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Dynamic model of PU modification

Abstract. Following the cognitive linguistic tradition and its most prominent theories, Conceptual Metaphor Theory (Lakoff and Johnson, 1980) and Conceptual Integration Theory (Fauconnier and Turner, 2002) as well as the Dynamical Systems Theory (Gibbs and Colston, 2012) this paper proposes a principled set of constitutive principles of PU modification, as well as a set of modification principles. The constitutive principles are the basic regulatory principles of PU modification. The modification principles subsume the semantic, grammatical and lexical constraints and set limits to how far we can go in modifying a PU. Finally, we present a set of vital relations that serve as matching criteria for mobilizing items into the modification. The vital relations limit the number of open and variable, expandable or compressible slots, and the extent to which they allow variation, expansion or compression without compromising the recognisability and reproducibility of the modification. The emerging dynamic model of PU modification we propose takes into account the extralinguistic factors as well, including participants in the communication process, their traits and their aims, as well as the social and cultural context, which may determine the success or failure of a modified PU.

Key words: *PU modifications, dynamic model, constitutive principles, modification principles*

1. Introduction

In many studies looking at variation and modification of phraseological units (PUs), a question of constraints regulating modification mechanisms

remains largely unanswered or only loosely defined. The rationale of this paper is to set up a non-linear, dynamic model of PU modification which takes into consideration both linguistic and extralinguistic factors, including the person(s) attempting a modification, their traits and their aim(s), the context, as well as modification principles, rules, mechanisms, and constraints.

The approach in this paper relies on the cognitive linguistic tradition, most notably the Conceptual Integration Theory (Fauconnier and Turner, 2002), constraints to mechanisms of PU modification proposed by Omazić and Delibegović (2009) and Omazić (2015), constraints on idiomatic creativity proposed by Langlotz (2006), and the Dynamical Systems Theory (Gibbs and Colston, 2012) accounting for figurative language processing.

The second section of the paper gives an overview of what has been established so far when it comes to modifications of phraseological units. In section three, we give an overview of the different types of modifications of phraseological units recorded in corpus and case studies. Section four outlines the constraints to mechanisms of PU modification. In part five we propose a dynamic model of PU modification, which takes into account earlier findings and expands them to build an overarching, complex, non-linear model.

2. Modifications of phraseological units – what do we know so far?

It has become commonly accepted over the past 20 years that phraseological units are not stable when used in spoken and written discourse, but that they are **variable in both form and meaning**, as established in corpus, discourse and cognitive studies by Moon (1998), Omazić (2002, 2003, 2007a, 2007b, 2009, 2015), Langlotz (2006), Naciscione (2010), Vo (2011), Duffly (2013), Schröder (2013) and Geeraert (2016). These studies have shown that PU modifications are **abundant in corpora**, albeit less than canonical or fixed forms of PUs, that they are **context-bound** and **function-driven**, and that they lend themselves particularly well to creative manipulation in multimodal discourse. PU modifications can be defined as deliberate, creative and idiosyncratic ad hoc changes of the canonical PU structure and/or meaning that produce different semantic, stylistic, affective or pragmatic effects in discourse (Omazić, 2015). Thus, idiomatic creativity is not an oxymoron, but an **elaborate product of human cognition and creative figurative language production**. Many of the above mentioned studies have shown that creativity trumps conventionality, and it does so in sometimes unexpected, albeit structured, ways.

It has also been established that **all classes of PUs allow modifications**, and that both **semantically transparent and semantically opaque PUs allow modifications**. Consider, for example, modified phraseological units such as *green herring*, *breeze is shot*, *a bit of fun was had*, *wheeze the breeze*, *before we kicked his bucket for him*, *to kick his brimming bucket of life*) (recorded by Omazić 2003, Langlotz 2006, Duffley 2013, Schröder 2013). Modification mechanisms recorded in previous studies range from simple insertions and substitutions, or clippings, down to very complex reconstructions that are far removed from the original phrase (*stuck in the proverbial paddleless canoe*), and intricate blends of two or more phraseological units into a new, merged figurative expression (*sweep the skeleton under the rug*). Corpus studies have shown that **simpler modification mechanisms are more frequent than very extensive creative interventions**. For example, simple lexical substitutions and simple insertions are far more frequent than extensive and complex reconstructions (Omazić 2003). Corpus studies have also shown that **longer PUs are modified more frequently than shorter ones** and have a broader range of modifications than simple collocations. This comes as no surprise as phrases with more constituents have more slots open for modification, and clipping parts of longer phrases would still leave enough of the original phrase to warrant recognisability, unlike with shorter expressions, which, if clipped, can change beyond recognition. Furthermore, psycholinguistic studies have found that **modified PUs take longer to read and process** (Giora 2003: 137, Van der Voort and Vonk 1995), and that they are processed differently than the canonical form (Geeraert et al. 2018: 23), depending on the type of modification. Geeraert et al (ibid.) have found that modification does not always result in a processing disadvantage and that lexical variations, formal PU blends, and literal readings of PUs are not processed significantly slower than the base form of a PU.

