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COLOUR IDIOMS USED IN ENGLISH BUSINESS DISCOURSE

Introduction. There is no denying the fact that idioms can be found in different languages and cultures, as they help speakers to express feelings and emotions not directly, but in a metaphorical way, which makes the language and speech more vivid and expressive.

Colour idioms are widespread in all the aspects of the English language including English business and business discourse. Study of colour idioms and idiomatic expressions as a language unit that provides the richest national peculiarities of target language culture is considered to be important in order to adequately understand target language speakers. This is especially topical for the business discourse and communication. The paper investigates the frequency and variety of idioms and idiomatic expressions used in business discourse of the English language.

Review of recent publication. The topic under consideration remains hot because of lack of findings in rendering the colour idioms in English business discourse. Colour idioms have always attracted the attention of linguists. In their works, both western scientists such as F. Bargiela-Chiappini [1], C. Cacciari and

P. Tabossi [3], N. Chomsky [4], Ch. Fernando [5], S. Granger and F. Meunier [7], A. Makkai [9] as well as Russian and Ukrainian scientists among whom are N.N. Amosova [13], V. L. Arkhangelskij [14] and O. O. Selivanova [15] paid attention to this issue.

Objective of the paper. The aim of the paper is to study the features of English-language color idioms used in business discourse, by conducting content analysis of articles from popular online media resources. Furthermore, through the investigation were used such dictionaries as Oxford Dictionary of Current Idiomatic English, Collins Cobuild Dictionary of Phrasal Verbs.

Results of research. When learning business English, it is important to clearly understand that knowledge of business vocabulary is not the main purpose of learning. Much more important is the practical mastery of business communication skills in different situations. Therefore, the definition and characterization of the peculiarities of the functioning of idioms, particularly colour idioms, in the statements of business discourse is especially relevant. Colour idioms actively function in oral business communication along with the materials of specialized business media. Bargiela-Chiappini [1: 3] describes business discourse as a process of talk and writing between individuals whose main work activities and interests are in the domain of business and who come together for the purpose of doing business. According to Fernando Chitra [5: 22] the discourse of business communication usually is viewed as deprived of emotional coloration. However, Adam Makkai [9] emphasized the central role of idioms within English business discourse and have influence on language potential and its culture.

Colour idioms and idiomatic expressions are actively utilized in magazine articles related to business and, therefore, are used by businesspeople. Table 1 shows the most frequently used colour idioms taken from such popular online magazines related to business, such as The Economist, Bloomberg Businessweek, Harvard Business Review and Forbes. We also provide their meanings according to Oxford Dictionary of Current Idiomatic English, Collins Cobuild Dictionary of Phrasal Verbs.

Table 1

Analysis of the colour idioms from the articles of the rubric “Business”

Source: created by the authors based on [10], [11], [2], [6], [8], [12]

Colour	Example	Meaning
Black	<ol style="list-style-type: none"> 1. Black economy 2. Be in the black 3. Black spot 4. Blackball someone 5. In someone’s black book 6. Black market 7. Blackmail someone 	<ol style="list-style-type: none"> 1. The part of a country’s economic activity which is unrecorded by its government. 2. Turning a profit; not in debt. 3. A place that is notorious for something, especially a high crime or accident rate. 4. To reject a candidate for membership in a private organization, by secret ballot.

