

**IDIOM REINTERPRETATION IN BUSINESS COMMUNICATION (ON THE
BASIS OF METAPHORICAL MODELS)**

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Abstract This article particularly focus on structural-semantic and pragmatic aspects of business idioms, their functioning in the texts of business documentation and business press, as well as the reasons of their emergence in the sphere of business communication. In this paper, the phenomenon of secondary idiom reinterpretation have been analyzed on the basis of the conceptual metaphorical models. Based on the theories of A.V. Kunin and A. Langlotz, we have traced the process of reinterpretation of idioms. Since, according to these theories, idioms are products of the secondary nomination, we have tried to go further and study the phenomenon of the tertiary nomination of idioms. Some idioms of the business sphere are characterized by such type of tertiary nomination, when idioms, which are already units of the secondary nomination, form idioms, the meanings of which arise as a result of reinterpretation of the meaning of their idiomatic prototypes. In the process of borrowing, idioms-derivatives can undergo a process of semantic reinterpretation. As a result of this investigation, it has been revealed that the idiomatization of terms and steady combinations is a natural process caused by their penetration from the common sphere into business in the reinterpreted metaphorical meaning.

Keywords: idiom, business communication, idiomatization, reinterpretation, tertiary nomination

Introduction

Currently, the study of business English is of considerable interest, which is stimulated by a number of extra-linguistic factors, such as the development of economic, political and trade relations between countries. Besides, the scope of business English is expanding. Being the language of international communication, business English serves extremely important official areas of human relationships: between state power and population, between countries, enterprises, organizations, institutions, individuals and society. Due to the involvement of a large number of people in market relations, the ability to correctly and accurately compile business papers, to hold a presentation, to conduct negotiations with business partners or business phone conversation becomes urgent. In the current situation in the labor market, when joint ventures with foreign partners are formed and branches of the large foreign companies are opened, knowing business English is one of the main factors of business communication. These facts allow us to state that in today's business oriented world the knowledge of business English is one of the criteria of the professional competence of a specialist in the field of economics, management and marketing.

Studying the business language not only simplifies the process of entering the professional and business sphere, the sphere of employment in foreign and Kazakh

companies, but also, naturally, contributes to the further self-education and professional improvement of young specialists. The demand for specialists who are not only proficient in business English, but also capable to approach creatively to the solution of important tasks, is constantly increasing. In order to gain fluency in business language, it is not enough to know only vocabulary, syntax and stylistics of business English. The proper format of business correspondence, as well as direct communication with a foreign partner, requires an adequate understanding of idioms. Regardless of which field of special economic knowledge we are dealing with, it is impossible not to notice that without a detailed acquaintance with the basics of phraseology, the assimilation of special terms of phraseological character is very problematic.

Mastering the basics of economic terminology, the student, as a rule, asks himself: what relation the word combination *a sleeping partner*, which is so often found in special text, has to the economic world. For ensuring the correct perception of information, violated by the interference of extra-linguistic associations, it is necessary to explain to students that in language there are steady combinations of words with a fully or partially reinterpreted meaning. The latter one is such expression, in which the second component is used in its initial meaning, and the first component in this phrase is used in a

reinterpreted metaphorical meaning [1, p.22]. As a result of metaphorical transformation of component structure, this stable phrase *a sleeping partner* takes on the meaning "one who only invests money in a partnership business; he has the right to a share in the profits but takes no active part in the management of the firm" [2, p.335].

The phraseological unit *to catch a cold*, which recently appeared in the stock exchange lexicon, has entered business language from all-colloquial lexicon thanks to a secondary idiomatization with a meaning, which is fixed in the definition of the Longman Dictionary of Business English: to lose money in an unprofitable business affair [6, p.87]. If the primary reinterpreted meaning of this idiom was "to catch a cold," then in the business sphere this idiom began to bear a bit different meaning. What is a secondary idiomatization and why does it happen?

