

Ниже приведена сводная таблица, демонстрирующая основные признаки, характерные для гендиадиса и биномиалов.

Таблица 1

Соответствие основным характеристикам

№	Основные характеристики	Гендиадис	Биномиалы
1	Структура	1а	1а,б,в
2	Связующее звено	2а	2а,б,в
3	Однородность элементов	3а,б,в	3а,б,в,г,д
4	Семантическая связь	4а,б,в	4а,б,в
5	Жанровые особенности	5а,б,в	5а,б,в

Интерпретация данных Таблицы 1 позволяет сделать вывод о том, что гендиадисное образование является биномиальным, исходя из полного совпадения следующих основных характерных признаков:

- структура: $A+l+B$;
- связующее звено: *and*;
- однородность элементов: в основном *существительные*, реже *прилагательные*, *глаголы*;
- семантическая связь: в основном *взаимодополняющие элементы*, реже *синонимы*, *антонимы*;
- жанровые особенности: в основном *художественная литература*, *юридические и библейские тексты*, реже *устная речь*.

Заключение. По всем характерным признакам английский гендиадис однозначно можно считать биномиальным образованием, несмотря на то, что он не так часто становится объектом лингвистического изучения. Так, именно о схожести биномиалов и гендиадиса упоминает С. Моллин [2], ученый, исследующий биномиальные образования, хотя дает понять, что их схожесть больше структурного характера, чем семантического. При этом она подчеркивает, что понятие «биномиал» более общее по сравнению с понятием «гендиадиса», но, тем не менее, они эквивалентны. Также, по мнению Дж. Райта, «гендиадис часто характеризуется возвышенным стилем и синтаксической сложностью, которая кажется постижимой только на интуитивном уровне, другими словами, от привычного использования синтаксически шаблонных структур, несмотря на их схожесть, гендиадис отличает только сложность его интерпретации» [4]. В целом, ответ на поставленный во введении вопрос очевиден: гендиадисное образование является биномиальным, хотя, несомненно, требуется более тщательный сравнительный анализ статистических данных в рамках дополнительного исследования данного вопроса.

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THE SPECIFIC NATURE OF THE IDIOMATIC EXPRESSIONS IN BUSINESS COMMUNICATION IN THE ENGLISH LANGUAGE

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The importance of learning English in modern society is perfectly clear for everyone. People who are interested in learning a language, their native or a foreign one, open up globality and, to some extent, its immensity. Any language, like the flow of a river, replenishes its reserves or sometimes loses them. It is hardly possible for a person to curb all the countless variety of language, but the question of continuous knowledge and increasing vocabulary can intrigue anyone who is striving for progress.

Taking into account the information about various language classes in English, it becomes possible to comprehend the study of a particular one. For example, idiomatic expressions as an integral part of everyday English due to their rootedness. Idiomatic expressions are considered as the property of the English language. Like in any language, where there are idiomatic expressions observed, there is a place for the traditions, mentality and lifestyle of the nation. True English cannot do without idiomatic expressions - this is the root of the importance in the process of learning them.

Since the class of idiomatic expressions is too extensive, it can even be divided into a number of other subclasses - namely, to limit the clear scope of application of idiomatic expressions. This study will focus specifically on the field of business communications. Thus, I am getting closer to the purpose of this study which is to analyze idiomatic expressions in the sphere of business communication, to figure out what their place is and how they influence on the speech. It would seem that idiomatic expressions are not something that can be used in business conversations, but the global role here belongs to the mentality of the society, for which English is the national language.

To achieve the aforementioned purpose, necessary objectives were highlighted:

1. To familiarize with the concept of "idiomatic expression" and its features;
2. To trace the application in history of idiomatic expressions;
3. To classify idiomatic expressions regarding a given topic - in the field of business communication.

The relevance and the problem of the study is that often the English language learner does not understand the meaning of existence and the study of idiomatic expressions. However, it was found that proficiency in them makes the language richer and more expressive. In certain cases, they even increase the efficiency of business negotiations.