3. Mechanisms of PU modification

In order to see what we understand PU modification to be, there is a need to set boundaries between plain grammatical transformations of PUs that are needed to fit them properly in context, PU variations, and PU modifications. PU variations are institutionalised and related versions of PUs (*to be as white as a sheet/snow*), PU transformations are morphosyntactic in nature (*to sleep/slept like a log/logs*) and PU modifications are creative, ephemeral and ad hoc occurrences (*whiter than snow*, *slept like a log of wood*).

A large corpus study by Omazić (2003) established the existence of the following taxonomy of PU modification mechanisms, their types and total distribution (Table 1). Modifications identified in the British National Corpus were largely grouped in syntagmatic and paradigmatic modification, lexical modification and structural modification. Each mechanism is subdivided into types, of which lexical modification makes the largest share in the corpus (over 50%), followed by structural modification (over 40%).

Table 1. PU modification mechanisms, types and distribution

PU MODIFICATION MECHANISMS	TYPES	DISTRIBUTION
Syntagmatic and paradigmatic modification	Adjective gradation	8.7%
	Pluralization/singularization	
	Negation/affirmation	
	Affirmation/interrogative	
Lexical modification	Substitution	50.4%
	Addition	
	Extension	
Structural modification	Blending	40.9%
	Clipping	
	Permutation	
	Reconstruction	

For the purpose of this paper, we applied this taxonomy to examine a set of examples stemming from recent political discourse to test their validity, comment on the scope and type of modifications recorded or absent, as well as stipulate the reasons for their occurrence or absence.

Let us first consider the modifications of Barack Obama's political slogan *Yes, we can*, which he used initially for his 2004 Senate campaign. It was the staple of this 2008 campaign, and even featured in a promotional song produced by The Black Eyed Peas frontman will.i.am, containing quotes from the Obama's campaign speech from the 2008 NH primaries. Obama also used the slogan at the end of his 2008 victory speech. Monitoring the use of the slogan in political and media discourse diachronically, from 2004 to 2018, many more recent instances were found, in particular in the context of Donald Trump's campaign and election. This slogan clearly had a long shelf-life and turned out to be quite productive for creative manipulation and contextual embedding, evoking comparisons across time, elections and

presidents, allowing for embedding rich contextual clues that trigger inter-textuality.

The following modifications of the slogan have been recorded:

(1) *Yes we can't*

(2) *Yes we still can*

(3) *Yes, you can* (Michele Obama to schoolgirls from Elizabeth Garrett Anderson girls' school at Oxford University, 2011)

(4) *Yes We (Still) Can: Politics in the Age of Obama, Twitter, and Trump* (title of a book by Dan Pfeiffer, 2018)

(5) *Dear America, no you can't!* (The New Zealand Herald's anti-Trump front page on US election, 8 November 2016)

(6) *LEGALISE Yes, we can-nabis!*

(7) *Yes we cannabis! marijuna T-shirt*

(8) *Yes we did, yes we can.* (Barack Obama's farewell speech, 10 January 2017)

(9) *Yes we can, but we won't* (in response to Donald Trump's decision to roll back his predecessor's opening toward Cuba, 2017)