To answer this question, we need to revise the Langlotz's approach where he criticizes the "orthodox" idea of the idiom, according to which idioms are viewed as semantically undividable units, and whose meaning is not determined by the meaning of their constituent parts. Being a representative of the new "compositional" approach, he believes that many idioms possess such an internal semantic structure that makes them semantically motivated and analyzed. Such idioms do not represent semantic unity and therefore can be decomposed into

components. The main proof of the *decomposability of idioms*, he believes, is the fact that the meaning of most idioms is completely unpredictable out of context. However, when they arise in the context of use, they become fully understandable and motivated. He describes the process of understanding idioms as a complex cognitive process, during which both the literal and figurative interpretation of idioms are perceived simultaneously. According to Langlotz, all the existing meanings of the idiom components are already contained in it. A suitable interpretation (literal or idiomatic) is chosen through the interaction of these semantic representations with contextual information [3, p.45].

This point of view complements A.V. Kunin's, who paid special attention to *phraseological meaning* and *phraseological nomination*. Phraseological meaning is understood as "an invariant of information expressed by semantically complicated, separately formed units of language that are not formed by generating structural-semantic models of variable combinations of words" [4, p.122].

The concept of phraseological nomination is important to understand the phraseological reinterpretation. Undoubtedly, the phraseological nomination has a number of features in comparison with the lexical nomination. These features are primarily associated with the mechanism of

frazeologization (idiomatization), studied in the theory of the onomasiological process. There are two main directions in it. According to one approach, the emergence of the phraseological nomination seems to be a slow and gradual process, lasting for years until the acquisition of common reproducibility by a phraseological unit. Analyzing the complexity of the phraseological nomination unlike the word nomination, A. V. Kunin explains it by the separate formalization of phraseological units, the combination of words in it with different types of meanings, the correlation with the phraseological prototype, the richness of inner form and connotation [4, p.25].

Idiomatic reinterpretation is a cornerstone of the process of idiomatic nomination. Reinterpretation is one of the ways to know reality in human's mind and is connected with the reproduction of real or imaginary features of reflected objects on the basis of establishing links between them. The main way is a reinterpretation in case of the secondary idiomatic nomination. It can be simple and complex. By *simple reinterpretation*, there is a formation of idioms, the prototypes of which are variable phrases or sentences by whose meanings they are mediated. The most common type of reinterpretation in this case is a *metaphorical reinterpretation*— the transfer of the name from one denotate to another associated with it, on the basis of real or imaginary

similarity. *The complex reinterpretation* at the secondary idiomatic nomination arises in the same way as the simple reinterpretation, that is, by converting the literal meaning of the prototype. However, when the complex transformation there is always a complicating factor, for example, the unmotivated meaning of the idiom, the association with extralinguistic factors as a preliminary link in the process of reinterpretation. The unmotivated idiomatic meaning is understood as the absence of a synchronous derivational connection between the meaning of the idiom and the literal meaning of its components. One of the methods of such reinterpretation is a *metonymic reinterpretation*, that is, the transfer of the name from one denotate to another, associated with it by adjacency.

The technique of reinterpretation is that the old form is used for a secondary or tertiary nomination by transferring names and semantic information from a denotate of prototypes of idioms, respectively, to denotates of idioms. The logical basis for meaning shifting is the intersection of concepts. Intersecting concepts are such concepts whose content is different, but whose volumes partially coincide. This partial coincidence of volume of concepts is expressed in the presence of a semantic invariant in the meaning of the idiom and the meaning of its prototype.

Idioms are products of *the secondary nomination*. In this research, we have tried to

