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**ON SOME EXPRESSIVE ALOGISMS AMONG BULGARIAN AND ENGLISH COMPARISONS WITH ANTHROPOCENTRIC CHARACTER**

**Abstract:** This article focusses on oxymoronic comparisons in Bulgarian and English, ​​ revealing the physical and psychic characteristics of a person. The signs that interest the author and are most relevant in an anthropocentric cognitive perspective, can be formally identified in thematic groups such as appearance, dynamic physical properties, physical states (in terms of physical characteristics) and character, temperament, mind, intellect and speech activity (in relation to psychic characteristics). The empirical material of the examples given below is analysed in these parameters. This type of comparison is stronger in ironic terms, which makes its expressiveness even more pronounced (so such expressions can also be characterized as ironic comparisons). Their use is not so spontaneous and they are more specific in their situational dependency. The right (rhematic) part of the comparison contains the metaphorical image, it refers to the object of comparison, which, unlike in the case of the usual (mass) comparative structures, is not the bearer of the "typical" sign, on the contrary – this is a representative of a rather inconsistent in semantic terms comparative imagery.

**Keywords:** Comparison, ironic lexical confrontation, metaphorical image, psychic characteristics, anthropocentric cognitive perspective, character, temperament, mind, intellect, speech activity, Bulgarian, English

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