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BUSINESS IDIOMS IN MEDIA DISCOURSE

Summary. The research deals with the functional characteristics of idiomatic expressions in the English-language media discourse.

The prevalence of the use of business idioms in journalistic publications determined the main purpose of this study that is to highlight the functioning of business idioms in media discourse.

The object of the article is the usage of business idioms in media discourse and the specific features of their interpretation. The subject of the research is the implementation of language means in business idioms used in articles from "The Economist" and the "Financial Times".

The novelty of this work is closely connected with the topicality of the subject. The use of idioms in business communication in the media space is currently one of the least investigated issues of discourse in general due to the fact that idiomatics, as the object of meticulous attention of individual linguists, has received a number of diverse assessments, which are known to represent systemic or situational ideas, regarding to the certain area of research and context.

The article considers the theoretical features of the concepts of discourse and its connection with the media environment, as well as represents business idioms as a single concept, the content of which is not determined by the content of their complex elements.

In order to explore the types of idioms used in the magazines, a mixed approach of study was employed. All the examined idioms are transmitted objectively and impersonally through various textual formulas including description, classification, interpretation etc.

On the basis of the research, the thematic area of business idioms was represented and their phonetic, lexical and structural-semantic features were determined. Idiomatic expressions are thought to be more extensively used in journalistic register than in any other discourse registers.

The paper manifests that despite the fact that the investigated articles are written in a semi-formal journalistic style, they contain a significant number of business idioms that can be used in business communication. Examples of the effective utilization of idiomatic expressions according to their functional load (administration, career, work, money, investment, partnership) are represented there. In order to perceive effectively current concepts of modern business society, it is important to continue to explore the stylistic and syntactic features of business idioms in the context of business communication on the basis of English-language media discourse.

Key words: idioms, business idioms, idiomatic, discourse, media discourse, structural, semantic.

The use of idioms in business communication is currently one of the least investigated issues, especially in the texts of media discourse. The **topicality** of the research is caused by the fact that idiomatics, as the object of meticulous attention of individual linguists, has received a number of diverse assessments, which are known to represent systemic or situational ideas, regarding to the certain area of research and context.

Today it is vital to define the notion of discourse accurately from a linguistic perspective before considering media discourse, especially given the fact that this concept has diverse uses which are often ambiguous and divergent.

In fact, huge number of **recent linguistic studies** on the phenomenon called discourse is so significant (by N.D. Arutyunova, A.D. Belova, D.J. Brown and J. Yul, T. van Dijk, V.I. Karasyk, O.S. Kubryakova, M.L. Makarov, P. Serio, O. Sheigal, O.P. Zagnitko etc.), that some experts speak of a "discursive boom" in modern linguistics.

Discourse in a broad sense is understood by T. van Dijk as a complex communicative event that occurs between a speaker, listener (observer, etc.) in the course of a communicative action in a certain time, space, and other context. This communicative action can be verbal, written, and it has verbal and nonverbal components. Typical examples are an ordinary conversation with a friend, a dialogue between a doctor and a patient, reading a newspaper [1, p. 22].

In strict linguistic terms, discourse is defined by V.E. Chernyavskaya as "text (s) in inseparable connection with the situational context, together with social, cultural-historical, ideological, psychological, and other factors, with the system of communicative and cognitive goal-setting of the author interacting with the addressee, which causes a special ordering of language units of different levels when implemented in the text [2, p. 18].

According to another definition, the given term is elucidated as a coherent text in combination with extra-linguistic-pragmatic, socio-cultural, psychological and other factors; as a text taken in the conceptual aspect; as a purposeful social action that characterizes the interaction of people and the mechanism of their consciousness [3, p. 81].

Dependent upon the socially situational parameter of the distinctive criteria of discourse, there is a vast variety of its types and subtypes, and media discourse is also among them. The emergence of a new type of discourse, which is called media discourse, publicistic discourse or journalistic discourse is the development of modern telecommunication technologies in the whole world due to the trends of internationalization and globalization.

At the present stage of research, media discourse is usually understood as any type of discourse implemented in the field of media communication. E.A. Kozhemyakin notes that media discourse includes elements of political, economic, scientific and other types of discourse, as it contains information from various fields. In this case, the subject of media discourse also includes ways to describe and transmit knowledge about them. Media discourse becomes to a large extent an intermediary activity, during which information can be created, transmitted, converted, or merged. Knowledge within the media discourse acquires a relative character: “the truth or significance is determined by the linguosocial, socio-cultural and historical-civilizational contexts, which are also necessary when describing the media discourse” [4, p. 41].