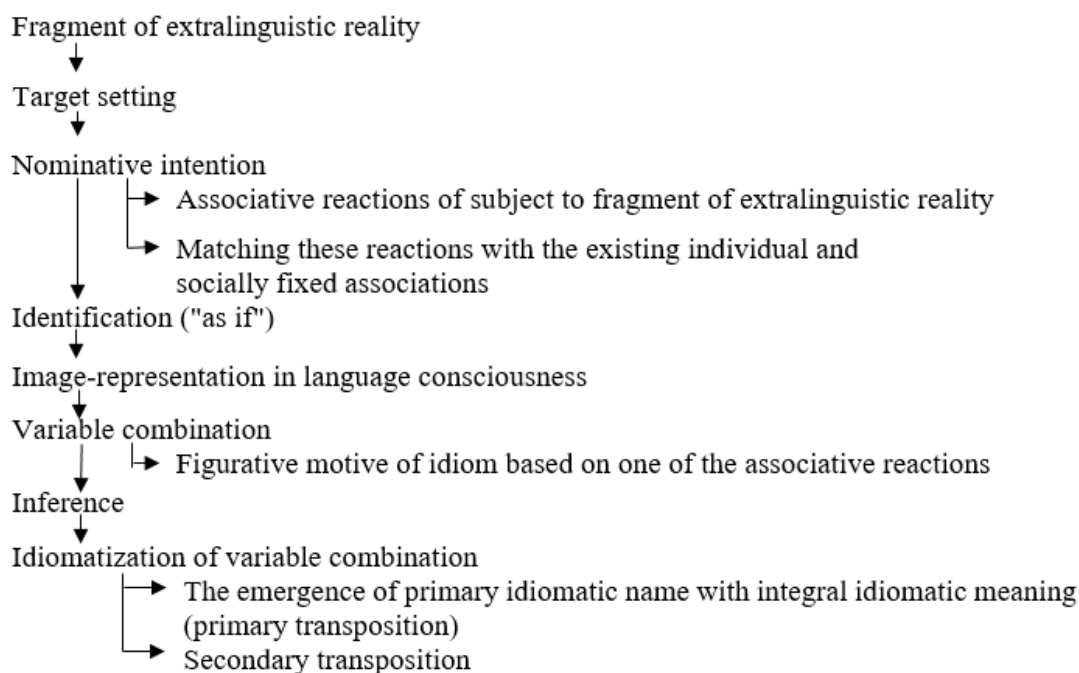
go further and study the phenomenon of *the tertiary nomination of idioms*. Idioms of the tertiary nomination can also be formed at the occasional use.

One of the features of the phraseological nomination by A.V. Kunin is the formation of the tertiary nomination. Its essence lies in the fact that phraseological units that are already units of the secondary nomination form phraseological units - derivatives, the meanings of which are determined by the meanings of their phraseological prototypes [4, p.130].

There are two types of tertiary nomination: 1) *Elementary nomination* is the

formation of idiom with the structure of word combination from idiom with the structure of word combination or sentence; 2) *Situational nomination* is the formation of idiom with the sentence structure from idioms with the sentence structure. Thus, idiomatic reinterpretation is a complete or partial figurative transformation of the meaning of the idiom's prototype based on the semantic shift.

In general, the sequence of components of the nominative mechanism can be performed in the form of a scheme (Picture1). It should be noted that this scheme is exemplary.



Picture 1–Exemplary mechanism of tertiary nomination

According to the aforesaid, the idiomatization of terms and steady combinations is a natural process caused by their penetration from the common sphere

into business in the reinterpreted metaphorical meaning. This process has an anthropocentric character as the reinterpretation of terms demands a certain

linguistic and creative activity of a person and is based on his linguistic competence, which is understood as the innate ability of a person to use the language.

The idioms of the business sphere are characterized by such type of tertiary nomination, when idioms, which are already units of the secondary nomination, form idioms, the meanings of which arise as a result of reinterpretation of the meaning of their idiomatic prototypes. In the process of borrowing, idioms-derivatives can undergo a process of semantic reinterpretation. For example, let us return to the idiom *to catch a cold*. This idiom actively functions in everyday life, having one common primary reinterpreted meaning "to become ill with a cold". Ex.: *I caught a cold last week and had to miss four days of work*. Nevertheless, in business, it is used in the secondary reinterpreted meaning "to lose money in a business transaction":

Ex.: *European companies catch a cold in emerging markets*.

There are idioms in which this integral part of human life is fixed. They reflect the attitude of the people towards those in power, so examples of such expressions are of interest. Therefore, the idiom *snow under* has the meaning "to defeat overwhelmingly". Initially, the expression was used in colloquial speech and meant "to fill up with work". Now in the business sphere, it means a loss on the board of directors or a rejection of some project by a large number of people.

This idiom also functions in political discourse and characterizes political forces that failed miserably in elections by a huge majority [5].

Ex.: *Given the huge potential audience of customers of the project, the project steering group might become **snowed under** by the time management solution*.