The original slogan *Yes we can* allowed different syntagmatic and paradigmatic modifications (negative and interrogative form), as well as many lexical modifications (substitutions, additions and extensions), but no structural modifications have been found. This begs the question why this is the case and what limits the range of modifications possible for a given phraseological unit. The slogan itself is not figurative and does not contain any particularly salient constituents, yet it allowed a surprisingly large set of modifications (examples 1–9). It contains no full verbs or nouns, which typically serve as open slots that attract the most frequent types of modifications: lexical substitutions or additions. As this is a slogan with no nominal constituent, its template does not allow a certain types of modifications that are possible for PUs containing nouns, such as nominal substitutions or premodification (by adjectives, participles or other nouns), which are produced quite frequently for PUs with nominal constituents and rated as acceptable and recognizable by users. However, in examples (6) and (7) the modal verb has been replaced by a noun, which is not a typical substitution pattern. The substitute noun, however, contains the substituted verb, which preserves the core phrase. As the slogan has no full verbs or nouns, it is very generic, i.e. applicable across a range of contexts, and agents.

Table 2 shows the modification blueprint for the slogan *Yes we can*, with core elements in white cells and modified or added elements in grey cells. It illustrates well the open slots which allow for additions, insertions and extensions, and the limits of variability by substitution of core elements.

Table 2. The modification blueprint for the slogan *Yes we can*

	Yes	we		can	
	Yes	we		can't	
	Yes	you		can	
	No	you		can't	
	Yes	we		can-	nabis!
	Yes	we		cannabis	
	Yes	we	still	can	
	Yes	we	(still)	can:	Politics in the Age of Obama, Twitter, and Trump
	Yes	we		can	but we won't
Yes we did,	yes	we		can	

Let us also consider the following examples:

(10) Technically, this one was a <u>November surprise</u>. On Nov. 2, 2000, five days before Election Day, Fox News reported that George W. Bush had been arrested for drunk-driving in 1976. (USA TODAY November 1, 2016)

(11) Our wonderful future V.P. Mike Pence was harassed last night at the theatre by the cast of Hamilton, <u>cameras blazing</u>. This should not happen! (Tweet by Donald J. Trump, 11 November 2016)

(12) "He's got a lot of controversial stuff going on and rather than thinking it through, I'm afraid that he's <u>jumping into the frying pan with both feet</u>." (Washington Post, February 26, 2017)

Examples (10) and (11) are instances of simple substitution. In example (10) *October surprise*, which is a news event which can influence the outcome of U.S. presidency elections, which are in early November, became a *November surprise*, because the drunk driving scandal was actually reported by the media in early November. In example (11), the noun *gun* from the PU *guns blazing* was replaced by *cameras* in Donald Trump's tweet. Finally, the example (12) is an instance of blending two PUs, in which *jump in with both feet* and *out of the frying pan into the fire* are merged to form a new, modified expression. In the section that follows, we will examine the conditions that constrained or allowed for these modifications.

4. Constraints to mechanisms of PU modification

Clearly, idiomatic creativity is not boundless, and only a certain set of modifications is possible, much like in a game of chess, which is limited by several predetermined rules: the size of the board, the number of pieces to play with, the constraints to their movements across the board and in relation to other pieces on the board.

Previous research by Omazić (2002) has highlighted three types of constraints to mechanisms of PU modification: formal, semantic and pragmatic, but they were not worked out in detail. Langlotz in his work *Idiomatic Creativity* (2006) elaborates on cognitive constraints on idiom variation. Recognisability is the most general constraint and it is applicable to all idiom variations, because it sets the boundary between idiom variation and pseudo-variation. Langlotz (2006: 216) indicates that 'recognisability defines the maximum degree to which the variant may deviate from the base-form, while still performing its idiomatic function'. Functionality, as Langlotz (2006: 220) defines it, 'limits the intentional adaptation of an idiom to fulfil a specific communicative purpose in a given communicative situation. Compatibility is, according to Langlotz (2006: 221), 'the most important constraint. It points to the requirement that any formal modifications of the literal scene must be in accordance with the idiomatic meaning'. Langlotz exemplifies his claim with the idiom *kick the bucket*. He points out that this idiom cannot be used in the present simple and continuous, because it describes a momentary action. *Kick the bucket* can be used in the present simple, only if the subject is the plural, i.e. *too many soldiers kick the bucket in unnecessary wars*, since it describes a general state of affairs. Non-ambiguity, non-conspicuity and evocational autonomy are further three constraints postulated, according to Langlotz (2006: 222), 'to set off systematic variation from idiomatic word-play'. Grammaticality, according to Langlotz (2006: 222), 'demands that the formal structure of an idiom variant must accord with the general constructional schemas provided by the language'. He points out that the idiom *have a screw loose* cannot be passivized because 'the verbal constituent that profiles it cannot be passivized'. Non-ambiguity is postulated 'to exclude patterns of ambiguation and conjunction variation from systematic idiom variation, the (pseudo-)literal scene of the idiom variant must not establish direct reference to the target conceptualization. Non-conspicuity is a rather imprecise criterion, but still it is used 'to distinguish 'neutral' literal-scene manipulations from highly conspicuous ones'. Evocational autonomy means that 'parasitic literal-scene manipulations must be described as wordplay, because they depend on the previous priming of the idiomatic activation-set'.

