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ФРАЗЕОЛОГИЧЕСКИЕ ЕДИНИЦЫ В КОНТЕКСТЕ ДЕМОКРАТИЗАЦИИ ДЕЛОВОГО ОБЩЕНИЯ

Деловое общение на английском языке находится под постоянным влиянием глобализационных процессов. Международные конфликты и недопонимание между

партнерами из различных культур устраняются сегодня именно с помощью английского языка.

При этом картины мира различных народов существенно различаются. Люди, которые говорят на разных языках и принадлежат к разным культурам, по-разному воспринимают мир - через призму своего родного языка. И, прежде всего, различия наблюдаются в фразеологической картине мира.

Поэтому актуальным остается исследование фразеологических единиц и поиск их русскоязычных соответствий, отражающих национальные особенности культуры деловых партнеров. Этот факт представляется важным фактором для лучшего понимания между партнерами, принадлежащими к разным культурам.

Целью статьи является изучение фразеологических единиц, используемых в деловой речи в прессе. Проводя аналогию с их русскоязычными эквивалентами, авторы отмечают, что использование фразеологических единиц связано с тенденцией к дерегламентации делового общения, снижению степени его формальности. Повышение степени эмоциональности деловой речи с помощью увеличения используемых фразеологизмов также привлекает внимание исследователей. Оно обусловлено необходимостью более результативного речевого воздействия.

Как в межличностном деловом общении, так и в образцах из деловой публицистики коммуниканты все более склонны приближать деловую речь к разговорному варианту, и распространение фразеологизмов здесь играет не последнюю роль.

Выделение корпуса английских фразеологизмов, характерных для деловой речи, может быть полезно для практики преподавания английского языка как иностранного.

Ключевые слова: межкультурная коммуникация, глобализация, деловой дискурс, идиомы, фразеология.

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PHRASEOLOGICAL IN THE CONTEXT OF BUSINESS COMMUNICATION DEMOCRATISATION

In the context of the continuous development of globalisation, business has an ever growing influence on the development of international relations, which naturally goes beyond the borders of one country and leads to the need for interethnic contacts in this field. Globalisation leads to the need for continuous contacts between countries. English serves as a tool for establishing intercultural understanding.

Foreign languages occupy one of the most important places in the maintenance of international relations. Studying the existing problems of teaching foreign languages, it is necessary to pay attention to phraseological units. In international communication, the problem of mutual understanding is very relevant today. People who speak different languages and belong to different cultures differently perceive the world – through the prism of their native language. And most of all, the differences are observed in the phraseological picture of the world. The study of phraseological units, reflecting the national peculiarities of the culture of your business partner, seems to be an important factor for better understanding between the partners who belong to different cultures.

In this article, we studied the phraseological units used in business speech in quality press, and we compared them with similar linguistic units of the Russian language. The scientific and practical significance of the work is that all materials can be used to compile methodological developments and manuals

in the courses of the phraseology of the English language, and the practice of teaching English as a foreign language.

Key words: intercultural communication, globalisation, idioms, phraseology.

Introduction

The aim of this paper is to analyse business English idioms with respect to new tendency to democratisation of business language (Kiseleva, 2016; Khramchenko, 2014; Khramchenko, 2014). We compare phraseological units used in Russian and English to find some similarities in business discourses of various countries.

Materials and methods

Theoretical background embraces academic works in the field of phraseology and of phraseography (V.V. Vinogradov, L. Smith, and others.); works in the field of cognitive linguistics (Vezhbitskaya A.); works on the study of metaphors and metaphorical expressions (M. Johnson, V. Yu. Apresyan, etc.).

Language material analysed was retrieved from quality business press in 2017-2018.

Results and discussion

The language of business communication does not imply the presence of emotional vocabulary. It is generally believed that the language of business communication is literal, and not metaphorical, that business people, communicating with each other, do not use idiomatic expressions, phraseological phrases and other expressive means of language. And, nevertheless, there is no emotionless communication, the activation of emotion is "veiled" by the idiomatic nature of speech (Litvinov et al., 2017).

When studying the language of business communication, scientists turn to several ways of stratifying the lexical layers. According to T.B. Nazarova, it is possible to single out the words of a common language – General English words, the common vocabulary of business communication – General

Business English vocabulary, and also the terminology: General Business English terminology and specialized terminology or terminologies (Nazarova, 1996, p. 27-36).

The analysed material has demonstrated there is a certain number of positively colored idioms denoting profit. They include, in particular the following: *to make a bundle*, *to make a killing*, *to be in the black* (получать доход, вести прибыльное дело), *to hit the jackpot* (преуспеть, сорвать куш).

He turned the company around with a deft combination of cost reductions, divestitures, and new product rollouts, and by 1998, it was back in the black.

You have to pay for a lot of mistakes to hit the jackpot.

Idioms with negative connotation reflect the reverse side of the business process – losses, debts, as well as cases of dishonest profit. These include *to be in the red* (обанкротиться), *to go broke* (в долгах как в шелках), *to be down-and-out, in the hole* (сводить концы с концами), *to lose your shirt* (гол как сокол), *to be cash-strapped*, *to pay an arm and leg for something (to run out of money (to be without money))*. It is obvious that the number of idioms and phraseological units, even limited by a certain semantic circle, is very large. The widespread use of idioms in the analysed texts indicates the democratisation of the language of English business communication, its stylistic convergence with oral speech.