Another example: the sports idiom *kick off* which means "to start, to begin". In business, this idiom transforms from the verbal into substantive idiom by the process of conversion. In business, this idiom has a terminological nature "a meeting and a get together where the aim is to unite all the employees as well as make them feel encouraged and part of the company", and in process of time, it has gained another meaning "a meeting at the beginning of your week where you say what you are going to do, and commit to doing it by the end of the week". *Kickoff* means that the work starts.

The reasons for similar reinterpretation, in our opinion, can be traced through metaphorical models. In the perspective of cognitive linguistics, it is necessary to note the presence of a tendency connected with the metaphorization of business speech. In the language of business communication, there is a number of conceptual metaphors.

A.G. Baranov believes that in the stable part of consciousness and subconsciousness there is a two-level cognitive basis formed by the nuclear level and the level of models: "The cognitive core includes the most

abstract conceptual constructions (concepts and their connections) that reflect the thesaurus information and the axioms of reality. Being invariants of cognitive activity of the individual, they reflect different kinds of stereotypical situations, his or her subjective experience" [6, p.15].

All units listed above are built on a metaphor. "Metaphor is also capable to create new concepts in the field of designation of "non-subject" reality. Such a metaphor can be considered a hypothetical-cognitive model, referring to its main function - the creation of new concepts [7, p.143]. It plays an important role in the process of secondary reinterpretation of idioms.

In the previous part, we took as an example the idiom from the field of medicine – *to catch a cold*. The concepts “illness” and “health” are closely related to the human body. Through the transfer between the abstract and concrete images, we can talk about the inappropriate and appropriate state of an economy, or a company in particular, the problems and difficulties of an economy or a company. The general welfare of the economy / company is understood in economic terms as economic health. There are also some threats to economic health that can be solved or not. Thus, the company or economy can also suffer from injuries or illness, collapse or recover, undergo medical treatments. The general characteristics of health or diseases are the general subject

domains in the systems of abstract vocabulary used in business. That is why, this idiom can be referred to the anthropomorphic conceptual metaphor “BUSINESS / ECONOMY IS A HUMAN BODY” with the source domain “INAPPROPRIATE CONDITIONS (PROBLEMS/DIFFICULTIES) ARE DISEASES”. The idiom *catch a cold* means “to get a cold”. As literal translation sounds as "to pick up cold", the nature of catarrhal diseases, which often rage in cold season, becomes clear. In Russian, the verb "простудиться" also comes from the word "стужа", i.e. heavy frost.

The idiom *be on the mend*, on the contrary, has the meaning "to be getting better after an illness or injury". The person who recovers is "on repair", produced with the help of medicinal procedures. Ex.: *She's been ill with the flu but she's on the mend now.*

Recently, along with the idiom *to catch a cold*, this idiom also began to be used in the business sphere. The idiom *be on the mend* refers to the metaphor “BUSINESS /ECONOMY IS A HUMAN BODY” with the source domain “RECOVERY OF ECONOMY IS RECOVERY OF A PATIENT”, as describes the situation when the economy in general or the financial condition of the company begins to stabilize after the crisis:

Ex.: *The economy finally seems to be on the mend.*

Another idiom which has come from the sphere of medicine is the idiom **bring (someone) around** in the primary reinterpreted meaning – to restore someone to health or consciousness, to cure someone. Ex.: *The medical workers were able to bring the man around after the accident.* Then, in business, this idiom has gained the meaning “to persuade someone to have the same opinion as you have”:

Ex.: *We will try to bring them around to accepting a settlement.*

Judging from the fact that this idiom expresses some kind of impact on a person, we refer it to the source domain “ECONOMIC MEASURES ARE MEDICAL TREATMENTS”.

The idiom **clean bill of health** refers to the source domain “AN APPROPRIATE CONDITION OF A COMPANY IS A HEALTHY CONDITION” with the meaning “a report or certificate that a person or animal is healthy”. Ex.: *My doctor gave me a clean bill of health when I visited him last month.* For a business company that is compared with a human body, it is very important to be in a healthy condition. So in business, this idiom has the same meaning but with the different shade– “an official statement that something has been found to be safe, legal, or in good financial condition”.

