
ТІЛТАНУДЫҢ ӨЗЕКТІ МӘСЕЛЕЛЕРІ АКТУАЛЬНЫЕ ПРОБЛЕМЫ ЯЗЫКОЗНАНИЯ ACTUAL PROBLEMS OF LINGUISTICS

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Modified Idioms: Health Trends from “An Apple a Day” to “A Ginger Shot a Day”: A Corpus-Based Study

This paper explores the modified forms of idioms, particularly focusing on health-related expressions such as “an apple a day keeps the doctor away” and its modern variant “a ginger shot a day keeps the doctor away”, which gained popularity in the aftermath of the Covid-19 pandemic. Employing a mixed-methods approach, the research integrates quantitative analysis using corpora from Sketch Engine, Google Book Ngram Viewer, COCA and dictionaries, along with qualitative methodologies such as critical discourse analysis. The systematic analysis revealed that the evolution of the idiom “an apple a day keeps the doctor away” to “a ginger shot a day keeps the doctor away” reflects a societal shift influenced by the Covid-19 pandemic, emphasizing the perceived health benefits of ginger over apples, supported by historical medicinal uses and contemporary media influences.

Keywords: modified idioms, ginger, “an apple a day keeps the doctor away”, ginger shot, corpus analysis.

Introduction

Language is a living entity, evolving with each generation. Idioms, vivid expressions that add colour to our conversations, are no exception to this dynamic evolution. Traditionally, idioms have been static both in form and meaning, passed down through generations without significant alteration. However, as Fraser [1] indicates, idioms tend to modify, and he categorizes several variations such as *noun variation, verb variation, adjective, passivization, etc.*

This paper explores idiom transformation and its variations, such as “an apple a day keeps the doctor away” modified into “a ginger shot a day keeps the doctor away”. The COVID-19 pandemic has sparked a dynamic transformation in the usage and structure of idiomatic language. The phrase “an apple a day keeps the doctor away” epitomizes this phenomenon, evolving into variants like “a ginger shot a day keeps the doctor away”, reflecting contemporary health trends and the influence of social media.

Through a nuanced exploration of idiomatic innovation, this paper not only addresses critical research questions related to the adoption and acceptance of modified idioms but also contributes valuable insights to the fields of linguistics, education and digital communication. This research investigates the transformation of idioms during the COVID-19 pandemic, emphasizing the linguistic and societal changes that shaped their evolution. The novelty lies in the detailed exploration of the contemporary adaptation of “an apple a day keeps the doctor away” into “a ginger shot a day keeps the doctor away”. By focusing on the intersection of pandemic-driven health trends and linguistic changes, this study contributes to the broader field of linguistic innovation in crisis contexts. This study explores modified idioms as a linguistic phenomenon influenced by

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the COVID-19 pandemic, revealing the dynamic relationship between global crises and language change. It highlights the role of social media as a catalyst for linguistic evolution, as digital platforms drive popularization and transformation of idiomatic expressions. This research emphasizes the socio-cultural significance of these changes, as modified idioms reflect societal values and cultural transformation and provides new insights into the dynamics of language and enriches the theory of idiomatic expressions in the context of global change. The research complements prior studies on idiomatic language by offering a corpus-based approach to examining the influence of health crises and social media on idiomatic modifications. The aim of this study is to examine the modification of the idiom “an apple a day keeps the doctor away” and its relevance in the context of evolving health trends influenced by the COVID-19 pandemic. To achieve this aim, the following objectives were set:

1. Analyze the frequency of use of the modified idiom in various sources, including corpora and social media.
2. Identify the cultural and social factors driving the replacement of the traditional idiom.
3. Assess the role of social media in popularizing the modified idiom.

Research Questions

RQ1: How has the idiom “an apple a day keeps the doctor away” evolved over time, reflecting changes in societal norms and health trends?

RQ2: Do people perceive the modified idiom “a ginger shot a day keeps the doctor away” more relevant and effective compared to the traditional version?

