

УДК 811.111

DOI: 10.26140/bgз3-2021-1001-0093

ЛИНГВОКУЛЬТУРОЛОГИЧЕСКОЕ ИССЛЕДОВАНИЕ АНГЛИЙСКИХ И РУССКИХ ФРАЗЕОЛОГИЗМОВ В ДЕЛОВОМ ДИСКУРСЕ

© Автор(ы) 2021

SPIN: 2329-6906

Author ID: 1079437

ORCID: 0000-0003-1255-7626

ХУЧБАРОВА Джамиля Махмуддировна, кандидат филологических наук, старший преподаватель кафедры иностранных и русского языков

Военная академия ракетных войск стратегического назначения им. Петра Великого (143900, Россия, Балашиха, улица Карбышева, д.8, e-mail: khuchbarova2710@mail.ru)

Аннотация. В настоящей исследовательской работе авторы провели лингвокультурологическое исследование английских и русских фразеологизмов, вербализующих деловые отношения, и сравнили обе лингвокультуры в рамках национальных ментальных установок. Деловое общение является основным социокультурным фактором развития международного сотрудничества в современном мире. В данной работе авторы акцентировали внимание на фразеологических единицах, употребляемых в деловой коммуникации. Целью исследования является определение видов метафор в английской публицистике по экономической тематике и описании их характеристик. Новизна исследования заключается в необходимости исследования роли метафоры для эффективной коммуникации. Данные исследований позволяют авторам идентифицировать основные источники образования метафор и показать каким изменениям они подвергаются в экономическом дискурсе.

Ключевые слова: сравнение, лингвистический термин, зооморфизм, фразеологическая единица, деловое общение, деловой дискурс, устойчивые выражения.

LINGUO-CULTUROLOGICAL RESEARCH OF THE ENGLISH AND RUSSIAN PHRASEOLOGICAL UNITS IN BUSINESS DISCOURSE

© The Author(s) 2021

KHUCHBAROVA Dzhamilya Mahmudirovna, Ph.D. in Philology, senior lecturer of the Department of foreign and Russian languages
Academy of Strategic Rocket Troops after Peter the Great, (143900, Russia, Balashikha, Karbysheva, 8, e-mail: khuchbarova2710@mail.ru)

Abstract. In the present research work, the authors conducted a linguocultural study of English and Russian phraseological units, verbalizing business relationships and compared both linguocultures in the framework of national mental attitudes. Business communication, being the main sociocultural factor of a modern world, supports intercultural communication. In the research work the authors focused on phraseological units used in business communication. The research objective is to identify the types of metaphors in the English-language publicistic texts of economic orientation and to describe the specificity of their realization. The originality of the study is conditioned by the necessity to study the metaphor as an efficient mechanism of communication and a discourse-formative factor. The research findings allow the authors to identify the basic sources of metaphors and to reveal their modifications in economic discourse.

Keywords: comparison, linguistic term, zoomorphism, phraseological unit, business communication, business discourse, set expressions.

INTRODUCTION

The article is devoted to English and Russian phraseological units in business communication.

We are experiencing a rapidly changing world, which in turn is reflected in the language. Cultural and economic relations link all the countries. Business has an impact on the development of international relations. All this leads to inter-ethnic contacts in this sphere. There is a tendency to reinforce mutually beneficial relationships despite the differences of existing national communities' values.

Thus, business communication, being the main sociocultural factor of a modern world, supports intercultural communication.

The decade witnessed growing interest in learning languages as cognitive mapping of national distinctness according to researchers Karasik V.I., Karaulov Yu.N., Kibrik A.E., Krasnih V.V., Maslova V.A., Ter-Minasova S.G. Communication issues has come to the fore in the international communication. The most visible disparities between languages due to the cultural differences are in the vocabulary and in phraseology, reflecting life of the nation. The research of phraseological units as linguistic units, reflecting national peculiarities, is the most important due to the necessity to appreciate mentality of the nation in the context of developing contacts in business.

We researched phraseological units, used in business language by British English speakers and by American English speakers, in this article. So these phraseological units are compared with similar Russian linguistic units.

