exist as quite objective properties of particular forms and characters. That's why we have the
right to assert that indeed in the language itself there is something, somewhat - that is
expression attributable to the sounds, forms, characters" (G.Vinokur) (13, p. 17). Lexis of this
level is studied by the method of analysis, thus determining that the essence of linguistic
expression lies in the overcoming of all sorts of standards and frameworks. Most often expressive in language appears as irregular, non-typical use of the word, allowing the word to acquire unusualness, expressiveness, sometimes paradoxicality and capacity.

I.Arnold characterizes the expression as such "property of the word, text that conveys meaning and increases the intensity expressing internal state of the speaker // writer and has as a result emotional or logical strengthening, which may or may not be figurative" (14, p. 15). We cannot reject the opinion that expression is a special quality of lexis with such a content that evokes response, reaction, does not leave indifferent any addressee.

Thus, the expressiveness – is a semantic language category, characterized by various forms of manifestation of expressive function of the language; it is an ability to express in the content of the language units the variety of emotional and evaluative relations of the subject of speech of speaker / writer to what is happening in the external or internal world of a man. Expressive features inherent in the word reflect both the purely linguistic, intra-language essence and extra-linguistic essence.

When using the constructive method, it is noted that expressivity is expressed by formal means of language (phonetic form of words, stress, word order, word-formative opportunities, etc.), as well as formally not expressed, i.e. expressive significance of the language units - emotional or evaluative coloration of meanings, and remains there without objective content. Formally not expressed features are inherent in such words, the meaning of which is "legitimized by the norms of use", i.e. is usual. Compare: wretched nag, old dame, chatterbox, gaper, rich man, poor man, etc. Expressive lexis opposes objective meaning as it is subjective, can be opposed to nominative or communicative language units. But in the naming unit occurs the interaction with the expressive intention of designators, leading to the formation of expressively colored units of nominative composition of language and forms a special layer. This is achieved in different ways: as a result of rethinking of the word meanings, shifts in stylistic differentiation in the process of diachrony using affixation and compounding. All this forms expressive lexical units. Structure of expressive characters is always characterized by strengthening of rational assessment by emotional breadth. Compare: properly evaluative expressions, words: What a mess! Stupid, prisoner, excellent pupil, wise head, etc. Expressiveness having evaluative-emotional coloring, leads to the pragmatic loading, pragmatic meaning. Pragmatic level is formed by expressive- evaluative tools; pragmatics includes those substantial features of the character activity that linguistics itself
cannot include; it is primarily referential aspect. It should be noted that the pragmatic meanings of linguistic units, where they exist in addition to their cognitive meaning, e.g. opposite evaluative meanings of words *elder* and *old buffer* arise directly from the relation “speaker-character”, and relation speaker / writer – denotation, then projected on character designating this denotation. Pragmatic meaning of character is mediated by relation of the speaker towards denotation; it is a reflex, a reflection of subjective evaluation and emotional relation towards the denotation in character. Therefore, in expression, the words are combined by emotionally estimated meaning, and in some words expression prevails and in other emotionality. Emotional and expressive evaluation sometimes can be, sometimes cannot be clearly distinguished, so the emphasis is made on emotional-expressive lexis and expressive-evaluative meanings of words. Linguistic pragmatics, developing and studying pragmatic meanings of words: subjective-evaluative, expressive-evaluative, aesthetic, modal include in their program the issue of linguistic means in relation to the objectives and results in the linguistic communicativeness. Expression is somewhat superimposed, added to each nominative unit. And communicative reality dictates the need in constant search for new ways of enrichment and impact of meaningful opportunities of the word. Richness of evaluative lexis, which expresses the superfine senses of human emotions and relationships in the national language, explains that at any communication, the word with expressive-emotional beginning facilitates the further and successful communication.

