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## IDIOMS AND THEIR ROLE IN BUSINESS DISCOURSE

Each language has its own features that are most evident in communication. The most prominent features that distinguish one language from another is using specific idioms.

Idioms are widespread in all the aspects of the English language including business English and business discourse. Idioms and idiomatic expressions can be found in magazine articles related to the area of business discourse and therefore speak the language of business people. The present research focuses on analyzing materials related to business discourse for the purpose of finding idioms used in those materials and categorizing them.

For the purpose of this research the author had evaluated the total of five articles in the field of business discourse from such popular online version of magazine related to business, as “The Economist”. The findings are shown below.

**Table 1. Analysis of the chapter “Business” in the “The Economist”**

<i>Title of the article</i>	<i>Idiom</i>	<i>Syntactic structure</i>
Kim Sang-jo. South Korea’s chaebol sniper	to break a/the law behind bars landslide victory a think-tank in the air to give (someone) face to mind the shop	V + N Prep + N N + N N + N Prep + N V + one + N V + N
Ant Financial and Moneygram. Blocked transfer	to play fair to get hold of don't mean jack under way	V + N V+ N+prep V + S.C. Prep + N
Money-laundering in Canada. Snow-washing	money-laundering to take steps to make sure to do business to do (one's) best under cover	N + N V + N V + N V + N V + N Prep + N
Salesforce. The tower of Benioff	to keep track to do good in order to do to have an edge	V + N V + N Prep + N + Prep V + N
Schumpeter. The year of the incumbent	to give someone a run for their money to make the running matter of life and death	V + one + N V + N N + prep + N

\* Source: “The Economist” (January 6th, 2018)

Conducted analysis has shown that idioms are present in all of the researched articles. Frequent use of idioms in business discourse shows that idioms are important in terms of core vocabulary and thus in language acquisition in general.

The results of the research in Table 1 indicate that at least 3 idioms, a maximum of 7 idioms were used in each article, in general 24 idioms were found.

The syntax feature of analyzed idioms is as follows: 15 idioms are verbs, 4 idioms are nouns, and 5 idioms are prepositions.

It is obvious that the most common idioms have syntactic feature of the verb, which is more than half of the total number of idioms. Idioms that function as adjectives and adverbs have not been found at all.

As a result, it was established that idioms of business-edition “The Economist” are an integral part of lexical stock and used to refer to the characteristics of individuals, relationships, and processes.

After analyzing the idioms from the business-edition “The Economist” for 2018, we can conclude that business style requires a concise statement, clarity and directness of expression but idioms perform their functional-semantic function, they add expressiveness and coloring.

So, idioms play an important role in English. Although scientists are still debating about the definition and classification of idioms, the fact that idioms’ frequent use in business discourse indicates their importance as a basic vocabulary as well as in the process of learning the language.

Results need further exploration and justification due to the lack of analyzed articles because the sphere of business discourse is wide and needs more researches.

## **REFERENCES**

1. Business-edition «The Economist» (January 6th, 2018). Available at: <http://https://www.economist.com/business/2018/01/03/2018-will-be-the-year-that-big-incumbent-companies-take-on-big-tech>.