As R. Scollon writes in the book “Media Discourse as a Type of Social Interaction”, media discourse is understood primarily as the discourse of Newspapers, magazines and other periodicals, as well as television. However, in the modern conditions of media development, the discourse of online publications is increasingly coming to the fore. According to the broadest understanding of media discourse, it includes all means of transmitting information (computer, phone, microphone), its results (letters, notes, memoirs, etc.), as well as languages as a method of this transmission [5, p. 22]. With this understanding, the social interaction of communication participants becomes an important component of the media discourse. Social and discursive practices are considered as an integral part of human activity [5, p. 23].

The extralinguistic factors influencing this type of discourse include the main event that requires prompt coverage, channel of communication, newspaper, magazine, television or radio broadcast, and the attitude towards the described event, which implicitly or less often explicitly conveys the author. It can express the interests of the whole country, political party, editorial or an individual [6].

Taking into consideration everything mentioned above, we can talk about media discourse as an institutionalized speech-thinking activity that has two plans (linguistic and linguistic-cognitive) and is carried out within the framework of printed media (newspapers, magazines etc), which determine the way of its implementation, forms of organization (text) and the main specifications.

The prevalence of the use of business idioms in journalistic publications determined **the main purpose** of this study that is to highlight the functioning of business idioms in the media discourse.

R. Scollon claims that interaction in the media discourse can be carried out according to several models:

1. Model – “message”: in this case, the interaction of the sender and the addressee is coordinated, it proceeds according to the rules established in advance by agreement of the communication participants themselves (business letter, road signs, laws, etc.).

2. Model – “sale”: the sender conditionally sends the following message: “If you want X, I tell You where X can be taken”. The most striking example of this model is the advertising text. At the same time, the rules of communication are also known to both parties.

3. Model – “game”: here the purpose of transmitting information becomes a spectacle, entertainment. The recipient’s intention is to pay attention to the message, because it is interesting and unusual. An example is the comments of a football match.

4. The “poster” model: in this case, the author tries to convey some information to the recipient, but there are no strict rules

and agreements between the participants in such communication, so the recipient needs to interpret the information received [5, p. 24]. These models can influence each other and manifest themselves in discourse in a complex way [7, p. 24]. T. Dobroklonskaya also includes to the components of the media discourse a sender of the message, its recipient, channel, feedback, communication situation or context [8, p. 22].

From the stylistic point of view, the press uses the most heterogeneous vocabulary. Vocabulary should be aimed at general understanding. Here the linguistic possibilities of written colloquial language are connected with the special vocabulary of certain branches of science. They resort to various lexical units such as neologisms, foreign words, means of expression, emotional and expressive vocabulary, in order to attract readers’ attention and retain their interest [9, p. 196].

It is well known that the core of the lexical composition of the mass media is socio-political vocabulary. The change of power, ideology, political system in the state inevitably leads to the emergence of new nominations of socio-political nature which are constantly penetrating the media. Mass media is an information space where mass communication takes place. In general, an idiom is a phrase which combines several words together and its meaning differs from the dictionary definitions of the individual words.

A vast majority of English idioms cover a certain thematic area, which reflects the objectively existing groups of objects and phenomena of a particular field. As **the results of the investigation**, we have divided the selected business idioms from the Economist and the Financial Times magazines according to the classification of I.V. Gapeyeva [10]:

1. Management:

a) to pay tribute to sb or sth: *The support committee working on Baker’s inclusion in the Panthéon, which includes her son Brian Bouillon-Baker, told AFP: “We **pay tribute to** her commitment to republican values” (Josephine Baker enters France’s Panthéon of national heroes, FT, 18);*

b) to let someone or sth slide: *But it is better than **letting the effort slide**, just as the UN-sanctioned circus of the COPs is better than leaving the world without any such forum at all (Was COP26 in Glasgow a success? TE, 17).*

2. Career:

a) a never-say-die spirit: *But it will take more than a **never-say-die spirit** from smaller rivals before they relinquish their dominant positions (Why the small business underdog may never have its day, FT, 12);*

b) face an uphill battle: *Both companies would **face an uphill battle** due to the high legal threshold to reverse the CMA’s decision (Facebook owner Meta ordered by UK regulator to sell Giphy, FT, 14);*

c) campaign for: *“<...> Baker went on to **campaign for** civil rights with Martin Luther King and was decorated for spying for the French resistance movement, smuggling hidden messages in her sheet music” (Josephine Baker enters France’s Pantheon of national heroes, FT, 17).*

