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## THE PHENOMENON OF PERSONALIZATION IN KOREAN (ON THE EXAMPLE OF FAIRY TALES)

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### ABSTRACT

*It is well known that so far the interpretation of derived phenomena has been studied within the framework of the internal capabilities of a particular language. At the same time, word formation is a priority in the traditional interpretation of derivations, therefore, the aspects of this phenomenon associated with lexical and syntactic derivations are not clearly defined. In addition, the research focuses on analog types of derivative phenomena that occur in the intrinsic capacity of a particular language. The article attempts to investigate toponymic origins, a type of metaphor by quoting excerpts from Korean fairy tales with a brief overview of the phenomenon of personification.*

**KEYWORDS:** *Personification, Metaphor, Impersonation, Mythology, Imitation, Concept, Folklore, Fairy Tale, Phenomenon, Object*

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