Brief Literature Review

Idioms and their Modifications

Idioms are regarded as indicators of one’s fluency in English [2]. They can be challenging to understand for several reasons. The most difficult aspects of the idiomatic language acquisition are considered to be the figurative meaning, lack of exposure to and practice of the idiomatic language and differentiating between idioms and ordinary phrases [3]. These challenges are sometimes faced even by native speakers, let alone non-native English learners [4]. “Idioms change due to cultural evolution, media influence, frequency of use, linguistic adaptation, and contextual usage, all of which are explored in the paper. Idioms such as “seen better days”, “spill the beans”, and “kill two birds with one stone” can be humorously modified into known “better days”, “spill the tea”, “hit two birds with one stone”, or “feed two birds with one scone” in mass media to capture the reader’s attention”, Khassanova indicates. Hence, “Variations of idioms take longer for people to read to understand compared to the original versions or literal meanings”, assert Carrol, G., & Segart, K.

Given these challenges, corpus analysis is important to understand idioms by analyzing and providing correct definitions, as well as introducing their altered versions. In addition, as Cooper [5] noted, a language is rich in idiomatic phrases, and figurative language. Cooper [6] projected that an individual is anticipated to utilize approximately 20 million idioms throughout “a lifetime of 60 years”. This highlights the significance of idioms and underscores the importance of investigating them.

Baker [7] characterized idioms as “fixed patterns of language that permit minimal or no alterations in structure, and in the case of idioms, frequently convey meaning that cannot be inferred from their separate elements”. But in other words, it is not fully correct to demonstrate that idioms are completely unchangeable, since language constantly evolves [8]. Differences between Shakespeare’s English and the English of modern authors are readily apparent, and present-day English continues to grow and change [9]. Therefore, English idioms also tend to modify, reflecting the continual expansion of a language’s vocabulary with new developments in knowledge.

Idioms are often modified to enhance the memorability of slogans in commercial advertising and are also popular in journalism, particularly in newspaper headings, to spark the reader’s curiosity [10]. The concept of “modified idioms” involves deliberate manipulations of idioms’ components and structure for communicative purposes [11]. These manipulations can include lexical substitution, addition, ellipsis, nominalization etc. [12]. According to Fraser [1], idioms can be analyzed and classified in terms of their modifications. From the semantic point of view, [13] categorizes modified idioms as unchangeable and changeable. The former are fixed and cannot be altered, while the latter ones are further divided into four types:

a. *grammatical variation* encompasses limited and irregular modifications in syntactical or morphological structures, such as tense alterations, word order, adjustments, and changes in form or articles, which culminate in *grammatical variants* (e.g. *on and off — off and on*);

b. *lexical variations* refer to optional or obligatory modifications within the lexical composition of idioms, leading to the emergence of *lexical variants* (e.g. *last straw — final straw*). Sometimes, changeable idioms may experience both grammatical and lexical transformations (e.g. *there is no smoke without fire, where there is smoke, there's fire*);

c. *orthographic variations* are predominantly favored in specific regions of the English speaking spelling, punctuation, or capitalization, resulting in *orthographic variants* (e.g. *pay lip service, pay lip-service*);

d. *geographic variations* are preferred only in certain parts of the English-speaking world and may encompass any of the mentioned variations; (*on second thoughts* (British English) — *on second thought* (American English); *a skeleton in the closet* (American English) — *a skeleton in the cupboard* (British English) [13].

This paper examines the modified version of idiom “An apple a day keeps the doctor away” which has undergone lexical variation to become “a ginger shot a day keeps the doctor away”. This modification, likely influenced by the Covid-19 pandemic, suggests that consuming a shot of ginger daily could help maintain health and prevent infection. We aim to determine whether this modified version appears in a different context, how it is used, and how frequently it occurs.

The Historical and Nutritional Significance of “An apple a Day keeps The Doctors Away”

Apples are among the most highly esteemed fruits on global scale [14]. The saying “an apple a day keeps the doctor away” can be traced back to a publication in Wales from the year 1866, which recommended, “Eat an apple on going to bed, and you will keep the doctor from earning his bread”. By 1913, the phrase had evolved into its modern form. During the 19th and 20th centuries, medical practices were often rudimentary, and the public sensibly sought to avoid doctors — a sentiment that still resonates today [15].