The following factors determine **the relevance of the work and the theme chosen:**

1. The last decades witnessed new approaches and new

concepts, slanted towards the study of phraseology in the context of general scientific problems "a language and a culture" and "a man and a language". This explains a considerable interest of phraseologists to identifying cultural and national identities and anthropocentric essence.

2. To date, phraseological units, used in business communication, have not been the subject of special studies.

The objects of the study are the phraseological units of modern English and Russian business languages, including phraseological unities (set phrases, cliché), collocations (phrasal verbs), phraseological fusions (idioms), assimilations and paremias.

The research subjects are structural-semantic, cognitive and pragmatic, linguoculturological and discursive peculiarities of phraseological units of business communication.

Language resources of the research are phraseological units in a quantity of 1000 linguistic units, used in business communication of English and American businessmen.

The language resources of the research are phraseological units, used in business language of English and American businessmen. An illustrative material in number of 1000 units is from the English documentation, journal articles, newspaper articles on economic issues, fiction about world of business. Furthermore, we used 12 English, 18 English-Russian and Russian-English, ideographic sources.

The article **aimed** at structural-semantic and ideographic study of English phraseological units, used in Business language, pragmatic meaning, cognitive, discursive, linguocultural features.

The aim addresses such **issues** as:

Characterizing the notion "economic discourse" based on systematically important features, considering its func-

tional characteristics and determining the primary objective of business discourse;

Showing what linguistic means of business discourse are used in business and commercial texts;

To distribute selected phraseological units in semantic fields and to determine the type of a phraseological unit used in business discourse.

To show pragmatic and discursive characteristics of phraseological units in business discourse and business communication publications;

To determine linguistic and non-linguistic factors influencing on the interpretation of phraseological units in business discourse;

To show that universality of phraseological units in business communication is the result and the evidence of interaction of cultures and languages, though phraseological units have cultural identity;

To show a role of an implicit and explicit contexts with phraseological units in business discourse;

To define a degree of idiomaticity and metaphoricity of Business English.

Methodological framework of the research work is fundamental researches in linguistics of Benvenist. E., Ferdinand de Saussure., Sepir E., V. von Humboldt.,

Scherba L.V.; fundamental researches on phraseology and phraseography of Balli S., Vinogradov V.V., Smith L., Larin V.N., Kunin A.V.; research in the field of text theory and speech of Galperin I., Petrova N.; researches of linguistic persona of Kibrik A., Karmin., Karasik V.; researches in cognitive linguistics of Boldirev N., Philmor Ch.; researches in the theory of semantic fields of Espersen O., Kuznecov A., Vasiljev L., Verdieva Z., works of cultural studies of Karmin A., Krasnih V., Maslova V.; research works of metaphors of Black M., Johnson M., Oparina E.; researches of business discourse of Makarov M., Vostrikova N.; researches of speech genres of Anisimova T., Gurjeva Z.

The academic novelty of the research and the results is as follows: ideographic description of phraseological units in Business discourse was achieved; selected phraseological units were distributed in semantic fields; the fact that business language is idiomatic and metaphorical regardless the standardization of means of expression was determined.

Theoretical importance of the research is in the fact that the results highlight the functioning of phraseological units and define semantic, pragmatic and discursive regularities, influencing the selection of phraseological units.

A practical significance of the work is in the fact that these research results can be used in the methodological guidance and teaching activities, training manuals for the course of English phraseology, text linguistics, cultural linguistics.

Lexicographic research of phraseological units is focused on compiling a thesaurus of phraseological units, used in business speech. Description of a business discourse and identification of a discursive practice and a metaphorical model can be useful in further research of business discourse.

The research can be stated as follows. According to Baranov A.N. and Dobrovolskiy D. O., speech idiomatization of business communication lies in usage of such units as comparisons, idioms and metaphorical models. On the one hand, it is an evidence of democratization of business communication standards, on the other hand, this speaks about emerging problems connected with adequacy of comprehension of phraseological units in intercultural communication. One of the ways to overcome difficulties in business communication is to include phraseological units connected with such economic spheres as "business and management", "the cash nexus", "a purchase and a sale", "economic and industrial relations" in dictionaries.