The issue or modification constraints was discussed at length by Omazić and Delibegović (2009) and Omazić (2015), following the cognitive linguistic tradition. It postulates a set of constitutive and optimality principles of idiom modification. This set is further expanded and adjusted to phraseological modification purposes in section 5 of this paper.

In their account on figurative meaning interpretation, Gibbs and Colston (2012) discussed factors that shape the processing of figurative expressions, including people, language material, explicit or implicit understanding goals, and empirical methods used to assess understanding. These factors play a role in the process of interpretation, but they also play a role in the process of creation of figurative meaning. As modified PUs from a diverse set, whose internal workings depend not only on what is contextually, semantically or linguistically possible, but also on additional factors, such as people who choose to modify PUs, their intentions and goals, as well as the audience they are intended for, this calls for setting up a dynamic model of PU modifications that would take all those factors into consideration, which we propose in section 5 of the paper.
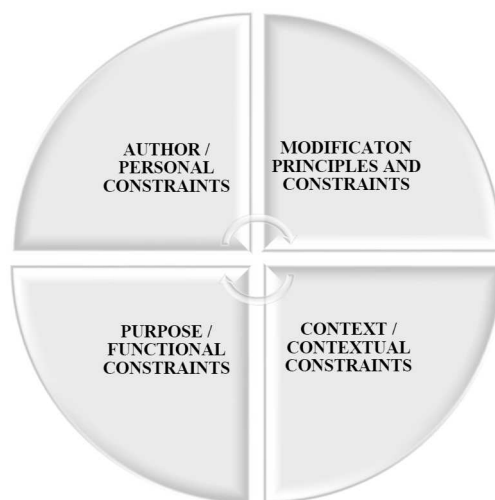
5. Dynamic model of PU modification

One static model or theory is not sufficient for accounting for all PU modifications. A model that aims to account for the multitude of factors must be non-linear, dynamic and context-sensitive. Such a model must incorporate linguistic and extra-linguistic factors: author (person) and other participants in the discourse interaction with whom the author wants to establish common ground, modification mechanisms and constraints, discernible purpose, and context. Such a model should answer several important questions that drive the dynamics of PU modification. We can identify the following set of constraints that affect PU modification: author/personal constraints, linguistic/modification principles and constraints, functional constraints and contextual constraints (Figure 1). We will elaborate on each set separately.

5.1. Author constraints

Not all authors will be equally prone to modifying PUs. Geeraert (2016) conducted an experiment on eliciting idiom modifications and investigated which variables affected the predilection to attempt modification. Familiarity with the idiom was not the only participant-related predictor variable, variables specific to the speakers' personality were also found to be predictive of

Figure 1. Dynamic model of PU modification

idioms and idiomatic variation. For example, flexibility with language was found to be a very important predictor.

The predilection to attempt modification in the first place will depend on the author's mastery of the language, his/her familiarity with the original PU, general figurative competence, and flexibility with language, but also on different personal and cognitive traits, such as age, gender, occupation and background. The author's age, for example, may affect the scope of figurative competence and familiarity with PUs. The author's occupation as well may affect his/her predilection to modify PUs. Mastery of additional foreign languages may also lead to the author's readiness to experiment with modification, as well as his/her ability to process modifications. Such personal constraints will affect the range and scope of attempted modifications.