The reason for referencing apples in this telling lie in their nutritional value, as they contain Vitamin C, fiber and other essential nutrients. Owing to the health benefits, apples are frequently the subject of studies on a variety of illnesses, including dementia, diabetes, cancer, osteoporosis, and cardiovascular disease [16]. A 2016 meta-analysis found that individuals who consumed the most apples had significantly lower cancer risks than those who ate the fewest. Additionally, a study including 10,000 men and women discovered a substantial inverse correlation between apple consumption and the incidence of type 2 diabetes [17]. In the United States, research discovered that women who ate one apple a day had a 27 % lower risk of developing type 2 diabetes compared to those who did not.

The Historical and Nutritional Significance of Ginger

Ginger (*Zingiber officinale*) has been integral to traditional Chinese medicine, which encompasses herbal medicines and acupuncture [18, 19]. Native to East and southern Asia, this family includes 1300 species, with 80–90 classified as *Zingiber*. The name “*Zingiber*” derives from Greek “*zingiberis*”, which has Sanskrit origins as “*sringavera*”, referring to its horn-shaped roots [20]. Used medicinally and as a culinary spice since ancient times, ginger has a long-standing role in traditional medicine across various cultures [21, 22].

Marco Polo introduced ginger to Europe after encountering it in China and Sumatra during the thirteenth century [23]. In China, dried ginger is mentioned in the ancient herbal texts dating back to Emperor Shen Nung around 2000 BC, with records from the fourth century BC documenting its use for various conditions such as stomachaches, diarrhea, nausea, cholera, hemorrhage, and toothaches [24].

In addition to its historical significance, ginger continues to be recognized for its health benefits in modern contexts. It is considered a traditional remedy for gastric disturbances [25] and is beneficial in treating or reducing the risks of developing diabetes [26] and osteoporosis [27]. Its combinations with other herbs are significant in preventing cardiovascular diseases [28].

Ginger’s antiviral properties have also been well-documented. On any occasion an individual experiences a common cold or flu, it is often advised to consume ginger tea or ginger extract to ease the symptoms [29]. The effectiveness of ginger in addressing respiratory ailments is linked to its potent plant compounds [30]. The sharp active component found in ginger is gingerol, accompanied with other sulfur-containing compounds and enzymes [22; 129]. These compounds enhance the body’s antioxidant activity, aiding in the fight against viral infections.

These benefits align closely with those attributed to apples, making the switch from “an apple a day” to “a ginger shot a day” a reasonable and relevant adaptation in the context of evolving health trends.

Materials and methods

The study employed a mixed-method approach, incorporating both qualitative and quantitative analyses. Two primary tools were used: Sketch Engine: This tool provided detailed concordances and frequency analyses of idiomatic phrases across a wide corpus of texts. The criteria for data selection included texts from 2000 to 2020 to reflect linguistic changes over time. Google Book Ngram Viewer: Used to analyze historical trends in idiom usage across published books from 2000 to 2020. Critical Discourse Analysis (CDA) was used to interpret the social and cultural influences on idiom transformation. Data validation was ensured through triangulation by cross-referencing findings from multiple sources.

The methodology was chosen to combine linguistic depth (Sketch Engine) with a broader historical perspective (Ngram Viewer), ensuring comprehensive results. Two quantitative tools, namely Ngram Viewer and Sketch Engine, were utilized in the analysis. Sketch Engine was used to examine both idioms and provide concordances to identify usage patterns and transformations. The Ngram Viewer was utilized to analyze the frequency of these idioms across different time periods.

The qualitative aspect of the study involves interpreting the cultural and linguistic transformations observed in the idioms. This includes analyzing how societal changes and health trends, such as those influenced by the Covid-19 pandemic, have influenced the evolution of these expressions. Definitions and examples from dictionaries were used to illustrate these changes. A photograph of a transformed idiom found in a Kazakhstani café was also introduced to provide a visual context.