Idioms of euphemistical character are related to one of the types of expressive lexis regarding the phraseological units. L.P.Krysin notes that the purpose of euphemization corresponds to the postulate and principle of politeness (28, p. 357). Euphemism – is a fact of language oriented on speech communication (pragmatics). In connection with this, euphemisms are of expressive character, and often, the phraseological units with these components in phrase-books are specified as *expressive: in delicate state* instead of “pregnant”, *decided not to risk life* – “run away”

Fundamental function of language, which predetermines its occurrence and constructive properties, primarily is a communicative function. It creates the presence of material (sound) form of the word, and then the whole system of rules for encoding and decoding, which support the unity of expression and perception of the meaning, intent of words. It is the communicative function which forms the pragmatic component of language structure of words and sentences. When studying language, its potential possibilities in the structure, the
meanings of words and sentences that are used at a level of the language and speech, the
Austrian psychologist K.Buehler (15) highlights more specific language functions:
representative as a function for designation of extra-linguistic reality; expressive function to
express the inner state of speaker / writer; appellative - as an impact on addressee. Expressive
and representative function connects subject and object of cognition. They explain human
cognitive activity. According to Buhler, the language sign and word, by realizing these
functions, disclose different sides of their nature.

Using the method of generalization and studying the issue of emotional and expressive lexis,
theoretically and practically, it can be said that the emotional-evaluative and emotional-
expressive (which may not be equivalent) function is not conditioned by public importance of
realities designated by them, emotional evaluative character is not based on subjective
opinion of the speaker // writer. Furthermore, emotional evaluation cannot be immutable as
the words (or some of their values); sometimes the words that carry such evaluation may lose
it. But at the same time, neutral words may transfer to the category of emotional-evaluative.
Compare: girl - maiden - maid. Qualification of lexis of the modern Russian language from
the standpoint of presence or absence of emotional coloring in words causes serious
difficulties. This is due to several reasons, the most significant of which are as follows:

1. The words that do not contain information about the speaker's emotional attitude to the
phenomena become emotionally evaluative words. As a result, emotionally evaluative
functions can be attributed to the words, which are characterized by "evaluative halo" only.
Evaluative halo appears: a) in words denoting positive or negative phenomena from the social
point of view, if these phenomena cause active condemnation or approval in society.
Compare: "halo" words - traitor, slander, courage, kind-heartedness; b) in words that express
positive or negative opinion of the speaker on phenomena, their values, advantages or
disadvantages. Compare: too much (more than required); copartner (the one who takes part in
something bad, reprehensible), etc.

2. The word reflected in the linguistic consciousness of one carriers of literary language is
understood as something emotionally colored, and others - as having no emotional coloring.
Not knowing how actively is spread one or another perception of words among any social or
age groups of the population, the researcher is unable to objectively judge of functions of
these words in the language. Therefore, here it is necessary to speak only about own linguistic
norm. First of all, the question arises about the signs of emotionally colored lexis. Meaning of
such signs of emotional coloration may only have signs the presence of which in the words is invariably connected with emotional evaluative character. Negativity or positvity of phenomena designated by words cannot be a criterion of their constancy, activity and inactivity. Metaphoricalness of words is also not attributed to it, since not all words with metaphoricalness have emotional coloration. Compare: fall to pieces (apologize profusely, perorate benevolences), naked in the sense of "given without additions, explanations" (bare facts, raw numbers), bald in the sense of "destitute of vegetation" (bald hill, bald mountain), mad (mad speed, fierce resistance).

The results of this study: the feature which is mandatory for all emotionally colored lexis is conditioned by the purpose of this lexis itself and consists in the fact that words containing information about the emotional evaluation of phenomena cannot be used when the speaker just calls phenomena without expressing his attitude to them unlike emotionally colored words. Words that are neutral in emotionally evaluative relation can be used both in the presence and in the absence of the speaker’s intent to give any emotional evaluation to phenomena. This applies not only to the words with neutral subjective content. So, the words denoting negative phenomena, but not containing their negative evaluation, are used in the neutral text, and even in the text, which raises an approving attitude towards these phenomena. Thus, when studying the word functions using oral or written texts, as an evidence of lack of emotional coloring in the words should be the fact, that they are used when speakers have no task to express contempt, neglect, affection, etc.; also there is no installation on the joke, irony; in general it is impossible to judge on perception of words in texts, wherein evaluation is expressed by syntax, intonational means, etc. In these texts, all words may sound emotionally. Compare: You are a fashion-monger, bah!

