

IDIOMATIC VOCABULARY IN PRESENT-DAY MEDIA DISCOURSE

*The article deals with the investigation of the communicative pragmatical aspect of phraseological units in the language of periodicals, their informative potential and functioning. Special attention is given to idiomaticity of the language. Phraseological semantics is one of the most popular topics in modern linguistics, a phraseological unit being its main tool. The most distinctive features of all phraseological units are: **integrity, stability, separability and expressivity**. All phraseological units are unique and present stable linguistic constructions of two or more words associated to communicative context and characterized by such factors as **repetition, fixedness, idiomaticity and anomaly**. They can also be classified into collocations, set phrases and idioms. Phraseological units exist in the language as ready-made ones and are compiled in special dictionaries.*

Phraseological units are used not only in the colloquial style but also in the sphere of business and advertising. Generally speaking, all of them are widely used in every field of present-day life, their specific character being proved by the semantic coherence of their components. A study of idiomatic peculiarities is of great use not only as an aid in immediate difficulties but as a mean to enrich the practical knowledge of the language. Every natural language is full of idiomatic expressions, especially in the field of communication, such as printed publications (newspapers and magazines). Here idiomatic expressions serve to realize the effective communication in order to influence a reader's opinion by an author's modality. Thus, a phraseological unit plays an important part in the newspaper discourse organization aimed at influencing public opinion.

Keywords: phraseological unit; idiom; idiomaticity; expressivity.

Phraseology as a branch of linguistics deals with stable word-combinations characterized by certain transference of meaning. The study of peculiarities of phraseological semantics belongs to the most topical trends in modern linguistics. The most fundamental scientific researches on the topic have been carried out by such lexicologists as I. Arnold, V. Koonin and others. Despite different opinions, most authors agree upon some points concerning the distinctive features of phraseological units, such as:

1. Integrity (or transference) of meaning signifies that none of the idiom components is separately associated with any referents of objective reality, and the meaning of its components.

2. Stability (lexical and grammatical) means that no lexical substitution is possible in an idiom in comparison with free or variable word-combinations. The experiments conducted in the 1990s showed that the meaning of an idiom is not exactly identical to its literal paraphrase given in the dictionary entry. That is why we may speak about lexical flexibility of many units if they are used in a creative manner. Lexical stability is usually accompanied by grammatical one which prohibits any grammatical changes.

3. Separability means that the structure of an idiom is not something indivisible; certain modifications are possible within certain boundaries. Here we meet the so-called lexical and grammatical variants. To illustrate this, we shall give some examples: «as hungry as a wolf (as a hunter)», «as safe as a house (houses)» in English.

4. Expressivity and emotiveness means that idioms are also characterized by stylistic colouring. In other words, they evoke emotions or add expressiveness.

On the whole, phraseological units, even if they present a certain pattern, do not generate a new phrase. They are unique [1, p. 118]. In general, a phraseological unit is a stable linguistic construction of two or more words associated to communicative context and characterized by several factors, such as repetition, fixedness, idiomaticity and anomaly. Phraseological units can be classified into **collocations, set phrases and idioms** [3, p. 104].

Collocations are free phrase restricted somehow by use. They have transparent meanings and include technical terms (terminological word groups such as *blocked artery*, onymic entities (i. e. phrases which are proper names), etc. They are habitual associations of a word in a language with other particular words. Speakers often become accustomed to such collocations: *to commit a murder; bread and butter; dark night, blue sky*.

Set phrases are phraseological units of the language system that constitute neither complete utterances nor speech acts and thus function as clausal elements (e. g. *spick and span*).

Idioms are fixed in speech and belong to the socio-cultural heritage of a speaking community. They can be divided into two big groups: **proverbs and formulae**, the former having textual autonomy and referential meaning (*God helps those who help themselves*). Idioms are also collocations, because they consist of several words that

tend to be used together, but the difference is that we can guess the meaning of the whole idiom from the meanings of its parts. This criterion is called the degree of semantic isolation. It is different in different types, e. g. *to cry a blue murder* = *to complain loudly*.

The language vocabulary is enriched not only by words but also by phraseological units. The latter are word groups that cannot be made in the process of speech, as they exist in the language as ready-made units. They are compiled in special dictionaries. The same as words, phraseological units express single notions and are used in a sentence as one part of it.

Phraseological units are frequent not only in colloquial style but also in the sphere of business and some adjoining fields as well. With the view of singling out and defining the spheres we undertook some semantic analysis of the most recent dictionaries on business and finance. In the process of the study the phraseological theory suggested by A. Koonin [3] was referred to. As a result, it has been observed that a number of English phraseological units serve as specialized terms in the following specific domains:

Advertising:

– *prime time* – the time of a day when the greatest number of people listen to the radio or watch television and when advertising rates are highest;

– *reply coupon* – a printed form that can be detached from a magazine page, a leaflet, etc. and used to ask for advertised goods.