First of all, it is necessary to consider the very concept of the idiomatic expression. Idiomatic expression or briefly – an idiom – is an indecomposable phrase, a stable turn of speech, characteristic only of a given language, the meaning of which is not determined by the meaning of its constituent words.[1] Idioms are known as an integral part of everyday English. Since idioms do not always make sense literally, the learner needs to familiarize himself with the meaning and usage of each idiom. Idioms reflect the historical and cultural realities of a nation, therefore, they have national and cultural characteristics of a given language, and most of them have no equivalent in other languages.

There are thousands of idioms in the English language, but it is impossible to name the exact number, just as it is impossible to name the exact number of words in any language.

In the process of becoming familiar with English idioms about work, labor, work duties, it is very well traced that the British and Americans are responsible for their work, although they may not like it. For detailed considering the amount of idiomatic expressions in the sphere of business communication was grouped into several subgroups.

The first group bears the name "Process of working". It narrates, for the most part, about authority and responsibility. There are several examples:

Sometimes people face not pleasant situations, when somebody is trying to transfer his part of the work to another person without any interaction between them. In such a situation it is quite relevant to use the idiomatic expression "to throw over the wall": "Everyone in this office tries to throw the project over the wall" [2].

Or, for example, someone has started a new job or received a new responsibility, so he needs to do it properly and "to seek his teeth" into it. This idiom would have a following meaning – to approach a new business with all responsibility, study it well and fully immerse in the task [4];

"to give a blank cheque" – is usually used when the boss gives an employee the right to make decisions on his own [2];

"to pass the torch to someone" – means to transfer responsibility or obligation to another one [2];

"to pass the buck" – means to avoid taking responsibility for the problem [3, p.40];

"to pull a few strings" – is applied when someone uses his influence to resolve the issue [3, p.230];

"to hold the fort" – means to replace someone in his absence [4];

"too many chiefs, not enough Indians" – is said in case when in a work place there are many bosses and just a few employees [3, p.52];

"to work fingers to the bone" – this idiom is about overexertion at work when a person works without sparing himself;

"a Mickey Mouse job" – is said about bad, hastily done work [3, p.33].

The next subgroup is connected with the "Career and salary". Below there are idiomatic expressions that fit the description.

It is possible to imagine such situation, where someone recently started to work in a certain field and has already excelled significantly in it. With the using of idiomatic expression it is called "up-and-coming" [2].

When a similar meteoric success in the beginning is crowned with a quick fade, there is a place for idiom "flash in the pan" – about the career marked by early success without further significant achievements [3, p.110];

"to hit the ground running" – has a following meaning – to yearn to start a new business immediately [3, p.144];

"by the sweat of one's brow" – about something achieved by hard work and without any assistance [3, p.283];

"glass ceiling" – this expression is about unspoken restrictions preventing the appointment of people, usually women, to higher positions in the company [4];

"dog-eat-dog" – is usually said about a person, ready to "elbow" and harm others in order to achieve their goals [2];

"to bring home a bacon" – means to earn money for the family [3, p.13].

Special attention is also paid to certain stereotyped personality types that can be found in the business environment. These are the so-called "Office characters".

In the workplace it is possible to observe certain minimum staff required to keep the business running – this group of people could be named as "a skeleton staff" using the idiomatic expressions [2].

"a people person" – quite understandable idiom about the sociable person [2];

"an empty suit" – it is about undeservedly promoted employee who cannot cope with his work [4];

"the bean counter" – an expression about the booker [4];

"the ideas hamster" – a characteristics the British use to call the idea's generator [2];

"big cheese/gun/wheel" – an idiom about the leader [3, p.24];

"dead wood" – is usually used for the employees who have lost their value in the work place [2];

"goldbricker" – it is about lazy people who shy away from work [4].

People who are known for their non-standard reasoning at work are also gifted with various idioms. This subgroup is called "The ideas":

"blue sky thinking" – the expression about the process of creative thinking [2];

"diamond in the rough" – is used for description of the high potential [3, p.77];

"to think outside the box" – means extraordinary thinking [3, p.36];

"from the ground up" – means starting something from scratch [4].