Data from both Sketch Engine and Ngram Viewer were triangulated to enhance the reliability of the findings. A coding framework was developed to categorize idioms based on their cultural significance and contextual usage. Additionally, the study employed a longitudinal approach, examining idiomatic usage over the last several decades. The results were further validated through cross-referencing with existing literature on idioms and linguistic evolution. Ethical considerations were made to ensure participant confidentiality and the integrity of data collection. The insights from these findings indicate that language is not just a fixed system but rather a vibrant living entity that grows alongside its speakers, adjusting to fresh realities and influences. This evolution of idioms encourages us to explore how new technologies and global connections keep molding our linguistic landscape, inspiring researchers to reflect on the future path of idiomatic usage in our interconnected world.

Results and Discussion

RQ1: How has the idiom “an apple a day keeps the doctor away” evolved over time, reflecting changes in societal norms and health trends?

The definition of the idiom was sourced from Cambridge Dictionary. The idiom “an apple a day keeps the doctor away” suggests that eating apples can help maintain good health. The modified version, “a ginger shot a day keeps the doctor away”, assumes that ginger can offer similar health benefits. This transformation of the idiom reflects trends and societal changes, particularly following the Covid-19 pandemic.

The similarities between the two idioms became apparent when observing their evolution over time. It is likely that “an apple a day keeps the doctor away” was transformed into “a ginger shot a day keeps the doctor away” due to the increased use of ginger as a traditional remedy during the Covid-19 outbreak. According to [31], ginger, garlic and turmeric have been used for centuries as remedies, and their bioactive compounds make them suitable for the control of Covid-19. The correlation of these three spices, identified through Sketch Engine, is represented in Figure 1.

Social media significantly contributed to the spread of information, with videos indicating that garlic, ginger, lemon, and hot water might heal individuals infected with the Covid-19 [32]. In countries such as Ghana, Cameroon, Ivory Coast, and Nigeria, comparable videos show the preparation of mixtures from ginger and other herbs were widely distributed on WhatsApp as solutions to fight against the coronavirus [33]. Additionally, in Indonesia and Ethiopia, the price of red ginger increased from 1.2 to 3 times per kilo following the first announcement of Covid-19 cases by the country’s president [34, 35, 36].

This modification illustrates how trends, diseases, and societal changes can influence language, leading to the emergence of new expressions.

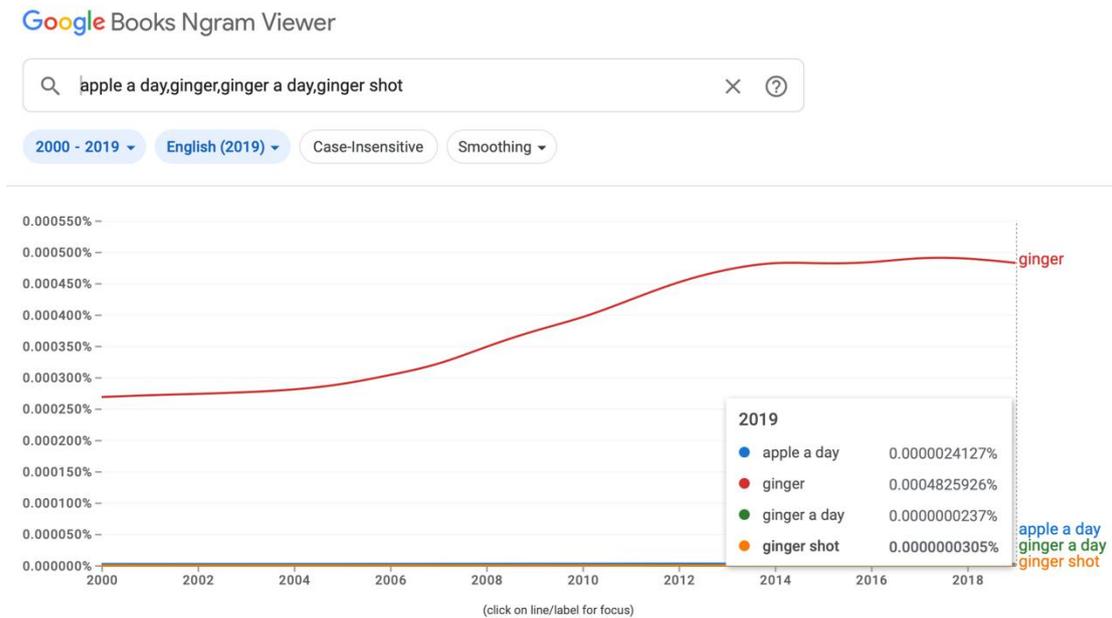


Figure 2. Analysis of occurrences of the phrases “apple a day”, “ginger”, “ginger a day”, “ginger shot” (source: Ngram Viewer)