Thus, the article “The right way to help declining places” (the Economist, Oct 21st 2017) can serve as an example of this trend.

Comparing the economic positions of thriving regions and abandoned places, the author uses various pragmatic means to create emotional colouring of his argumentation. The analytic nature of the article allows to characterise the underdeveloped regions as “*those fed up with the status quo*”, “*stuck in the wrong place*” and the measures taken by the authorities as having “*a patchy record*”. These colloquial and informal expressions allow to reach the communicative goal of the article – to express indignation and attract attention to the issue. Moreover, the

freedom to travel is described with the help of the attribute “footloose” which is marked in dictionaries as colloquial: “The typical American is more footloose”.

Syntactic constructions also demonstrate the tendency to simplification. For example, ellipsis can be used in emotional judgments.

The 20th century bore that theory out: income gaps narrowed across American states and European regions. No longer.

For progressives, alleviating poverty has demanded welfare; for libertarians, freeing up the economy. Both have focused on people. (Ibid.)

The appeal to idioms is also determined by the author's desire to interact with a wide audience and verbalise his intentions with the help of those means that can influence not only the logical but also the sensual sphere of the addressee and emotionally consolidate the necessary images in his consciousness. This not only facilitates the perception of the text, but also creates the necessary imagery that can affect the recipient more than dry facts and logical evidence.

Let us analyse the following example.

At a premium - one of the simple business phrases that have nothing to do with the word "premium", and it is translated "at a high or relatively high price", for example:

*When new laptops came out, we sold them at a premium. -
When new laptops came out, we sold them at a high price.*

In the sphere of business English (stock transactions), when new concepts were verbalised, lexical units representing zoomorphic metaphors appeared and became stronger: bear (медведь) is a dealer playing on the stock exchange for a fall) and bull (бык) is a dealer on the stock exchange playing for a rise). On the basis of these conceptual metaphors a number of phraseological units appeared: *bear raid / bear campaign* – “*RAID bears*”: active sale of securities (or goods) of a certain type in order to knock down their prices and subsequent purchase on more favorable terms, *bear rumors* – disturbing

rumors (on the stock exchange), *bull account* – obligations broker securities in the game on the rise (on the stock exchange), *bull-bull* – maintaining high prices on the stock exchange.

A distinctive and significant feature of the metaphor is its ability to formulate and verbalise new concepts in those subsystems of the language where the introduction of imagery is not crucial, including in business discourse. In this capacity, a metaphor can be called a conceptual one, i.e. creating concepts - verbalised concepts. Similar phraseological units are used both in oral business speech, and in writing. In business discourse, there are orientation metaphors associated with spatial concepts and relationships. For example, *climb to the top of the career ladder* – climb the ladder; *beat the very bottom of the career ladder* – occupy the lowest position of the hierarchy. A detailed study of the metaphors of English and Russian business discourses remains the object for further research.

Conclusions

In business discourse in the context of intercultural communication the universal expressions and phraseological units are used which indicates the fact of interpenetration of languages and cultures and the international character of the modern world of business. Business text, like any other, should not be viewed as an isolated phenomenon, but as a phenomenon directly related to extralinguistic reality.

Not only the specific speech situation in which a particular expression is made, but also the functional style or discourse in which the expression is used, has a great impact on the peculiarities of the use of idioms. In business discourse the functions of the message and impact co-exist. In general business style vocabulary is characterised by neutrality. But it is necessary to pay special attention to the fact that the function of influence of the speaker on the interlocutor allows the first to expand the choice of the lexical means used. To give his speech the necessary effect, the speaker can use emotionally-evaluative

and expressive means, including idiomatic expressions and this has proved to be a developing tendency where business communication requires persuasiveness. The acquired knowledge will help to better understand not only the culture of business communication of representatives of the business sector in other countries, but also their own country, which is important for a person engaged in business activities with representatives of English-speaking countries or for human or scientific activities in the field of linguistics, intercultural communication, linguistics and other scientific disciplines.

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МЕЖКУЛЬТУРНАЯ КОММУНИКАЦИЯ В АСПЕКТЕ ЯЗЫКА ДЕЛОВОГО ОБЩЕНИЯ

Деловое общение рассматривается как межкультурная коммуникация между представителями различных лингвокультур с целью достижения поставленных задач или обмена информацией. Особое внимание уделяется особенностям норм этикетного поведения, фактической составляющей делового общения. Делового общения требует не только знания конкретных языковых норм, слов и правил, которые традиционно изучаются в рамках освоения того или иного иностранного языка, но и широкой компетенции, формирующейся на основе знаний из самых разных областей. В статье важное место уделено лингвокультурной специфике профессионального взаимодействия, поскольку в иной лингвокультуре общение осуществляется по принципам и нормам, которые могут иметь существенные отличия.

Ключевые слова: коммуникация, межкультурная коммуникация, деловая коммуникация, лингвокультура,