

Список використаної літератури

1. Ніколаєва С. Ю. Сучасні тенденції мовної освіти в Україні / С. Ю. Ніколаєва // Мовна освіта: шлях до євроінтеграції: тези доповідей / за ред. С. Ю. Ніколаєвої, К. І. Оніщенко. – К: Ленвіт, 2005. – С. 6-7.
2. Програми для загальноосвітніх навчальних закладів. Іноземні мови. 1-4 класи. – К.: Освіта, 2019. 38 с.

Наталія Ішук (м. Вінниця)

A THEMATIC STUDY OF IDIOMS IN BUSINESS DISCOURSE

Idioms as the object of linguistics are of particular interest because they reflect the people's rich historical experience as well as everyday life. Besides, they are very common, and their understanding and translation pose a challenge. Like any other discourse, business discourse abounds in phraseological units that need to be carefully studied. There is also an urgent need in shifting from the traditional approach to presenting idioms one-by-one and quite incidentally to presenting them under thematic categories [4].

Despite the numerous studies of the issues of identifying and classifying English idioms, little to no attention has been given to metaphorical language of business and economics, which makes the topic of the study hot and relevant.

In the paper, an attempt is made to arrange idiomatic expressions used in business discourse in thematic groups.

The material of the research comprised more than 150 English economic and business idioms selected from authentic course books such as *Market Leader* 3rd edition (pre-intermediate, intermediate), *New Market Leader* upper-intermediate; from the Internet sources, from recent issues of such newspapers as *The Ukrainian Week* and *The Guardian*; from authentic vocabulary workbooks that students use to acquire economic vocabulary skills, namely vocabulary workbooks *Check Your English Vocabulary for Banking and Finance* and *Check Your English Vocabulary for Business and Administration*.

The methods used as methodological basis of our study include continuous sampling of language material, the comparative method and the method of logical and semantic analysis.

According to Cambridge Dictionary, an idiom is “a group of words used together with a meaning that you cannot guess from the meanings of the separate words” [2].

Ukrainian linguists L. Yefimov and O. Yasinetska say that an idiom is a fixed phrase that is only meaningful as a whole. It means something different from the meanings of the separate words from which it is formed [1, p. 29].

In his study, B. Fraser defines an idiom as a “constituent or series of constituents for which the semantic interpretation is not a compositional function of the formatives of which it is composed” [3, p. 22].

Both linguists and language users, including native speakers, would definitely agree that the distinction of business and non-business idioms is often blurred.

The selected idioms fell under 7 thematic groups (henceforth TG):

TG1. Economic activities and procedures, for example, *a black economy, a shadow economy, a low-touch economy, a feeder country, to turn around one’s business, to drum up business, smooth sailing, to corner the market, to take over (a business), a sweetheart deal, to go under, to bail a company out, a black market, a bull market, a bear market, a shadow market, red tape, green tape* etc.

TG 2. Employees, which includes such idioms as *a white-collar worker, a blue-collar worker, a pink-collar worker, a blue-eyed boy, an eager beaver, a company man, a stress puppy, a girl Friday, a boy Friday, a toxic employee, a dogs body, a gold bricker, a number-cruncher, skeleton stuff* and others.

TG 3. Work and career, for instance, *to learn the ropes, a game plan, to give the sack, to get the sack, golden handshake, glass ceiling, 24/7, nine-to-five, graveyard shift, to work unsociable hours, banker’s hours, to take over (from somebody as something)* etc.

TG 4. Money and financial issues, which comprises such idioms as *all in cost, cash cow, granny bank, pretty penny, to be in the black, to be in the red, to make (both) ends meet, pay peanuts, get peanuts, to have money to burn, to cook the books, to grease someone’s palm, money laundering, a piece of the action* etc.

TG 5. Sales and marketing, for example, *in the pipeline, selling point, out the door, to price oneself out of the market, to beat off, to sell (someone) a bill of goods, predatory pricing, predatory competition, a word of mouth, a hard sell, to think outside the box* etc.

TG 6. Management and leadership, for instance, *a seagull manager, seagull management, talent management, crisis management, to keep everyone on their toes, ahead of the pack, to be in the driver's seat, to keep one's eye on the ball, a mover and shaker, a silent partner, a sleeping partner, heads will roll, to hire away, a top dog* etc.

TG 7. Communication and negotiations: *to get (one's) wires crossed, in a nutshell, to put someone in the picture, to get straight to the point, to beat about the bush, to sweeten the deal, win-win situation, the ball is in your court, to see eye to eye, to be on the same wavelength, to be on the same page, to get into hot water, to make head or tail* and others.

The meaning of the idiomatic expression cannot be deduced by examining the meanings of the constituent lexemes. Arranging business idioms in the suggested TGs could only be the initial stage of further research into their structure followed by inter-corpora comparison, and finding proper translation techniques, which is of great value for both comparative linguistics and translation science.

References

1. Єфімов Л. П., Ясінецька О. А. Стилiстика англiйської мови i дискурсивний аналіз. Учбово-методичний посiбник. Вiнниця : Нова книга, 2011. 240с.

2. Cambridge Dictionary. URL : <https://dictionary.cambridge.org/dictionary/learner-english/idiom> (дата звернення: 02.11.2020).

3. Fraser B. Idioms within a transformational grammar. *Foundations of Language*.6 (1). 1970. Pp. 22-42.

4. Rafatbakhsh E., Ahmadi A. A thematic corpus-based study of idioms in the Corpus of Contemporary American English. URL : <https://link.springer.com/article/10.1186/s40862-019-0076-4> (дата звернення: 02.11.2020).