Accounting:

– *sales ledger* – a book or a computer file in which the money owed or paid to a company for the goods it sells is recorded;

– *prudence concept* – an accounting principle in which expected losses are recorded at the highest possible rather than the lowest possible amount.

Banking:

– *the rate of interest* – the amount of money charged by the bank, or paid by the bank for the loan or use of money;

– *refer to drawer* – words written on a check that the bank will not pay, usually because there is no enough money in the account.

Business:

– *a sleeping partner* – a person who provides percentage of the capital of a business but who does not have a part in the management of business;

– *to shake hands on a bargain/deal* – to express agreement that it is binding.

Buying and selling:

– *to run up an account (with a shop)* – to buy a number of things on credit;

– *hard sell* – a forceful way of getting people to buy things.

Commerce:

– *price ring* – a group of sellers in the same industry who have agreed to fix a minimum price for a product;

– *market forces* – factors such as the amount of raw materials and goods available and the amount wanted by customers that influence the price of goods and the way they are distributed and sold.

Economics:

– *free market* – a market where prices are allowed to rise and fall according to supply and demand, without prices being fixed by governments;

– *bilateral monopoly* – a situation where there is only one buyer and one seller in a market.

Finance:

– *revolving fund* – a source of money from which loans are made and repaid with interest so the fund is maintained and the money can continue to be lent;

– *easy money* – money that is earned without difficulties.

Stock exchange:

– *government bonds* – securities issued by a government in the form of debenture stocks with a fixed interest that is paid at regular intervals;

– *hot money* – money that is passed quickly from country to take advantage of differences in interest rates and exchange rates.

In general, all the phraseological units under study are widely used in every sphere of present-day life. Their specific character is proved by the semantic coherence of their components.

Languages differ greatly in their idiosyncrasies, i. e. in the forms which they have adopted, in the peculiarities of their usages and the combinative power of words, in idiomatic forms of expression.

Idiomacity is the tendency of phrases to take on meanings that go beyond the meanings of their parts. An idiom or idiomatic phrase is often defined as a phrase, developing a meaning which cannot be readily analyzed into the several distinct ideas which would ordinarily be expressed by the words composing the phrase. It transcends the ordinary syntactical constructions and must be studied as a grammatical unit, or entity, in itself.

On the other hand, **idiom** is a very broad term and includes all the peculiarities and idiosyncrasies of the language – its peculiar syntactical constructions and other conventional practices of an unusual character. The idiomatic aspect of a language has always been the most difficult part for a foreigner to master. A study of English phraseology, precise in force, vivid and rich in scope, shows how idiomatic turns of expression lend variety to the language.

A study of idiomatic peculiarities will be highly useful not only as an aid in immediate difficulties but as a mean to extend the practical knowledge of the language. It must also be remembered that nearly everything in natural languages is idiomatic.

Expressivity of the majority of phraseological units is connected with the category of evaluation, important for forming public opinion. Phraseological expressivity (like other connotative characteristics of phraseological units in newspaper texts) serves to accomplish effective communication, performing a number of communicative strategies. Special attention is paid to the analysis of the newspaper texts with high informational potential of a large number of phraseological units (idioms) which gives them semantic compactness allowing for their widespread usage in the press to show the whole complex of semantic and stylistic meaning.

When reading newspapers or magazines, we often come across idiomatic expressions, which are based on lexical grounds. From that point of view we try to classify the units under research as part of speech according to the classification suggested by I. Arnold [1]. Here are the following groups:

a) noun phraseologisms denoting an object, a person, a living being:

– *a gambler's game* – нерозважлива, відчайдушна гра: *It's no secret that the restaurant business is, at its highest level, a gambler's game* [10];

– *pot of money (gold)* – велика сума (грошей): *The primary investigator was looking at a pot of gold* [10];

– *bitter enemy (sworn enemy)* – лютий, залятий ворог: *Western military analysts say the front has a few thousand lightly armed fighters, who get their weapons and training from Eritrea, Ethiopia's neighbor and bitter enemy* [9];

– *tit-for-tat* – зуб за зуб, послуга за послугу: *Mr. Reid said he was not going to engage in a tit-for-tat with the vice-president;*

– *couch potato* = *a lazy person*: *Some twins are identical, but my brother and I not – he is a couch potato who watches television all weekend* [9];

– *lame duck* – некомпетентна особа, невдаха, банкрут: *Much of this, of course, is little more than a postelection pile-on against a president seen as a powerless lame duck;*

– *life-and-death* – радість після горя: *He came home and worked as a hospital porter in Yeovil, being drawn to life-and-death reality after those cloistered school years* [10];

b) verb phraseologisms denoting an action, a state, a feeling:

– *fall into the wrong hands* – потрапити до чужих рук: *But while the response among women has been strong, doctors are concerned that the technology, fiercely guarded by the medical community, has fallen into the wrong hands* [10];

