

“Rambogram” – (),

YouTube,

[12, c.1]

“Gorillagram” – “For singing telegram junkies bored by the same old song and dance. Cookie climbs into a furry suit to deliver Gorillagrams” [10, p.477].

“Billarry” – “

” [13, c.5].

“Shopoholism is a kind of addiction on spending money Many years ago we didn t hear about that dependence Maybe it has been caused by the excess of goods” [14, .1].

” [15, c.11].

44 : “On 20 February 2008 GLM announced that the latest word to enter the English language was “Obama”, derived from Barack Obama, in its many variations. GLM described Obama as a root for words including obamanomics, obamican, obamamentum, obamacise, obamarama, obamaNation, Obamafy, obamamania, and obamacam. GLM announced it to be an accepted word, once it met the group’s criteria: a minimum of 25,000 citations in the global media, as well as achieving the necessary ‘breadth’ and ‘depth’ of citations” [16, .1-2].

” [17, .8].

“ ”- “

” [18, .1].

“ ”- “

” [19, .14].

“Boomburb” (boom +suburb) “It recognizes that our suburbs are now fast growing, big cities – ‘boomburbs’ is the new phrase coined for them” [20, c.2].

“Turducken” –

turkey+duck+chicken,

2005-2006.

– “ ” [21, c.1].

holic

alcoholic: bookaholic, dietholic, foodaholic, gambaholic, junkaholic, foodaholic, gambaholic, junkaholic, surgiholic. “

[22, c.191].

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“Abso-bloody-lutely right, fan-blooming-tastic, hear-appear-after, la-dee-freakin’-da (BBC English), -

“SITCOM –Single Income, Two Children, Oppressive Mortgage (

“SINBAD–Single income, no boyfriend and desperate (

“Inclouiding”– ; “Blamestorming”–
; “Assmosis” –
[23, c.385-387].

[1, c.148].

, etc.

THE COMIC CONNOTATION IN ARCHITECTONICS OF ENGLISH TELESCOPIC NOMINATION

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The article focuses its attention on such notion as “phenomenon of comism” and and its manifestation in telescopic nomination. The conducted research reveals that comic composites are widely used in modern American, British and Ukrainian journalism. The mechanism of comic telescopicism creation has a nature of game and is realized under the condition of background pejorativeness and more seldom of background ameliorativeness.

Key words: *composites, telescopicisms, comic effect, etc.*

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