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**ASSOCIATIVE ANALYSIS: THE ISSUES OF ASSOCIATIVE
STRUCTURE IN A POETIC CONTEXT**

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ABSTRACT

Associative units act as a base unit in the articulation of the main idea put forward in the literary text. Verbal associations formed on the basis of the speech owner's perceptions play an important role in shaping the semantic structure of the text. The article analyzes those issues.

KEYWORDS: *Associative Attitude, Paradigmatic Attitude, Linguistic Memory, Lexical Reserve, Imagination, Associative Field, Verbal Association, Associative Analysis, Creative Thinking, Figurative Association.*

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