– *have a shot at* – намагатись щось зробити і побачити результат: *If I don't make the president mad today, I'll have a shot at something tomorrow;*

– *keep pace* – йти в ногу, не відставати: *Decade after decade, we fight for our precious square feet of the New York dream, and the language of marketing always keeps pace* [10];

– *make money* – заробляти гроші: *Henry Ford made a lot of money, but money wasn't why he did it;*

– *God knows* – важко сказати, хто його знає: *However, she was philosophical about the crash, saying, «God knows what's better»;*

– *burst out laughing* – зайтися (вибухнути) сміхом: *They all burst out laughing seeing the writer was right there in the room;*

– *be in line with* – бути у згоді, діяти разом із: *The sharp fall in existing home sales last month was a sign that the increases earlier this year were not in line with the market's underlying path;*

– *put into effect* – здійснювати, реалізувати: *The settlement estimates that Morgan Stanley will pay about \$7,5 million to put into effect a number of changes* [9];

– *take up arms* – братися за зброю, виступати зі зброєю в руках: *At first, just a few Hawiye subclans – mainly those connected to the Islamists – took up arms;*

– *put one's mind to* – зосереджуватись на чомусь: *Mr. Bush said at the Harlem school, «When we put our mind to it, actually Republicans and Democrats can work together...»* [11];

– *have in common* – мати щось спільне;

– *make ends meet* – зводити кінці з кінцями: *What the poor have in common is that they really struggling to make ends meet...;*

– *be under way* – відбуватись, мати місце: *The war is already under way and the feckless American president has little chance to arrest or even guide it;*

– *put pen to paper* – взятись за перо, почати писати: *Hunt too was asked to consider putting pen to paper;*

– *try one's luck (fortune)* – спробувати щастя: *He headed west to try his luck in Hollywood;*

– *keep in touch with* – бути в контакті з: *Horlock keeps in close touch with each of eight surrogate children and regards them as nieces and nephews.*

c) adverb phraseological units:

– *up and down* – скрізь, повністю: *No one is safe, up and down the food chain;*

– *all but* – за винятком, майже: *He served all but one month of a six-month prison sentence and was released early for good behavior;*

– *at large* – у цілому: *The report said, the perpetrators were non-Indian men, while in the population at large, the attacker and victim are usually from the same ethnic group;*

– *a great deal of* – значна кількість: *Mr. Avis, a former major in the Army Air Force who spent a great deal of time at airline terminals, decided to open rental centers at airports;*

– *by and large* – в цілому, загалом: *Americans, by and large, are unfamiliar with much of history* [11];

– *at the heart of* – в основі (середині): *His son, thankfully recovered from a serious blood disorder, is at the heart of all his planning* [8].

d) preposition phraseological units:

– *in between* – між іншим: *In between, there's a tough but tasty cut of hanger steak, and absurdly tender filet mignon;*

– *on the eve of* – напередодні: *On the eve of the conference, there was a lot of preparatory work;*

– *in the face of* – відверто (на очах): *But that is scant comfort in the face of the anarchy and warfare that Now seem all but impossible to arrest* [10];

– *in the name of* – в ім'я (від імені): *He scorned the provisions made in the name of charity for the city's dependents* [11];

– *on account of* – через (в результаті): *An enterprising reporter learnt that her nickname around a Long Beach drugstore was the Black Dahlia on account of her jet-black tresses* [11];

– *on the verge of* – на краю (майже): *She was on the verge of leaving «Mad About You» and everything was in place to make the final transition from sitcom to movies* [11];

– *in truth* – дійсно (правду кажучи): *In truth, there's precious little consistency on either side of this debate* [11].

To sum it up, we may affirm that phraseological units play an important role in organization of the newspaper discourse aimed at formation of public opinion. The newspaper discourse involves logical and emotional perception of a text in which the phraseological information is actualized.

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ІДІОМАТИЧНИЙ СЛОВНИК У СУЧАСНОМУ МЕДІА-ДИСКУРСІ

Статтю присвячено дослідженню комунікативно-прагматичного аспекту фразеологічних одиниць у мові періодичної преси, їхнього інформаційного потенціалу та функціонування в англомовних періодичних виданнях. Особливу увагу приділено ідіоматичності мови.

Ключові слова: фразеологічна одиниця; ідіома; ідіоматичність; експресивність.

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ИДИОМАТИЧЕСКИЙ СЛОВАРЬ В СОВРЕМЕННОМ МЕДИА-ДИСКУРСЕ

Статья посвящена исследованию коммуникативно-прагматического аспекта фразеологических единиц в языке периодической прессы, их информационного потенциала и функционирования в англоязычных периодических изданиях. Особенное внимание уделено идиоматичности языка

Ключевые слова: фразеологическая единица; идиома; идиоматичность; экспрессивность.