Ex.: *A meeting of EU finance ministers gave the European economy a clean bill of health.*

Another idiom **get a black eye** in the domestic life means “to get a bruise or darkened eye after being hit or after bumping into something” –Ex.: *The boy got a black eye when he fell in the playground.* In business, this idiom has the meaning “to have one's reputation harmed”:

Ex.: *Our firm got a black eye because of all consumer complaints that were lodged against our product.*

The domain “COLLAPSE OF BUSINESS/ECONOMY IS DEATH OF A PATIENT” includes the medical idiom **to drop dead** which means “to die suddenly” – Ex.: *The bus driver dropped dead while driving the bus.*

In business, we observe the idiomatic derivation by converting the substantive idiom **drop-dead date** from the verbal **to drop dead**. In this case, the collapse of a company is compared with the death of a patient. In the new form, this idiom has the meaning “a date on which a company is expected to have runout of funds”.

Ex.: *MEPC/Dura-Bond had a drop-dead date by which the company had to have a new business system running.*

Analyzing medical idioms in the business sphere, we can see that they all function in the anthropocentric aspect, where an economy or a company are compared with a person and his health. This is because often many phenomena of life people equate to their own experience. Therefore, there are more idioms from different spheres of human

activity, emerging by the process of metaphorization.

The human factor can be traced in the following examples, where we will analyze the so-called "marriage" idioms.

The idiom *to get hitched* (lit. to be tied) means "to get married" – Ex.: *Is Tracy really getting hitched?*

It is interesting that in recent years there has been a tendency to assign human relations to relations between companies. Thus, in the business sphere, the idiom *to get hitched* acquires the meaning "merger of companies", i.e. when the companies decide to unite, they "marry".

Ex.: *A surprising but not shocking marriage was announced in North Carolina today. Two – well branded utility companies – decided to get hitched. And if regulators approve the merger of Duke Energy and Progress Energy – the union will form the largest utility company in America.*

This reinterpretation of the idiom occurs due to the human associations in the form of the conceptual metaphor "BUSINESS IS MARRIAGE". A companies' merger can be metaphorically interpreted as a marriage in which two merged companies or organizations are portrayed as married partners. As in a marriage, an integration can have good and bad sides for companies, they can go through difficult periods, and if their decision turns out to be too hasty, they may even regret about joining.

Another idiom that describes a marriage union is the idiom *a match made in heaven*, which means "a couple who get along perfectly":

Ex.: *Internet and email provider AOL (America Online) and the established media giant Time Warner merged in a \$164 billion deal. Everybody thought it was a match made in heaven – how wrong they were!*

At the same time, the term *matchmaker* means "one who arranges or tries to arrange marriages". In business, *matchmaker* is a person who connects currency buyers and sellers (for a fee).

Similar situation also happens with the phrasal verb *to break up*, which over time has acquired several meanings. It was used in the middle of the 15th century in farms and agricultural lands in the primary meaning "to separate or shatter into pieces" (for example, to chop wood). Then, this construction began to be used in the troops in the form of an order ("Break it up!" – to stop the battle). Later, this idiom has gained the meaning "to end a relationship with someone", when a couple stops being together. Since recent time, this idiom is also used in the business sphere both in its primary reinterpreted meaning "to finish something" (meeting) and in the secondary one – "to fall apart, to collapse" (companies' merge).

Ex.: *The IT company broke up when their arguments over money grew too stressful.*

*The meeting **broke up** when all the business for the day had been completed.*

The next area is the military conflicts, weapons, war. The military theme is very densely integrated into the life of society and is relevant to this day. In the last century such a tragedy affected every people of the planet. Later, there were military clashes in individual states, so this topic could not ignore the speech of the people.

The world of business is full of idioms and expressions from the military sphere. For many people business is war. When we think of war, we usually have the following images of it: weapons, battles, victory or defeat, strategies. Therefore, when we think of business life, we often have the image of a war in which businessmen are soldiers that fight with each other, often in the front line, use different tactics and strategies, attack each other's positions and protect their own.

