

ΛΟΓΟΣ

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DER SAMMLUNG WISSENSCHAFTLICHER ARBEITEN

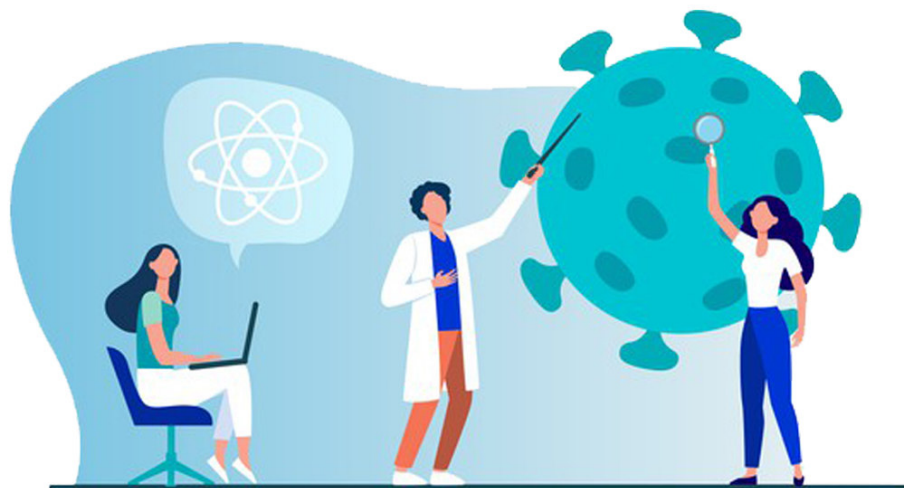
DIE KUNST DES WISSENSCHAFTLICHE DENKEN

ZU DEN MATERIALIEN DER INTERNATIONALEN WISSENSCHAFTLICH-PRAKTISCHEN KONFERENZ

WISSENSCHAFTLICHE ERGEBNISSE UND ERRUNGENSCHAFTEN: 2020

25. DEZEMBER 2020 • MÜNCHEN, DEU 

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РОЗВИТОК СИЛОВИХ ЗДІБНОСТЕЙ У СТУДЕНТІВ ЗАКЛАДІВ ВИЩОЇ ОСВІТИ
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ABSCHNITT XIII. PHILOLOGIE

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A STRUCTURE-BASED STUDY OF NOMINAL IDIOMS IN BUSINESS DISCOURSE

ORCID ID: 0000-0002-4726-9432

Nataliia Ishchuk

PhD in Pedagogy, Ass. Professor
Ass. Professor at the Department of Foreign Languages for Specific Purposes
Vasyl' Stus Donetsk National University

ORCID ID: 0000-0002-4700-0871

Karyna Horkun

Student, Faculty of Economics
Vasyl' Stus Donetsk National University

UKRAINE

Introduction. Using idioms in everyday life makes our speech more saturated and expressive. Understanding the lexicon of English demands more than knowing the denotative meaning of words. Despite the enormous popularity of idioms used worldwide, they often pose challenges in learning their meaning and translating them into Ukrainian. These difficulties arise due to the discrepancies between approaches to morphological classification of idiomatic expressions in the English and the Ukrainian languages, because the structure of an idiom follows the structure of the language in which it emerged.

Review of recent publications. Such scholars as C. Fernando, L. Naumenko, P. Kvetko, W. Fleischer, W. Raymond and others have carried out numerous studies concerning the nature, origins and structure of idioms. However, there is a need to take a closer look at the structural features of business idiomatic expressions, namely nominal idioms.

The main **objective** of the paper is to look into the nature of nominal idioms utilized in business discourse and to study their structural features. The material of the research comprised 120 English business idioms selected from the Internet sources.

Result of the research. A German linguist W. Fleischer proposes the following classification of idioms based on their construction: (1) adjectival, (2) adverbial, (3) interjectional, (4) conjunctive, (5) prepositional, (6) pronominal, (7) nominal (nominal) and (8) verbal [4].

According to P. Kvetko, idiomatic expressions can be divided into (1) sentence and (2) phrasal idioms with the latter being further subdivided into verbal (semi-clause idioms) and non-verbal idioms. As the name suggests, non-verbal idioms have a syntagmatic structure without a verb. Thus, non-verbal idioms can be nominal, adjectival, or adverbial [2, 3]. In our paper, we will look into the structure of nominal idiomatic expressions.

Nominal idioms perform the function of the noun in the sentence. The most typical grammatical patterns of this group found in the business discourse are shown below:

Table 1

Structural Patterns of Nominal Idioms in Business Discourse

Structure	Examples of idioms	Number of occurrences
Adj + N	<i>green hand, red tape, predatory pricing</i>	50
N + N	<i>head hunter, graveyard shift, cash cow</i>	56
N + conj + N	<i>bread and butter, a mover and shaker</i>	7
N + prep + N	<i>word of mouth, line of work, bill of goods, business before pleasure</i>	7

[created by the authors based on 4, 5, 6, 7, 8]

The pie chart below (Fig. 1) shows the frequency of occurrence of the aforementioned structural patterns of nominal idiomatic expressions.

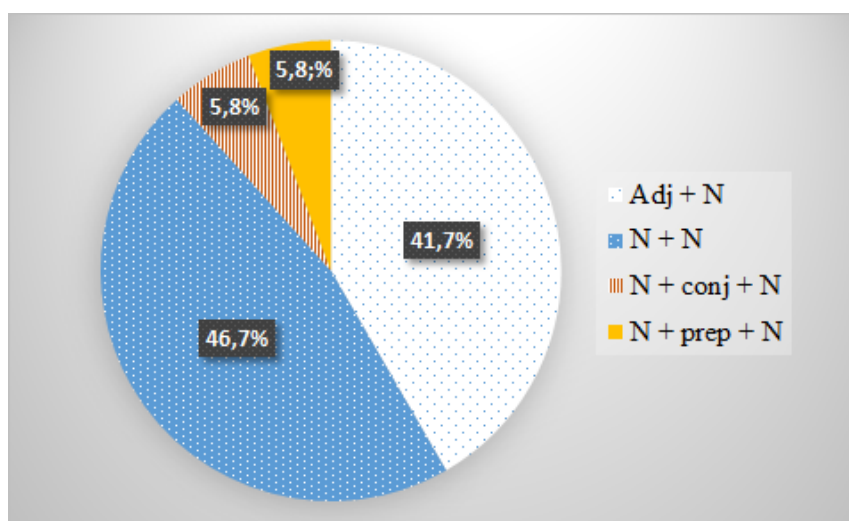


Fig. 1. Frequency of structures of nominal business idioms

[created by the authors based on 4, 5, 6, 7, 8]

Conclusion. The study of 120 nominal idioms used in business discourse showed the domination of structures *N + N* (46.7%) and *Adj + N* (41.7%). Other structures (*N + conj + N* and *N + prep + N*) have low frequency of about 6% each. Further research is needed into techniques that can effectively be applied in translating nominal business idioms from English into Ukrainian, which is of great value for both comparative linguistics and translation science.

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