Research of the verbal explication of actualized semantic features of expressive lexis, phraseology and study of the word functions using the texts is quite difficult. Material, based on which is determined evaluative neutrality of words reflecting linguistic consciousness of individuals, makes it impossible to judge by how much actively/inactively the perception of words has been spread in the period under study as not evaluative; whether such a use corresponds or not to the dominant norm or just to the group perception. Even harder to restore presence of emotional coloring in the word using text as evidence of emotional evaluative character of words should be the fact that the word is found only in the evaluative texts. If we investigate the facts of language of previous periods, the researcher needs to be
satisfied with such limited possibilities of learning as written texts. In this regard, he is deprived of possibility to determine with sufficient accuracy the transit time of one or another word in the category of emotional and evaluative lexis. Researches in the field of functional possibilities of emotional and expressive lexis are going on all the time both in the native and foreign linguistics. Research scientists express their points of view. V. Vinogradov considered emotionally expressive coloring as a part of stylistic meaning in semantics of word. Stylistic color, stylistic meaning as emotionally expressive is quite essential, it is a “prism” through which the meaning is perceived.

Conclusions: When studying these issues, and adhering to the opinion of the majority of researchers, it is believed that emotional and expressive lexical items containing potential notional features have, as a rule, all the expressive connotations: evaluative, emotive and imagery character, and that allows them to perform the functions of dominant linguistic mean which are determined in the form of the following conclusions:

1. Corroborative, evaluative expressivity of the word containing semes "extremely", "very ", where evaluation of transponible lexis can vary from "plus" to "minus". It brings novelty and suddenness, contribute to the exacerbation of perception, and has a pragmatic orientation.

2. Nominative expressiveness offers unconventionality of nomination of referent in the speech, which is achieved by creating word-formative neologism or individually author’s, occasional use of the word. Nominative expressiveness takes in our opinion central place in the system of means to create expressiveness, and is often based on the semantic variation of the word, i.e. on its use.

   Herein, the unit can be represented in an unusual set of semes, i.e. in unusual consequential sense that is new for the unit. At the same time, the creation of expressiveness of the use of the word is facilitated by actualization of non-favorite, peripheral, probabilistic meanings-semes which are rarely actualized, and due to this, are perceived as unusual.

3. The scientists define that realization of communicative functions of the language means represented by emotionally expressive lexis is impossible out of context.

4. Vocabularies as authentic sources of linguistic realities act as the essentials when studying the problem of verbal explication of actualized semantic features of expressive lexis. Among them the “Vocabulary of the Russian Academy” (1789-1794) which represents the first information and data on stylistic characteristic of words of the Russian language. In the six-volume, they are given in terms of status label/usage labels in accordance with the teaching of
M.V. Lomonosov on “three calms” - high, medium and low. "Dictionary of Old Church Slavonic and Russian Language" (1847) – is four-volume dictionary wherein the new status/usage labels are widely used, except for status/usage labels used in the first dictionaries, characterizing the style and indicating the expressive coloring - colloquialism, diminutive-hypocoristic, reverent, humiliating, etc. The proper status/usage labels: facetious, abusive and others are also given in V.I. Dahl “Explanatory Dictionary of the Live Great Russian Language”. In the dictionaries published in subsequent years, the status/usage labels are used quite often and sequentially that ease the selection of regular word indicating its belonging to the style and expressive coloring: ironic, diminutive, scornful, vulgar, etc. “Correctness of the Russian Speech” (1965) – is a special purpose dictionary published under the editorship of S.I. Ozhegov and containing the data on expressive word characteristics. “Dictionary of the Russian Language Difficulties” (1976) by D.E. Rozental and M.A. Telenkova which includes and explains about 30 000 words. It also contains a section “Stylistic characteristics” which makes known the communicative and expressive possibilities of words with selection of illustrative word combinations. “Dictionary of the Russian Literary Language Epithets” was published in 1979 by K.S. Gorbachevich and E.P. Khablo which reveals the emotionally expressive function of epithets in the text material.

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