Regarding “an apple a day”, once a popular expression, Figure 3 shows a decline beginning in 2013 (Fig. 3). This decline suggests a shift in usage, possibly influenced by contemporary health trends favoring terms like “ginger a day” or “ginger shot” (Fig. 4). Social media platforms play a huge role in shaping consumer health vocabularies. The COMETA corpus, for instance, highlights the diversity and complexity of health-related language used on platforms like Reddit, where modern health idioms frequently emerge [37]. That’s why it is hypothesized here that this shift is influenced by the increasing accessibility of health information through digital platforms and the growing consumer interest in alternative health practices. The following sections explore the dynamics of this linguistic and cultural evolution.

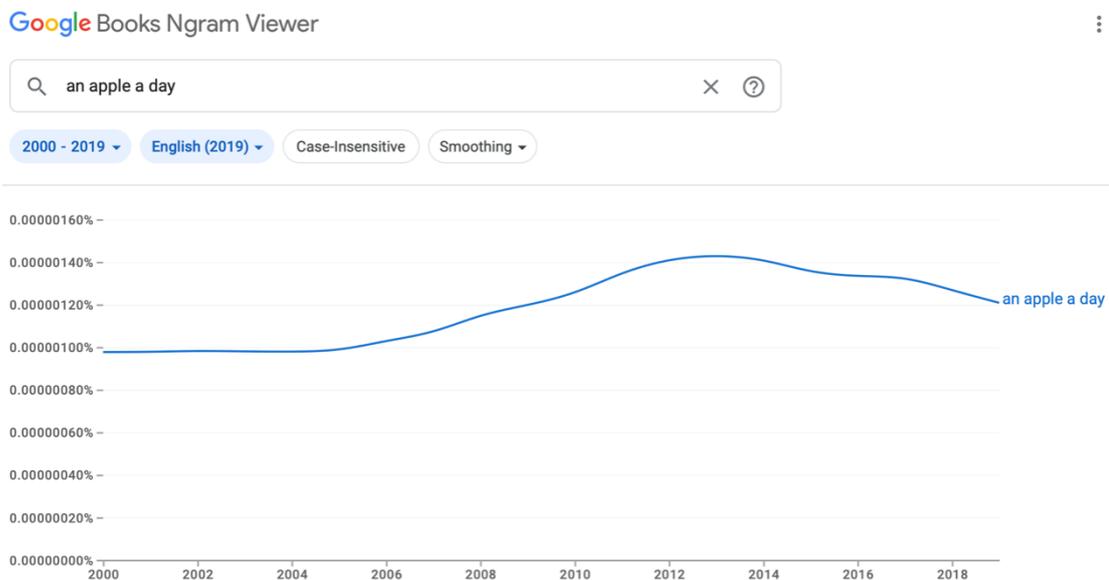


Figure 3. Analysis of occurrences of the phrase “an apple a day” (source: Ngram Viewer)

This surge in the use of “ginger shot” and “ginger a day” can be attributed to their increased adoption as alternative remedies during the Covid-19 pandemic. Globally, there has been a notable rise in ginger consumption reported among various populations, including Algerian [38], Tunisian [39], Saudi Arabian [40],

Indonesian [41], Kazakh and Russian [32; 28] communities. In Ghana, there has been a preference for ginger shots and ginger tea as potential treatments for Covid-19 [42].

This trend reflects a broader shift towards natural health solutions, as individuals seek to bolster their immune systems and overall well-being in the face of health crises. This growing interest in herbal remedies is not only limited in ginger; other botanicals such as turmeric and echinacea have also seen increased usage, highlighting a significant cultural shift towards preventive health measures. Additionally, the rise of social media has played a crucial role in disseminating information about these natural remedies, allowing communities to share personal experiences and recommendations more widely than ever before.

