The topicality of the research lies in the fact that the problem of analyzing phraseological units used in texts of publicistic style, and also the ways and methods of its translating is very actual.

The purpose of the present paper is to study the peculiarities of the usage of phraseological units in publicistic texts and the ways of searching for the equivalence and adequacy of their translating.

Theoretical and practical significance of the research lies in the fact that the study contributes to forming a view of the basic principles of neologism formation and its materials can be used in the teaching process of such academic disciplines as lexicology of Modern English, Translation Course of Modern English, etc.