3. Work:

a) hold sb accountable: *Reports of Bill Gates’ inappropriate relationships and sexual advances towards Microsoft employees have only exacerbated concerns, putting in question the culture set by top leadership, and the board’s role **holding** those culpable **accountable** (Microsoft shareholders back protest vote over sexual harassment claims, FT, 4);*

b) have / keep an ear to the ground: *I have done my fair share of eulogising about the advantages of being small, including the agility that comes from **having our ears closer to the ground**, and the ease with which small businesses can offer truly personalised experiences for our customers (Why the small business underdog may never have its day, FT, 8);*

c) get one's way: *It is hard to come away from a meeting where such minor verbal manoeuvring matters so much, and when countries can hold the whole process to ransom in order to **get their way** (Was COP26 in Glasgow a success, TE, 15);*

d) vote with one's feet: *When the price of skiing doubled, tourists **voted with their feet** and just stopped going (Olaf Scholz's coalition prepares to take office in Germany, TE, 19).*

4. Money:

a) hold sb/sth to ransom: *It is hard to come away from a meeting where such minor verbal manoeuvring matters so much, and when countries can **hold** the whole process to ransom in order to get their way (Was COP26 in Glasgow a success, TE, 14).*

5. Investments:

a) do a fair share: *I have **done** my **fair share** of eulogising about the advantages of being small, including the agility that comes from having our ears closer to the ground, and the ease with which small businesses can offer truly personalised experiences for our customers (Why the small business underdog may never have its day, FT, 7);*

b) worth the candle: *"<...> and some seemed they might not be getting enough to make it **worth the candle**" (Was COP26 in Glasgow a success, TE, 2);*

c) fuel the growth: *The combination of seasoned executives and access to experienced talent has **fuelled the growth** of a cluster of European firms founded after the ructions of the financial crisis that are now reaching maturity (Olaf Scholz's coalition prepares to take office in Germany, TE, 20);*

d) plug the gap: *"Easing restrictions on labour immigration from outside the eu is welcome but cannot **plug** the demographic gap" (Olaf Scholz's coalition prepares to take office in Germany, TE, 29.)*

6. Partnership:

a) strike a deal / bargain / agreement: *Negotiators say they **struck agreement** on these issues quickly (Olaf Scholz's coalition prepares to take office in Germany, TE, 26);*

b) brush / sweep sth under the carpet: *The shareholder revolt followed years of complaints from some workers that Microsoft had **brushed** pervasive claims of harassment **under the carpet** (Microsoft shareholders back protest vote over sexual harassment claims, FT, 2);*

c) deal a blow to sb or sth: *The shareholder vote **dealt a blow** to Microsoft's lofty reputation with investors focused on environmental, social and governance issues (Microsoft shareholders back protest vote over sexual harassment claims, FT, 5);*

d) take a stand against someone or sth: *The vote also marked the first time since at least 2000 that shareholders have **taken a stand against** the company's management, according to ISS, a shareholder advisory firm (Microsoft shareholders back protest vote over sexual harassment claims, FT, 6);*

e) lodge an appeal: *It has four weeks to **lodge an appeal** against the ruling at the Competition Appeal Tribunal, a route it is likely to take, according to an individual close to the company (Facebook owner Meta ordered by UK regulator to sell Giphy, FT, 13);*

f) see eye to eye: *Although America and China made a show of agreement on some matters in Glasgow, thus attempting to reassure the world that the climate is a priority that can supersede their many differences, this was not one of the issues on which they managed to **see eye to eye** (Was COP26 in Glasgow a success, TE, 11).*

Rhyming consonance can also be observed in the illustrated idioms. Rhyme, or harmony of endings, is an extremely important feature of idioms, reflecting the musical sense and subconscious desire for the fullness and beauty of sound. Rhyme gives a complete form of expression, completes the structure, makes it motionless and at the same time easy to remember [10, p. 67]. The rhyming consonance is widely common in the idioms of business communication, e.g. do a fair share. In media discourse alliteration in combination with repetition and rhyme can be also observed, e.g. see eye to eye.

Complex morphological idioms have N + N structure. The scientific legitimacy of phrases of this type established in the academic reception resonates directly in the works by A. Kunin, causing the development of a certain discursive line on the use of these lexical units. Some of them are completely rethought, in others only one component is reconsidered. N + N – bedrock: *Financials are the **bedrock** for many of these funds given the sector's size as a component of the FTSE index – as well as the fact that most funds depend on the income from the dividends being paid by the banks., money-laundering (Cracks appear in the bedrock stocks, FT, 19).* However, whatever structural characteristics we use, none of them can be reduced to absolutization, but must be largely determined and concretized by the context.

