

Table of contents

Acknowledgements	XI
List of abbreviations	XIII
Preface by Wolfgang Mieder	1
Introduction	7
Part I. Phraseological units in discourse	
CHAPTER 1	
Phraseology and cognitive stylistics	15
1.1 A discourse-based approach	15
1.2 The breakthrough of cognitive stylistics	16
1.3 The phraseological unit	17
1.4 Phraseology and stylistics	20
1.5 Attitudes to stylistic use of PUs	21
1.6 Stylistic use of PUs in dictionaries	24
CHAPTER 2	
Identification of phraseological units in discourse	31
2.1 The phraseological unit and its base form	31
2.2 Core use	35
2.3 The concept of instantial stylistic use	39
2.4 Identification procedure	43
CHAPTER 3	
Key concepts of instantial stylistic use in discourse	57
3.1 Stability of phraseological units in instantial use	57
3.2 Phraseological cohesion	60
3.2.1 Cohesion of the base form	61
3.2.2 Cohesion in discourse	62
3.2.2.1 Cohesion in core use	62
3.2.2.2 Cohesion in instantial stylistic use	62

3.3	Patterns of instantial use: Continuity versus change	65
3.4	Discoursal character of instantial use: Sustainability of phraseological image	73
CHAPTER 4		
The most common patterns of instantial stylistic use		79
4.1	Extended phraseological metaphor	79
4.2	Phraseological pun	91
4.3	Cleft use	102
4.4	Phraseological allusion	107
CHAPTER 5		
Phraseological units in the web of discourse		121
5.1	Instantial aspects of phraseological reiteration in discourse	122
5.2	Instantial cumulative use: The potential of the diminutive in English phraseology	134
5.2.1	Ways of expressing the diminutive in English phraseology	134
5.2.2	The diminutive in the semantic structure of phraseological units	138
5.2.3	Instantial use of the diminutive in English phraseology	140
5.2.4	Cumulative use of the diminutive in Lewis Carroll's poem <i>The Little Man that Had a Little Gun</i>	142
5.3	Instantial concurrent use	145
5.4	Instantial phraseological saturation of discourse	151
5.5	Comprehensive instantial use	162
5.5.1	Umbrella use: Use of phraseological units in titles and headlines	163
5.5.2	Use of phraseological units in codas	170
CHAPTER 6		
Visual representation of phraseological image		175
6.1	Visual representation and phraseological units	175
6.2	Visual representation of instantial stylistic use	176
6.3	Visual representation in media discourse	181
6.4	Implicit visual messages	188
6.5	A discourse dimension	190
6.6	Visual literacy as a cognitive skill	197

Part II. Towards applied stylistics**CHAPTER 7**

Applied stylistics and instancial stylistic use	205
7.1 The rise of applied stylistics	205
7.2 Teaching and learning	208
7.2.1 A discourse-based approach to phraseology in teaching	209
7.2.2 Language skills, learning difficulties, and identification errors	220
7.3 Translation of phraseological units in discourse	227
7.4 Lexicography, glossography, notes and comments	238
7.5 Advertising	245
Glossary	251
References	257
Appendixes	275
Index of phraseological units	285
Subject index	291