

PHRASEOLOGICAL UNITS WITH ETHNIC NAMES IN BUSINESS CONTEXT

The study reveals the national and cultural peculiarities of English phraseological units with ethnic names. This study aims to present the semantic structure of the English phraseological units containing ethnic names and used in business sphere.

The study was conducted using the method of dictionary definitions, the method of continuous sampling for the selection of phraseological units with ethnic names, and the interdisciplinary method for analysing linguistic aspects considering data from history, ethnology and sociology.

Ethnic names which belong to the lexical level of the language and are usually studied within the framework of onomastics are found as constituent elements of the phraseological units. The use of ethnic names that explicitly represents the national and cultural peculiarity of the phraseological system of modern English. Ethnic names as common names of entire peoples are closely related to the phenomenon of national identity and, due to the influence of intralinguistic and extra-linguistic factors, have a peculiar effect on the formation of phraseological meaning and the appearance of stereotypical evaluative layers [6, p. 52; 7, p. 312]. Phraseology can be considered as a verbalized part of the stereotypical representation and evaluations of a certain society, which explicates a naive picture of the world [5, p. 39; 7, p. 304]. Through the use of ethnic names as part of phraseological units in the national language, the corresponding perception and attitude towards other ethnic communities is replicated [4, p. 63].

Under the influence of the ethnic name the semantics of the main component of the phraseological unit may undergo significant changes and even acquire the opposite meaning [1, p. 357]. The use of ethnic names in such phraseological units is motivated by the need to draw attention to the special, reinterpreted meaning of the components of the phraseological unit, which is affected by the national perception of another ethnic group, for example: *Jewish lightning* – deliberate arson of a loss-making business in order to receive compensation under an insurance policy contradicts the literal meaning of 'Jewish lightning', and *Jewish waltz* – a transaction during which one bargains in order to achieve the greatest possible profit (this meaning is the result of a metaphorical reinterpretation of the literal 'Jewish waltz') [3, p. 140]. Accordingly, the semantic structure of the phraseological units *Jewish lightning* and a *Jewish waltz* contains a stereotype of negative perception of Jews in English society as capable of doing anything for the sake of enrichment and profit.

Phraseological units with ethnic names, presenting information about the surrounding multinational world, express the evaluative and emotional attitudes of own ethnic group to other people and nations, as well as the cultural and national perception of the world by a certain linguistic community.

The use of an ethnic name as part of a phraseological unit, which combines in its meaning an indication of a specific ethnic group with the implicit sense 'foreign' ('non-native', 'non-British'), marks such phraseological units as ethnoculturally biased and reflects a certain national mentality, preferences, and vision of the world.

In times when the main trading rivals of the British were the Dutch, the following expressions appeared: *a Dutch bargain* – 1. a deal that ends with a drink; 2. an agreement that is beneficial only for one party, *go Dutch* – to agree to pay for your own expenses, *Dutch auction* – an auction at which prices, initially very high, are gradually reduced until a buyer is found, *Dutch reckoning* – a bill that the owner of an inn increases in case of a visitor's protest [3, p. 87].

The analysis of units under study revealed that the ethnic names used in these phraseological units specify and modify the meaning of the main component of the phraseological unit, as well as create antonymic correlations between initial and figurative meaning of the main component of the phraseological unit. Being the elements of phraseological units official ethnic names modify and reconsider the semantic structure of the phraseological units, thus attributing stereotypical characteristics and evaluations to the representatives of other nations, or perform exclusively structural function and denote historical and cultural realia of a nation with neutral evaluation.

It can therefore be concluded that phraseological units with ethnic names transfer the specific national and cultural vision and perception of the multinational world. Such culturally marked meanings are entrenched in the semantic structure of the phraseological units and recognized due to cultural competence and actualization of specific historical and cultural background of a certain national community.

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