5.2. Modification principles and constraints

The modification principles and constraints are discussed at length in Omazić (2015), and are adapted from and Conceptual Integration Theory (Fauconnier and Turner, 2002). They include constitutive principles of PU modification (a roadmap showing how to arrive from a conventional PU to a modified PU), modification principles (which define what changes are possible), and vital relations (which determine what new items can be recruited

into a modification). The constitutive principles are the basic regulatory principles of building a PU modification. The modification principles subsume the semantic, grammatical and lexical constraints and set limits to how far we can go in modifying a PU. If these principles are violated, it may lead to a breakdown in communication due to inability to process a malformed modified PU.

As for constitutive principles of PU modification, there is prototypically one or more canonical PU forms that serve as the organizing frame(s), with one or more external inputs that provide additional contextual or cultural domains of knowledge, which then project selective salient elements into the organizing frame PU. Projected new elements are combined in the organizing frame and further elaborated to form a manageable modified PU with a new emergent figurative meaning.

The **constitutive principles** of PU modification are a roadmap for building a modified PU:

- Base form(s) of a PU and a new context(s) serve as inputs used to draw on elements for a modified PU.
- Base form of a PU serves as the organizing frame, as some sort of a blueprint for the modified PU.
- Parallels are drawn between the base form of a PU and the new context to find relevant matches. These matches are determined by a set of vital relations between matched items.
- Relevant salient elements are projected from inputs into the PU modification. This refers to constituents of the base form of a PU, as well as matched salient elements from a new context.
- Modified PU inherits relevant salient projections and through composition, completion and elaboration becomes a well-integrated, manageable figurative language unit which prompts for the reconstruction of the inputs.
- New emergent modification with a new meaning is created.
- The modified PU is grammatically and syntactically viable and can be integrated into a new context in discourse.
  The following **modification principles** are at work:
- Modified PU is a compressed version of the base form and integrated elements from the new context.
- Base form of a PU and the new context need to be aligned and relevant links between them established.
- Vital relations need to be established between the base form of a PU and the new context, they need to be compressed and intensified in the modification.

- Open slots in the organizing frame PUs are those that allow the efficient compression of vital relations.
- Modified PU must prompt for its own unpacking—users need to be able to understand it.
- Modified PU must have relevance—users need to be able to grasp the reason the base form was modified.
- Modified PU must be a well-integrated, grammatically and syntactically manageable language unit. This means that verbal elements of the PU will allow for and grammatical variation within limits of their morphological and syntactic flexibility (such as changes of tense, aspect, mood, person or number, as well as adverbial modification), and nouns will have a more limiting range of modifications (premodification by adjectives, nouns or participles, and postmodification by prepositional phrases, participial or relative clauses).
- Modified PU can serve as an input for a new modification.

The modification principles presented above subsume the semantic, grammatical and lexical constraints and set limits to how far we should go in modifying an expression. It should not be modified beyond recognition as it would violate the relevance principle, it has to be a manageable language unit: i.e. grammatical. Most accounts of idiom modifications revolve around the discussions of their syntactic resilience or flexibility as well as the issue of the range of lexical items that can be allowed or stricken out from a particular slot. All these discussions are actually instantiations of only two aspects of modifications: the requirement that the modification must have relevance and must be well-integrated, i.e. manageable syntactically as a single unit. Whatever new element is found in a PU modification, it has to be there for a reason (relevance), and the modification must be in line with the rules of grammar, i.e. syntax (a coherent unit). Grave violations of these principles may cause the failure of a modification—if a PU is modified beyond recognition, violating the syntax and showing no evidence of the reason for modification, it may be perceived as a mistake or not appreciated at all.

Understandably, this leads to many questions, such as the criteria of mobilizing different inputs users draw on when they attempt modification. Are all inputs (all idioms and domains of knowledge) equally available for modification? The answer to this and such questions comes in the form of **vital relations**. Not everything goes, only the things that are salient and can establish relevant links and relations go. Only those modifications that successfully prompt for their own unpacking go. There is also a question of which slots in the frame-providing PUs are open, and to what extent. Finally, we present

here the set of vital relations. Modifications rely on the establishment of salient, vital relations between elements in the base form and the new context. Vital relations are: change, identity, time, space, cause-effect, part-whole, representation, role, analogy, disanalogy, property, similarity, category, intentionality and uniqueness. For an item to occur in a modification it has to match at least one of the vital relations. Vital relations serve as matching and mobilizing criteria limiting the number of open slots in the frame-providing PUs and also the extent to which these slots are open, because the open slots are those that allow the efficient compression of vital relations. The vital relations limit the number of open and variable, expandable or compressible slots, and the extent to which they allow variation, expansion or compression without compromising the recognisability and reproducibility of the modification.