In business, as in war, it is important to take the position, or in terms of the market – a market niche where the company will firmly "sit" and defend itself from all sides. The search for this market niche and the position of the company generally depends on marketing. Marketing is a concept rather difficult, versatile, including various provisions. It is in this field, there is a wide use of such expressions as marketing strategy, tactical and strategic goals. Thus, it is possible to find common features between the battlefield and the company's struggle for

position in the markets. This causes the wide use of military terminology in the sphere of business communication. Their use is conditioned by the metaphorical transfer of meanings of these expressions.

According to the cognitive theory of metaphors, this image of battlefield serves as source domains, while the target domains involve: businessmen, business talks, tactics used in business, success or failure. Now let us see idioms used in business in the conceptual metaphor "BUSINESS IS WAR".

Business is an extremely unstable and volatile sphere of activity; success in entrepreneurship depends on many factors, no one is insured against losses. Using military terminology, losses are defined by the word *casualties*. As is known, in war it means losses of both human and equipment damage. In the commercial sphere, losses also take place, but in the financial sense, not in the literal, physical sense. This connotative meaning is manifested when using this word in describing business campaigns that have failed, when the company suffers serious financial losses. If the sales campaign turned out to be successful, the firm will conquer the main markets. The expression *key strongholds*, i.e. the main strong points is used to describe the main markets. A strongpoint or a fort is a relatively large, closed consolidation of a long-term or temporary nature, thanks to durability of the constructions and ability to conduct perimeter defense, the fort can effectively

resist enemy attacks. In our case, a large closed consolidation symbolizes the market itself or the market niche where the company is located.

Having considered English stable figurative expressions, in this case it is expedient to apply the source domain “OFFICE IS A BATTLEFIELD” in the concept “BUSINESS IS WAR”. We can consider the above-stated idioms, as well as *to have a shot at smth., to be caught in the crossfire, to be second in command, to join forces, to take a lot of flak*, etc. as examples of these conceptual metaphor.

It should be noted that the number of such expressions is constantly growing, and

due to the universal nature of the concept, the use of such expressions in terms of intercultural communication does not present special difficulties (table 1).

To sum up, many idioms (military, medical, sport, sea, etc.) in modern discourse are used in the metaphorical meaning that emerged as a result of the tertiary indirect nomination. The process of reinterpretation of idioms occurs on the basis of knowledge included in the total cognitive reserve of participants in the discourse. Having similar models in mind, communicants are capable to decode idioms.

Table 1 – Idioms from different spheres with reinterpreted meanings

Idiom	Initial meaning	Reinterpreted meaning in business discourse
<i>Chinese Water Torture</i>	something long and painfully boring. Chinese water torture is a method of torture in which the victim is immobilized and water is steadily dripped onto them. A single water droplet is harmless, but being unable to avoid the constant drips becomes unbearable. “My aunts showed us a slideshow of their vacation. It was like <i>Chinese water torture</i> .” – (negative shade)	a gradual takeover of a company by gaining a majority of shareholding from shares bought on the open market. (In business, on the contrary, this expression has a positive shade)
<i>in the doldrums</i>	feeling sad and lacking the energy to do anything (from the name of an area near the equator where there is often no wind, so that sailing ships cannot move) “He has been <i>in the doldrums</i> since his girlfriend left for college”.	<i>the doldrums</i> – a calm period of trading during which there is little movement in prices. “There was a <i>Valium</i> picnic yesterday and shares were <i>in the doldrums</i> ”.
<i>bed and</i>	n. Also, B and B. A hotel or other	v. to sell one’s holding at a loss after