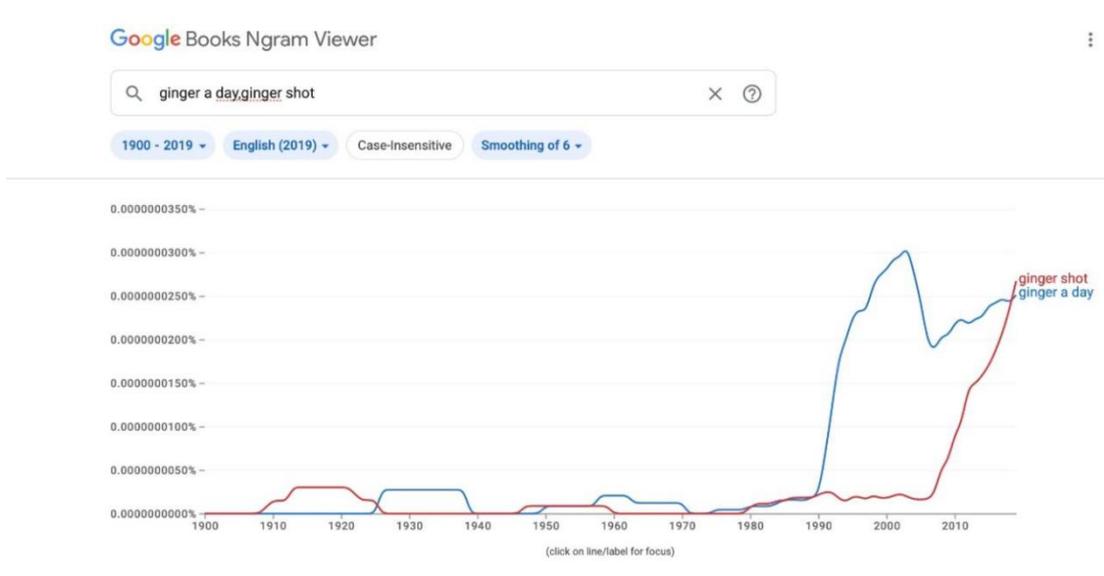


Figure 4. Analysis of the occurrences of the phrases “ginger a day” and “ginger shot” (source: Ngram Viewer)

Finally, the rising usage of “ginger shot a day” as depicted in Figure 5, while not yet a widely recognized expression, is notable. The accompanying photo from a café in Almaty, Kazakhstan, prominently illustrates a small bottle labeled “a ginger shot a day keeps the doctor away”.



Figure 5. “A Ginger Shot a Day Keeps the Doctor Away” Bottle in a café in Almaty

This image serves to illustrate the emergence of “ginger shot” as a health-promoting concept, despite its current status as a less common phrase. The presence of such products in public spaces underscores a growing awareness and adoption of health-conscious practices, where ginger shots are positioned as beneficial daily supplements.

The analysis revealed a marked increase in the usage of the phrase “a ginger shot a day keeps the doctor away” during the COVID-19 pandemic, particularly on social media platforms. This reflects a broader societal shift toward natural health remedies and preventive healthcare. Comparative analysis with prior studies

highlighted the role of social media in accelerating idiomatic changes [43]. Examples from platforms as Twitter and Reddit demonstrated the phrase's use in promoting health-conscious behaviors.

Additionally, frequency data from Sketch Engine and Ngram Viewer showed a gradual decline in the use of the traditional idiom “an apple a day keeps the doctor away”, beginning in 2013, as health trends shifted toward alternative remedies like ginger (Table 2).