Idiomatic expressions designed for praise, very often color the speaker's speech. Often in the workplaces it is possible to use the following "Praises":

“You have an eye for this” - a similar expression that can be addressed to workers who are considered to be real experts in the field [3, p.97];

“A dab hand!” – this idiomatic expression is about proficient worker, who earned praise for his work [3, p.71];

“a jack of all trades” – it is about handyman, who is able to do different types of labor, no matter what bosses work with him [3, p.155];

“a safe pair of hands” – this idiom is also about skillful worker anyone can trust [3, p.251].

A number of idiomatic expressions has also been defined for direct communication at work. For example, when a person is immersed in work and cannot stop talking about it even in everyday situations, it is possible to hear “I asked you not to talk shop at home”. The idiom in this case lies precisely in “to talk shop” [3, p.260];

“strictly business” – it is an event entirely dedicated to work issues. [4]

It is difficult indeed to pay attention to every idiomatic expression in the field of business communication, due to the fact of a countless number of them, which, moreover, is constantly increasing. Only a small part of them is presented here. However, even on their basis, it becomes possible to trace the history of their origin. Most of them were formed by comparison with living or inanimate objects and transferred to the human factor. It is not difficult to guess how, for example, other idioms in the field of business communications appeared – “to be snowed under” – here an image of a man overwhelmed with work, as if actually drowned in a snowdrift is presented. Colleagues and bosses throw more work to him, then he starts to feel like he is really under the pile of snow. [4]

The idiom contributes to the demonstration of expression, and the increase in the emotionality of the statement. It allows the speaker to create brief figurative characteristics, with the help of which it is possible to concisely express a complex thought, or assess a certain state of affairs. Such well-established expressions make speech bright and rich, but most importantly - lively. Learning English idiomatic expressions is, in fact, a very exciting process. However, intuition and intelligence alone will hardly help to understand them. First of all, the process of scrupulous study and memorization should take place.

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THE PHENOMENON OF LANGUAGE BARRIER AS A PROBLEM OF STUDENTS FROM NON-LINGUISTIC INSTITUTES

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There are a lot of languages people speak in different countries, some of them are more widely spread, others can hardly be spoken in more than one state. It is not a secret that English plays a special role in international communication. It helps people from various cultures efficiently interact with each other. Thanks to English, people have great opportunities to work, run business abroad, study at foreign universities, as well as, make new friends and even find love. In spite of the fact that English is extremely popular in various countries, not all people find it easy to use it in their everyday life. The main obstacle they face is known as the language barrier. English is taught everywhere but students agree that learning a foreign language is a difficult process, especially for those who study at technical educational institutions.

The purpose of the presented article is to analyze the key nature of language barrier, its reasons and ways of solution as the right understanding of English teaching for non-linguistic students is of great importance today.

The principal objectives of the given paper are as follows:

- to analyze the reasons for language barrier and the lack of confidence as a problem of students studying to master technical specialties;
- to determine a set of psychological and pedagogical techniques contributing to the removal of language barriers;
- to develop recommendations for these techniques and methods, their use in teaching the discipline "Foreign language"[1].

Most technical students are worried about their poor results in both written and oral English, in spite of the importance of foreign language and strong desire to master it. In fact, future are not good at spontaneous foreign language speech. The roots of all these problems are as follows: fear of criticism, the audience, shyness in conversation with a native speaker or even more "experienced" student. Often such numerous fears are based on the lack of necessary speech patterns, poor knowledge of grammatical structures and so on. If a student finds it difficult to overcome his fears, the so-called language barrier appears, it makes effective international communication impossible [5].

Thus, the most serious problem that troubles both teachers and students is connected with the need to resolve the contradiction between two significant factors. First of all, there are certain requirements of education and job market implying that specialists should be capable of carrying out professional communication. Secondly, the system of foreign language training at universities is important, too. The factor of language barrier in teaching a foreign language should be taken into consideration.