breakfast	hostelry that offers a room for the night and a morning meal at an inclusive price.	trading closes for the day, register the loss for tax purposes and buy this holding back on the next day (such transactions are done to minimize the impact of capital gains tax)
tailgate	v. to follow (someone) too closely in a car.	n. an act of a broker who recommends purchase of a stock / share to one customer only because another customer has bought this particular stock / share believing it is the best value for his money.
to go into a tailspin	To lose emotional control, collapse, panic; to quickly become worse	– to suddenly plunge (stock/ share prices)
to palm someone or something off	to give someone or something to someone as a gift that appears to be someone or something desirable. (As if the gift had been concealed in one's palm until it was gotten rid of)	to present an inferior product in such a way as if it were of premium quality.
knock someone or something down	1) to thrust someone or something to the ground by hitting. <i>The force of the blast knocked us down.</i> 2) to earn a certain amount of money. <i>She must knock down about twenty thousand a year.</i>	to sell sth at a price which is favourable to the buyer <i>The handbag was shop-soiled so the seller knocked it down to fifteen pounds.</i>
to bleed to death	to die from the loss of blood. <i>If something is not done, he will bleed to death.</i>	to get money from somebody by dishonest means (e.g. threats) <i>His creditors have bled him to death and now he is dead broke (to be completely out of money).</i>
in bad shape	injured or debilitated in any manner. <i>Fred had a little accident, and he is in bad shape.</i>	(of a company) not to have enough money; to be doing badly <i>The company's finances are in bad shape, so the management will have to downsize the staff and skinny down the expenses.</i>
give an arm and a leg (for something)	to pay, give, or do whatever is necessary or required. <i>They had to give an arm and a leg for the lawyer they hired.</i>	an arm and a leg n. – an exorbitantly high price
raining cats and dogs	to be raining in great amounts <i>It was raining cats and dogs by the time I got home.</i>	cats and dogs n. – stocks / shares of unproven value <i>He is a lamb who goes for cats and dogs.</i> (lamb n – an inexperienced investor; sb who tends to buy and sell on rumour and questionable tips)
sandbag	(Military) a sack filled with sand used for protection against gunfire, floodwater, etc, or as ballast in a	a defensive tactic for a takeover situation, by which the target company agrees to negotiate a takeover, but

	balloon, ship, etc.	prolongues talks in the hope that a white knight (a person who intervenes in a hostile takeover and saves the target company and its assets) may ride by in the meantime. <i>The company has adopted sandbag strategy to wait out the raiders, but there's an outside chance that a white knight will turn up in time.</i>
scorched earth	1) relating to or being a military policy involving deliberate and usually widespread destruction of property and resources (as housing and factories) so that an invading enemy cannot use them 2) directed toward victory or supremacy at all costs	a destructive anti-takeover measure by which a company takes steps to make itself less attractive <i>The target company has just started spreading adverse publicity material about itself as a part of its scorched earth tactics.</i>
showstopper	an act, song, or performer that receives so much applause that the performance is interrupted	a legal move made by a target company, aimed at stopping a hostile takeover <i>They could have used any showstopper to fight off the raiders but somehow missed the boat (to lose an opportunity; to fail in some undertaking).</i>
leapfrog	children's game – v. to improve your position by moving quickly past or over something that blocks your way. <i>We are going to leapfrog the rest of the market in technology.</i>	leap frogging – n. pay demands, where each section of workers asks for a rise to earn more than other sections, which in turn ask for further increases <i>The management is going to take a firmer line with the striking workers to prevent leap frogging pay demands.</i>

The expansion of the notion "business language / speech" is conditioned by important characteristics of business discourse: intertextuality and hybridity. The idiom mechanism performs a similar function. Intertextuality is manifested when the author includes elements of other texts in his text that leads to a mixture of genres. Such a recontextualization of text elements helps the author to emphasize certain nuances of meaning and hide the others, as well as the idiom draws attention to one of the qualities of the described object, shading

others by the transfer of the meaning, i.e. placing certain qualities of the object in a new context. Hybridism is an integral characteristics of modern complex discourse, there are no clear boundaries between types of discourse [8]. Thanks to idioms, there is also a mixture, an integration of two different discourses.

James Gee highlights the term "social language" – a kind of language necessary for communication participants in order to play certain roles and perform certain actions in the communication process. Several social

languages can alternate in the same text. This is also manifested in borrowing of lexicon by the text, not characteristic to it [9]. In our research, we have witnessed that in business discourse, for example, borrowings from a common language often acquire a new meaning, which often loses transparency, simplicity of understanding for people unfamiliar with this professional sphere.

The development of various branches of science, undoubtedly, exerts a considerable influence on the common vocabulary and phraseology. There is plenty of chemical, physical, astronomical, mathematical, biological, medical and other terms that are far beyond the range of specialists. Many of them have acquired a new meaning and are now used in a new context as figurative means of expression.

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