Applying this to our modified PU in example (10) *November surprise*, the constitutive principles, modification constraints and vital relations are as follows:

- The base form *October surprise* and George W. Bush's drunk driving scandal serve as inputs for a modified PU.
- The base form *October surprise* serves as the organizing frame.
- Inputs are aligned and parallels are drawn between the base form *October surprise* and the George W. Bush's drunk driving scandal to find relevant matches. These matches are determined by a set of vital relations between matched items. The two inputs are linked via the vital relations of time, which determines which is the open slot in the organizing frame PU. *October surprise* is a news story or a scandal published before the U.S. presidential elections in early November. This particular scandal or a presidential candidate was reported on 2 November, which makes it a *November surprise*.
- Relevant salient elements are projected from inputs into the modification. This refers to constituents of the base form of a PU (organizing frame *x surprise*), as well as matched salient elements from a new context (*November*).
- The modified PU inherits relevant salient projections and through composition, completion and elaboration becomes a well-integrated, manageable figurative language unit which prompts for the reconstruction of the inputs and its own unpacking.
- New emergent modification with a new meaning is created, and users can grasp the reasons for its creation, i.e. it has relevance.
- The modified PU is grammatically and syntactically viable and can be integrated into a new context in discourse (*November surprise*).

Our example (12) "He's got a lot of controversial stuff going on and rather than thinking it through, I'm afraid that he's <u>jumping into the frying pan with both feet</u>" operates with more than one input.

- Two base forms, *jump in with both feet* and *out of the frying pan into the fire*, as well as the context of Donald Trump making a lot of controversial and rushed decisions serve as inputs for a modified PU.
- The base form *jump in with both feet* serves as the organizing frame.
- All three inputs are aligned and parallels are drawn between the base forms *jump in with both feet* and *out of the frying pan into the fire* and Donald Trump's decision making style to find relevant matches. These matches are determined by vital relations between matched items. The three inputs are linked via the vital relation of cause and effect. As Trump makes decisions with reckless abandon and not much thinking, it causes the situation to go from bad to worse and to escalate quickly and completely.
- Relevant salient elements are projected from inputs into the modification. This refers to constituents of the base forms of input PUs (organizing frame *jump in with both feet*), as well as matched salient elements from the second PU (*the frying pan*) and a new context of Trump's controversial stuff. There are no explicit projections from the third input into the modified PU, but elements of it are found in the surrounding context into which the modified PU is embedded.
- The modified PU inherits relevant salient projections and through composition, completion and elaboration becomes a well-integrated, manageable figurative language unit which prompts for the reconstruction of the inputs and its own unpacking. New emergent modification with a new, intensified meaning of *going quickly and completely from bad to worse* is created, and users can figure out that the reason for this modification is intensification, i.e. it has relevance because its motivation is clear. The issue of authorship and discourse type is also of relevance here, as this is a quote by a disillusioned Trump voter from Iowa, as reported by *Washingon Post*.
- The modified PU is grammatically and syntactically viable and can be integrated into a new context in discourse. In this case, a broader context is indeed needed for the successful interpretation of the intended meaning of the modification. Looking at the modified PU in isolation, no reference to Trump can be retraced, it can only be reconstructed from context, which is why contextual constraints also play a role in the dynamic model of PU modification.

5.3. Contextual constraints

A further set of constraints are contextual–modifications depend on the type of medium in which the modification occurs, the type of discourse and genre that may limit the scope of modification and dictate how it is embedded and integrated, and if it is compatible and reproducible in further discourse.