Other complex morphological idioms are represented by the following structure: V + N – think-tank: *For Enrique Mendizabal, a researcher who has launched the country's first national awards for **think-tanks** in conjunction with the magazine Poder, the importance of homegrown research to drive policy is an important part of addressing that weakness. (Peru: local think tanks wanted, FT, 21).*

Lexical idioms arise as a result of figurative or non-figurative reinterpretation of sentences and combinations of words or figures of speech. They are formed according to the following models:

1. N(s) + prep + (determiner) + N:

– word of mouth: *The way we get our product listed [with the supermarkets] is initially sacrificing margin and giving away more marketing spend than we would want. The goal for us is "not at any cost" but almost", he adds, noting that from here the company hopes to build demand through **word of mouth** (Why the small business underdog may never have its day, FT, 10);*

– cause for hope: *It is hard to come away from a meeting where such minor verbal manoeuvring matters so much, and when countries can hold the whole process to ransom in order to get their way. But there is still some **cause for hope** (Was COP26 in Glasgow a success? TE, 16);*

– bedrock of trust: *Seeking to conjure coherence from an unwieldy project, the parties are pushing a narrative of "modernising" Germany after 16 years of Mrs Merkel's conservative rule. The notion that three disparate parties might so quickly sand away their differences looked dubious. But their leaders insisted that the two-month coalition negotiations – which proceeded relatively smoothly, on time and mostly without leaks – built a **bedrock of trust**. (Olaf Scholz's coalition prepares to take office in Germany, TE, 23).*

2. A + N:

– robust language: *The Russia talks were especially contentious, and the coalition agreement ducks explicit mention of Nord Stream 2, a Russian gas pipeline detested in America and much of Europe. But Germany's China hawks are delighted with the deal's **robust language**, including support for Taiwan's involvement in international organisations (Olaf Scholz's coalition prepares to take office in Germany, TE, 27);*

– uphill battle: *Both companies would face **an uphill battle** due to the high legal threshold to reverse the CMA's decision. In May, airline software companies Sabre and Farelogix failed in a CAT appeal against the CMA's decision to block their merger (Facebook owner Meta ordered by UK regulator to sell Giphy, FT, 14).*

3. V + (det) + N(s):

– lodge an appeal: *Meta said on Tuesday that it was "reviewing the decision and considering all options, including appeal". It has four weeks to **lodge an appeal** against the ruling at the Competition Appeal Tribunal, a route it is likely to take, according to an individual close to the company (Facebook owner Meta ordered by UK regulator to sell Giphy, FT, 13);*

– plug the gap: *The agreement is weaker on reforms to Germany's pension system, which faces chronic pressure from an ageing population. Easing restrictions on labour immigration from outside the EU is welcome but cannot **plug** the demographic **gap** (Olaf Scholz's coalition prepares to take office in Germany, TE, 29);*

– deal a blow to sb or sth: *The shareholder vote **dealt a blow** to Microsoft's lofty reputation with investors focused on environmental, social and governance issues (Microsoft shareholders back protest vote over sexual harassment claims, FT, 5);*

– push a narrative: *Seeking to conjure coherence from an unwieldy project, the parties are **pushing a narrative** of "modernising" Germany after 16 years of Mrs Merkel's conservative rule. The notion that three disparate parties might so quickly sand away their differences looked dubious (Olaf Scholz's coalition prepares to take office in Germany, TE, 22).*

4. V + prep + (det) + N:

– come to the fore: *In Glasgow another justification came to the fore, one which frames the cash as an essential tool for energy transition... (Was COP26 in Glasgow a success, TE, 10);*

– put in/into question: *"Reports of Bill Gates" inappropriate relationships and sexual advances towards Microsoft employees have only exacerbated concerns, **putting in question** the culture set by top leadership, and the board's role holding those culpable accountable", the shareholder proposal added (Microsoft shareholders back protest vote over sexual harassment claims, FT, 3);*

– brush / sweep sth under the carpet: *The shareholder revolt followed years of complaints from some workers that Microsoft had **brushed** pervasive claims of harassment **under the carpet** (Microsoft shareholders back protest vote over sexual harassment claims, FT, 2.).*

