

**В.А. Иванова (3 курс; каф. ФиДО, ФЭМ); И.П. Колесник, доц.**

### **REMARKABLE ANOMALIES (IDIOMATIC PHRASES IN BUSINESS ENGLISH)**

Could everything be neatly in the language? without exceptions? surely not. It's easily to find many exceptions from syntagmatic rules. For example, "Monday week" ('the Monday a week after next Monday' – "следующий понедельник"). But they seem to be exceptions only at first sight. Such units of language are called phraseological phrases. Most of them cannot be changed or varied, whether in speech or writing, and their meaning is usually metaphorical. The aim of this work is to show a play upon words in the English language, namely in Business English.

There is still no any coordinated method on how all these phrases should be classified, but according to the most common one they could be divided into 4 main categories:

1. Phraseological combinations (фразеологические сочетания), e.g. Bottom dollar - последний доллар.
2. Phraseological unities (фразеологические единства), e.g. to go South (or to head South) – –1)сбежать, исчезнуть 2)упасть в цене.
3. Phraseological fusions (фразеологические сращения) or "Idiomatic phrases", e.g. golden handcuffs – прибавка к жалованью, чтобы работник не увольнялся.
4. Phraseological expressions (фразеологические выражения). Proverbs, aphorisms and sayings belong to this group. e.g. The customer is always right. - Покупатель всегда прав. (H. Gordan Selfridge, 1857-1947, shop slogan).

We shall now take a close look at some aspects of idioms, since they are considered to be the most difficult constructions and cause lots of questions. Actually, an idiom is a group of words which, when they are used together in a particular combination, have a different meaning from the one they would have if you took the meaning of all the individual words in the group. There are many different sources of idioms. Some of them come from everyday life, others are connected with professional sphere. The Bible and mythology also give us a great number of such phrases. Idioms take many different forms or structures, but it's generally admitted that the idiom can have a regular structure, an irregular or even a grammatically incorrect structure.

People closely bound up with the same professional sphere of activity have their specific professional spoken and written language. Business English is highly idiomatic. Business idioms contain familiar words, but the meaning usually remains unclear. Idioms from the language of finance and banking can be grouped in a variety of ways. A good classification helps us to trace the changes in words' meanings used in particular collocations and remember them. Let's consider one of the possible types of grouping – according to the principal of usage of the same word in various word-combinations.

The importance of idioms can hardly be overestimated - the idioms impart expressiveness and beauty to the speech. However, one of the main difficulties is that the learner sometimes does not know in which situations it is correct to use an idiom, especially in professional language (Business in our case). The set of examples covering business vocabulary introduces certain colloquial forms used by business people and useful for analysing in order to make these idiomatic phrases a part of active vocabulary. A phrase can promote business or spoil a deal.