- Medium (single or multimodal medium, monolingual or code-switching in a multilingual medium, combining textual, visual or auditive cues— non-verbal representation) can determine the limits and scope of modification. In a multimodal medium, important cues may be provided by images, illustrations, sounds or gestures, which means that they need not necessarily be put into words for a modification to occur and be successful. This often occurs in media that allow for the combination of images, videos and text.
- Type of discourse and genre (written vs. spoken discourse, blended discourse, media discourse, social media discourse, political discourse, advertising, graffiti, memes, jokes, cartoons, protest banners, etc.) can also determine the extent and type of modification. Pure spoken discourse does not allow for the use of written and visual elements, but it allows for additional auditive effects, like imitation or gesturing. Combined multimodal spoken discourse consisting of a speech supported by a PowerPoint presentation may allow for the use of supporting images and texts and result in different types of modifications.
- Contextual compatibility, i.e. embedding and integration in discourse may determine the type and scope of modification and call for additional metacommunicative signalling and processing cues in wider discourse, to warrant safer processing.
- A well-integrated modified PU can be reproduced and further extended in broader context.

If we apply the contextual constraints to our example (12) "He's got a lot of controversial stuff going on and rather than thinking it through, I'm afraid that he's <u>jumping into the frying pan with both feet</u>.", we can see that the blend of two PUs is compatible with the context into which it is embedded, and the preceding context provides additional processing cues.

5.4. Functional constraints

For a modification to be effective, it must fulfil a particular and clearly discernible purpose. This disqualifies from our analysis the modifications

made in error or unintentionally, which may be functional as well, but are not made on purpose. Purposeful modifications are made with the intention of creating a new meaning and in the process attracting attention, provoking, impressing, amusing, entertaining or establishing common ground with the audience, providing humorous, witty or scathing social comments or criticism, thus exercising creativity and language play for poetic purposes, or simply for the sake of variety, creativity and novelty. Users sometimes choose to modify PUs to avoid sounding overtly formulaic and dull, if they feel that a particular phrase is worn out due to overuse, if they want to sound different and creative, or when they need to express a new meaning for a new context or situation they resort to deconstructing existing old phrases and reassembling them to achieve new effects and new sense. This purpose is at work in our example (11) *cameras blazing*. The modification scope and range will be governed, among other things, by the intended purpose and desired effect of the modification. Modifications without a discernible purpose result in failure to unpack and process their intended meaning properly.

6. Conclusion

In many works dealing with idiom modifications, a question of constraints regulating the modification mechanisms remains unanswered. We believe that one static model or theory is not sufficient for accounting for all types of PU modification. A model that aims to account for the multitude of factors that we have proposed here is non-linear, dynamic and context-sensitive. Our model incorporates linguistic and extra-linguistic factors: author (person) and other participants in the discourse interaction with whom the author wants to establish common ground, modification mechanisms and constraints, discernible purpose, and context. It provides answers to several important questions that drive the dynamics of PU modification. We have identified the following set of constraints that affect PU modification: author/personal constraints, linguistic/modification principles and constraints, functional constraints and contextual constraints. We have presented sets of constitutive principles, modification principles and vital relations tailored specially to account for PU modifications. We believe that all these principles and constraints taken together shape a dynamic model of PU modification.

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Dynamisches Modell der Modifikation

Zusammenfassung

In diesem Artikel präsentieren wir ein dynamisches Modell der Modifikation, das konstitutive als auch Modifikationsprinzipien enthält. Die konstitutiven Prinzipien sind die grundlegenden regulatorischen Prinzipien der PU-Modifikation. Die Modifikationsprinzipien fassen die semantischen, grammatikalischen und lexikalischen Einschränkungen zusammen und setzen Grenzen, wie weit wir bei der Modifikation gehen können. Schließlich präsentieren wir eine Reihe vitalen Beziehungen, die als Übereinstimmungskriterien für die Mobilisierung von Elementen in der Modifikation dienen. Die vitalen Beziehungen begrenzen die Anzahl offener und variabler, erweiterbarer oder komprimierbarer Elemente und das Ausmaß, in dem sie Variation, Erweiterung oder Komprimierung ermöglichen, ohne die Erkennbarkeit und Reproduzierbarkeit der Modifikation zu beeinträchtigen. Das neue dynamische Modell der Modifikation berücksichtigt auch die extralinguistischen Faktoren, wie die Teilnehmer am Kommunikationsprozess, ihre Merkmale und Ziele sowie den sozialen und kulturellen Kontext, der den Erfolg oder Misserfolg einer Modifikation bestimmen kann.