Table 2

Ginger shot a day keeps the doctors away examples from social media

Platform	User Handle	Post Content	Date
Facebook	@ForestGreensJuiceBar	“-,`a ginger shot a day keeps the doctor away! ,`- as we approach the fall season, we can't...”	2024-09-01
Facebook	@ThePilatesStudioAhmedabad	“#HealthyTips — Do you know the saying, a ginger shot a day keeps the doctor away? Ginger helps the immune system perform optimally by boosting it”	2020-01-15
Facebook	@WomensGym	“A ginger shot a day keeps the doctor away! GEMBERSHOT VOORDELEN 1. Gember reinigt je lichaam 2. Immuunsysteem versterkend 3. Een...”	2023-07-20
Facebook	@KneippDeutschland	“One ginger shot a day keeps the doctor away Dein Immun-Boosting Shot in 4 Schritten: 1. Ingwer schälen und...”	2023-01-10
Facebook	@SimpleJuice	“A Ginger Shot A Day, Keeps The Doctor Away #vegan #vitamine #juicecleanse #superfood #ginger #gingershot #heathylife #heathyfood #gesund #picoftheday”	2022-05-10
Facebook	@HQclubhousefreetown	“One pure ginger shot a day keeps the doctor away! Pure ginger juice for sale at the beach. Open 24/7. Freshly juice. Pure health. 080 022203”	2024-03-15
Facebook	@ThePilatesStudioChennai	“#HealthyTips — Do you know the saying, a ginger shot a day keeps the doctor away? Ginger helps the immune system perform optimally by boosting it”	2020-01-15
Facebook	@BlisstheBerry	“A ginger shot a day keeps the doctor away ☀️🍵”	2022-08-25
Facebook	@TheJuiceWorksIreland	“One ginger shot a day keeps the doctor away And they are suitable for the whole family. Tip: if the little ones find them too spicy dilute it with...”	2021-11-05
Facebook	@ImpulseByNamrataPurohit	“#HealthyTips — Do you know the saying, a ginger shot a day keeps the doctor away? Ginger helps the immune system perform optimally by boosting it”	2021-03-10
Twitter	@wellness_guru	“A ginger shot a day keeps the doctor away! ☐ Noticing fewer colds this season. #ImmunityBoost #NaturalRemedies”	2024-12-10

The phrase “A ginger shot a day keeps the doctor away” has become a popular trend across social media, blending traditional idioms with modern health practices to reflect the growing emphasis on wellness and immunity. Inspired by the classic saying about apples, this reimagined phrase highlights ginger's reputation as a natural remedy, particularly for boosting the immune system, a priority that gained significant attention during the COVID-19 pandemic. Businesses, especially those in the health and wellness industry, have embraced this catchy expression to market their products, with juice bars, gyms, and health brands using it to connect with health-conscious audiences. Posts from various countries and languages demonstrate the global appeal of this trend, amplified by social media platforms like Facebook, where hashtags and engaging content help spread the message. Ultimately, this adaptation of a familiar idiom reflects how social media reshapes language to resonate with modern lifestyles, turning traditional wisdom into an effective tool for promoting health and wellness in today's world. Mass media plays a role in idiom transformation, as it reflects and sometimes accelerates linguistic changes [44].

Practical Applications

The findings of this study can be applied in language teaching, where understanding modern idioms and their sociocultural contexts enhances learners' ability to communicate effectively in contemporary English. Additionally, the research has implications for marketing strategies, where leveraging modern idioms like “a ginger shot a day” can create relatable and impactful health campaigns.

Conclusion

Idiom transformation is a dynamic linguistic process in which traditional idiomatic expressions evolve through modifications in structure, meaning, or usage, often influenced by cultural, social, and media-driven changes [45]. Language serves as a dynamic reflection of societal shifts and evolving cultural attitudes. This study has examined the evolution of the idiomatic expression “an apple a day keeps the doctor away” to its contemporary adaptation, “a ginger shot a day keeps the doctor away”. This transformation highlights broader changes in health perceptions and cultural practices, particularly those influenced by the global Covid-19 pandemic.

The transition, although slow, from the traditional apple-focused adage to one centered around ginger, signifies a cultural shift towards health-conscious behaviors. This shift is underscored by the widespread adoption of ginger and ginger-based remedies during pandemic, observed across diverse populations globally. The emergence of “ginger shot” as a modern variant reflects current preferences for natural health solutions.