	8. In black and white 9. Blacklist	5.To be out of favour with someone 6.The business of buying or selling illegal or banned goods, currencies, or substances. 7.To coerce someone to take a certain action by threatening to expose something about them. 8.Formally, on paper and in writing. 9.To put someone on a blacklist, that is, a list of names of people, groups, or organizations who are to be banned, censured, or are under suspicion.
Red	1. Be in the red 2. Red tape 3. Red herring 4. Red flag 5. Catch someone red-handed 6. Red letter day	1. Spending and owing more money than is being earned. 2. Official, bureaucratic rules or methods that are typically overly strict, convoluted, or tedious. 3. Something irrelevant that diverts attention away from the main problem or issue. 4. A sign or signal indicating potential, incipient, or imminent danger or trouble. 5. To see, and perhaps apprehend, someone as they are doing something (often something nefarious). 6. A very important or significant day or event.
White	1. White-collar worker 2. Raise a white flag 3. Whitemail 4. White elephant	1.Describing a professional or position whose work responsibilities do not include manual labor. 2.To indicate one's surrender, defeat, or submission. 3.The threat of revealing a person's good deeds for purposes of ruining the person's reputation. 4.An expensive item that is troublesome or useless.
Golden	1. Golden parachute 2. Golden handshake 3. Golden opportunity	1. A large severance package given to an executive who is forced to leave a company due to a corporate merger or takeover. 2. A large severance package given to an executive who leaves a company due to termination, corporate restructuring, or

		retirement. 3. An outstanding, perhaps even ideal, chance to do something.
Green	1. Green marketing 2. Green light 3. Green politics	1. The practice of developing and advertising products based on their real or perceived environmental sustainability. 2. To grant permission to go forward with something or to receive permission to do so. 3. A political party whose policies are based on concern for the environment.
Grey	1. Grey area 2. Grey power 3. Grey matter 4. Grey knight	1. A concept or topic that is not clearly defined or that exists somewhere between two extreme positions. 2. The political, financial, or social influence of elderly people. 3. Intelligence. 4. A person or company making a possibly hostile counter offer for a company already facing a hostile takeover bid.
Blue	1. Blue sky thinking 2. Blue-collar worker 3. Blue in the face 4. Blue-sky law 5. Blue chips company 6. Blue ribbon	1. Thinking that is not limited to commonly accepted norms or beliefs. 2. Characteristic of the working class, especially manual laborers. 3. Showing signs of exhaustion or strain. 4. A law providing for the regulation of the sale of securities (such as stock). 5. Shares of stock for a large, respectable company (which would be considered a low risk to invest in). 6. A prize for first place. In contests, the person or thing that wins first place is often awarded a blue ribbon.
Yellow	1. Yellow-dog contract 2. Yellow sheets	1. An employment contract in which a worker disavows membership in and agrees not to join a labor union in order to get a job. 2. A criminal record.
Pink	1. Pink-collar worker 2. Pink slip	1. Of or in the service industry, which most typically employs women. 2. To lose one's job because there is not enough work

As we can see, the most frequent collocation of black colour is related to troubles or challenges in the business area. Red colour is very vividly represented by collocations with bad relationships with co-workers. Blue colour is associated with the highest quality and low risk. Grey is mostly used to express intelligent attitude between business associates. White colour is connected with anger and fear. While talking about green colour, the first association is related to the concern for the environment, then to balance and good luck. Golden and yellow convey possession and wealth. Pink symbolizes health and femininity.

Analyzing the idioms of the periodical business publications for 2020, we can conclude that, despite the fact that business style requires official style of language, colour idioms perform their functional role in business discourse.

The table represents the variety of colour idioms in English business discourse. The study found that colour idioms from the business publications are an integral part of the vocabulary and are used to denote the characteristics of individuals, relationships and processes.

Colour idioms in business discourse can be generally classified into the transparent (*black market*) or semi-transparent (*pink-collar worker*) categories, while some of them are completely opaque (*white elephant*).

In order to clearly show which colours are most used in business, we made a chart based on the Table 1. Figure 1 shows:

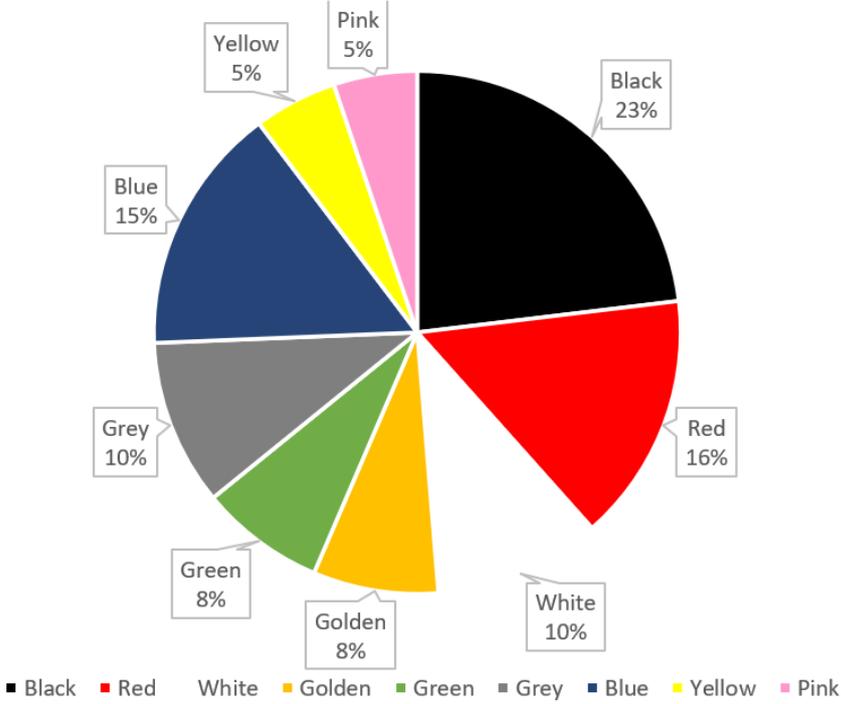


Fig. 1 The percentage of color idioms used in English business discourse
 Source: created by the authors based on [12], [13], [14], [15]

As we can see in Figure 1, the most productive color is black (23%), followed by red (16%), blue (15%), white and grey (10%). Such colors as pink, yellow, golden and green are less commonly used among all others.

Conclusion. The correct usage of idioms, in both formal and informal communication, probably represents the highest level of business language. When we speaking native language, we are not aware most of times how often idiomatic expressions are used in every day business communication. Therefore, idioms play an important role in English, especially in an English business. Although scholars are still debating the definition and classification of idioms, it is clear that the frequent use of colour idioms in business discourse indicates their importance in terms of basic vocabulary and, therefore, in the process of learning the business language as a whole. Given the small number of studied articles, the results need further research and justification, as the scope of business discourse is much broader and requires additional research.

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IDIOMS IN BUSINESS COMMUNICATION AND THEIR TRANSLATION FROM ENGLISH INTO UKRAINIAN

Introduction. Nowadays, many idioms are used in business discourse. Without knowing idiomatic expressions, one may find it difficult to follow a conversation of any kind, especially when it comes to making deals. For businesses of different sizes, cultural diversity can be a big factor for the company's productivity and performance especially if employees are not able to communicate properly with each other. According to L. Buckingham "idioms are widely recognized to be a stumbling block in the acquisition of a foreign language; it is often maintained that their 'arbitrary', language-specific nature makes them difficult for learners to understand and acquire, and resistant to translation" [3]. Thus, the issue under consideration is hot and relevant.

Review of recent publications. The question of the use of idioms in business communication was dealt with by such scientists and scholars as Akimoto M., Brinton L. [2], Buckingham L. [3], H. Kuzenko [4], C. Leah [5] and others.

The main **objective of the paper** is to analyze idiomatic expressions the are most frequently used in business communication and to suggest their faithful translation into Ukrainian.

Result of the research. An inherent feature of idiomatic expressions is their metaphorical nature. For example, the phrase *in the driver's seat* literally translates as being in the driver's seat (*сидіти на місці водія/за кермом*). However, this is a idioms that has the meaning of *controlling the situation from the first person*. Another example is the idiom *no-brainer*. Literally, this phrase translates as *a man without brains*, but this indeed it means *something very simple, which does not even need to think about*.

The biggest challenge for translators is to identify the degree of transparency of the figurative meaning and render idiomatic expressions faithfully. According to