5. V + (det)N + prep + (det) + N (pronoun):

– throw a spanner into the timing: *The White House hopes that its willingness to address a problem that is close to Latino hearts will help the Republicans handsomely in such hotly contested states as Florida, New Mexico and Nevada. This is not to say that the proposal is guaranteed an easy ride. Mr Bush is leaving most of the details to Congress, and many members wish to **throw spanners in** the works (The huddled masses can stay, TE, 30).*

6. V + postpositive:

– stop short of: *It brought an immediate promise from the company of more transparency, though Microsoft **stopped short of** saying it would reveal details about individual allegations or reopen its handling of cases from previous years (Microsoft shareholders back protest vote over sexual harassment claims, FT, 1).*

Phraseological units in the function of adjectives are formed as **Prep + N**: from the outset: *From the outset, executives at Frutteto, a small business that makes frozen fruit ice lollies free of preservatives, wanted to work with supermarket (Why the small business underdog may never have its day, FT, 9).*

The style and vocabulary of the media discourse language are multidimensional. In this way, the language of the newspaper uses not only literary terminology, although it plays an important role in such areas as economics, law and medicine, but also very often uses elements of colloquial language, less commonplace.

Conclusions. It should be noted that the language of the media is saturated with idioms, and therefore has axiological, figurative and emotional potential. The study of idioms in the thematic field reflects their structural and semantic features, it also allows us to reveal their internal connections, to identify the sources of their formation. Therefore, in terms of the quantitative component of the constituent elements among idioms, business communication distinguishes three main types: morphological, lexical and syntactic.

Thus, on the basis of the above, it can be concluded that business idioms are widely used in the media discourse to optimize the information impact on the audience. The above mentioned examples show the unambiguity of business idioms in the media discourse. We can presume that this is due to the fact that speech in business sphere should be expressive and at the same time brief in form but comprehensive in scope. This research helped to clarify the structural and semantic features of business idioms in their thematic field, to reveal internal connections and to identify the sources of their formation.

All the extra-linguistic factors which are actively involved in the processes of generating and perceiving business texts in media discourse could serve as perspectives for further research opportunities.

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Качмар О., Лавер М. Бізнес-ідіоми в медійному дискурсі

Анотація. Дослідження присвячено викладенню функціональних характеристик ідіоматичних виразів в англomовному медіадискурсі.

Ідіоматичні вирази наразі функціонують у журналістській сфері частіше, ніж у будь-яких інших

видах комунікації. Власне, актуальність і поширеність використання бізнес-ідіом у публіцистиці визначили головну мету дослідження – викласти функціонування бізнес-ідіом у медіапросторі.

Об'єктом статті є використання ділових ідіом у публіцистичному дискурсі й особливості їх тлумачення. Предметом дослідження є реалізація засобів використання бізнес-ідіом у статтях популярних інтернет-журналів, таких як “The Economist” і “Financial Times”.

Новизна дослідження полягає в окресленні специфіки ситуативного використання ідіом ділового спілкування в медіапросторі, що станом на тепер є однією з найменш досліджених проблем дискурсу. Окрім того, ідіоматика як об'єкт прискіпливої уваги окремих лінгвістів отримала низку різноманітних оцінок, що відтворюють системні або ж ситуативні ідеї, зумовлені певною сферою дослідження та відповідним контекстом.

У статті, зокрема, розглянуто теоретичні особливості дискурсу загалом та його зв'язку з медіасередовищем, а також представлено бізнес-ідіому як єдине поняття, зміст якого не визначається змістом компонентних елементів.

З метою виокремлення різноманітних типів ідіом, які використовуються в медійному дискурсі, застосовано змішаний підхід до їхнього вивчення. Проаналізовані ідіоми репрезентовано в текстових формулах включно з описом, класифікацією та інтерпретацією.

На основі дослідження представлено тематичну галузь бізнес-ідіом і визначено їх фонетичні, лексичні й структурно-семантичні особливості. У роботі показано, що, незважаючи на те, що досліджувані статті написані в напівформальному публіцистичному стилі, вони охоплюють значну кількість бізнес-ідіом, які можуть бути використані в діловому спілкуванні. Наведено приклади ефективного вживання ідіоматичних виразів відповідно до їхнього функціонального навантаження (адміністрування, кар'єра, робота, кошти, інвестиції, партнерство). Для ефективного сприйняття актуальних понять сучасного ділового соціуму важливо й надалі досліджувати стилістичні й синтаксичні особливості бізнес-ідіом у контексті ділового спілкування на матеріалі англomовного медійного дискурсу.

Ключові слова: ідіома, бізнес-ідіома, ідіоматичний, дискурс, медійний дискурс, структурний, семантичний.