Analysis using Sketch Engine reveals distinct usage patterns: while “ginger” remains prevalent, “ginger shot” emerges as a newer and more specialized expression. The modification of the idiom “an apple a day keeps the doctor away” to “a ginger shot a day keeps the doctor away” during and post-Covid-19 pandemic suggests a response to current health crisis. During the pandemic, there ginger, known for its anti-inflammatory and antioxidant properties, gained popularity as a natural remedy that could potentially support immune health, leading to its incorporation into everyday health advice and idiomatic expressions across media platforms.

The visual representation of a labeled ginger shot bottle in an Almaty café symbolizes this linguistic evolution, indicating its growing recognition and adoption as a health-promoting concept among consumers seeking preventive health measures. This study demonstrates the dynamic nature of language, showing how societal changes, such as the COVID-19 pandemic, drive the evolution of idiomatic expressions. The transformation of “an apple a day keeps the doctor away” into “a ginger shot a day keeps the doctor away” reflects a cultural shift toward natural remedies and preventive healthcare. The findings highlight the importance of studying idioms as indicators of societal values and trends. Practical implications include applications in teaching modern idiomatic English and developing marketing strategies that leverage emerging idiomatic expressions. Future research could explore how other health-related idioms evolve in response to societal changes, further enriching the field of linguistic innovation.

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Идиомалардың өзгеруі: «Күніне бір алма» трендінен «Күніне бір зімбір шоты» трендіне дейін (корпустық зерттеу)

Мақалада идиомалардың өзгерген формалары зерттеліп, әсіресе денсаулыққа қатысты тұрақты тіркестерге назар аударылған. Оның ішінде «An apple a day keeps the doctor away» («Күніне бір алма жесең, дәрігер керек емес») және оның заманауи нұсқасы — «A ginger shot a day keeps the doctor away» («Күніне бір зімбір шотын ішсең, дәрігер керек емес») талданған. Бұл жаңа нұсқа COVID-19 пандемиясынан кейін танымал бола бастады. Зерттеуде аралас әдіс қолданылған: сандық талдау үшін Sketch Engine, Google Book Ngram Viewer, COCA корпустары мен сөздіктер пайдаланылса, сапалық зерттеу сыни дискурстық талдау негізінде жүргізілген. Жүйелі талдау нәтижелері көрсеткендей, «An apple a day keeps the doctor away» идиомасының «A ginger shot a day keeps the doctor away» формасына өзгеруі қоғамдағы тенденциялардың өзгеруімен байланысты. Бұл өзгеріс, әсіресе, COVID-19 пандемиясы кезінде зімбірдің денсаулыққа пайдасы туралы пікірлердің күшеюіне байланысты болды. Зімбірдің дәрілік қасиеттері тарихи тұрғыда белгілі болғанымен, қазіргі заманғы бұқаралық ақпарат құралдары оның денсаулыққа оң әсерін одан әрі танымал етті.

Кілт сөздер: трансформацияланған идиомалар, зімбір, «Күніне бір алма жесең, дәрігер керек емес», зімбір шоты, корпустық талдау.

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Модифицированные идиомы. Тенденции в отношении здоровья: от «Съедания яблока в день» до «Выпивания имбирного шота в день» (исследование, основанное на корпусном материале)

В данной статье исследуются измененные формы идиом, особое внимание уделяется выражениям, связанным со здоровьем, таким как «Кто яблоко в день съедает, у доктора не бывает» и его современному варианту — «Выпивай имбирный шот в день — и доктор не нужен», который приобрел популярность после пандемии COVID-19. В рамках смешанного подхода, исследование включает количественный анализ с использованием корпусов Sketch Engine, Google Book Ngram Viewer, COCA и словарей, а также качественные методы, такие как критический дискурсивный анализ. Систематический анализ показал, что эволюция подобных выражений отражает изменения в обществе, произошедшие под влиянием пандемии COVID-19, подчеркивая предполагаемую пользу имбиря для здоровья по сравнению с яблоками, подтверждаемую историческим использованием в медицине и современными тенденциями влияния средств массовой информации.

Ключевые слова: модифицированные идиомы, имбирь, «Кто яблоко в день съедает, у доктора не бывает», имбирный шот, корпусный анализ.

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