The following principles are presented in the article:

1. Universal phraseological units are used in business discourse in the context of intercultural Anglo-Russian communication, referring to the fact of interaction of languages and culture and internalization of modern business world. A

business text should be considered as a phenomenon, connected with extralinguistic reality, as a unit of business discourse.

2. Modern official style reflects a tolerant nature of the expression of ideas, tolerance with regard to neologism, idioms and play on words. Idiomatic expressions become a cliché. They are useful and comprehensive for communicators. However, these words and phrases remain a challenge for intercultural communication.

3. Catch-phrases in English business discourse constitute 4 semantic fields: a semantic field based on a common notion "Business and management", a semantic field based on a common notion "cash nexus", a semantic field based on a common notion "a purchase and a sale", a semantic field based on a common notion "economic and industrial relations". Bilingual dictionaries for business contribute to comprehension of catch-phrases and interpretation of their meaning by Russian communicators.

4. A modern business language is metaphorical and idiomatic due to subjective measures, such as individual human and emotional factors. Whereas business communication does not presuppose intensifiers, metaphors and idioms conceptualize emotions and feelings of communicators.

METHODOLOGY

Specific materials and the stated goals and objectives identified **research methods** and methodology. Along with general methods of theoretical and empirical scientific learning, we used a method of linguistic analysis of phraseological units, including surveillance techniques, an interpretation, a synthesis and a lexicographic classification. Techniques of structural-semantic, component and contextual analysis, an analysis of definitions of catch-phrases were used to group phraseological units in semantic fields. A method of functional analysis was used to identify the meaning of phraseological units in communicating process and the role of metaphors in business discourse.

RESULTS

At first we'd like to consider two interrelated notions "a text" and "a discourse" in terms of modern linguistics, their interconnection and differences.

In national linguistics the following interpretation of the described notions was adopted. A discourse is a cognitive process, connected with the process of a speech act, whereas a text is a final result of a discourse, a part of discourse, an outcome [1]. Moreover, a discourse is a body of text meant to communicate specific data, information, and knowledge, there exist internal relations in the content of a given discourse, as well as external relations among discourses. As such, a discourse does not exist per se (in itself), but is related to other discourses, by way of inter-discursive practices. It is a conceptual generalization of conversation within each modality and context of communication. In this sense, the term is studied in corpus linguistics, the study of language expressed in corpora (samples) of "real world" text. Thus, a discourse is a notion, referring to a speech and a text is a notion, connected with the language system. According to Bahtin M., Vodak T., Karaulov Yu., Kibrik A., a discourse is considered to be a special form of social knowledge. It is a collection of texts, based on extra linguistic parameters.

In this research work, several approaches of analysing a discourse are presented. Any discourse should be defined in terms of pragmatics, psycholinguistics, sociolinguistics, cultural linguistics, linguistics and on the basis of stylometric analysis and graph grammar based description. According to language material and lexico-grammatical analysis of the text, a discourse is examined in terms of a completeness, a correctness and a consistency of statements in the text under consideration. All the types of discourses can be grouped into learner-centred and a status-oriented in terms of socio-linguistic approach [2].

In our research work, we examined the main characteristics of a learner-centered (personalised) type of a discourse and a status-oriented (institutionalised) type of a discourse. A personalised discourse is represented in two types: social

and existential interaction.

In the analysis of business discourse, as one of the status-oriented type of a discourse, it's necessary to characterise the following features: typical participants, a chronotope, key concepts, strategies, a theme, varieties, genres, a style, a discursive formula.

The main goal of business communication is to realise a person's or a group of persons' aspirations, belonging to the same social institution; to change the situation to a certain extent in the event-related aspect; to establish new relations between participants of the communication. The participants of business communication should have cultural, communicative and pragmatic competences, necessary for effective business communication [3].

Emphasized attention is paid to studying of phraseological units as language units, reflecting specific characteristics of national culture. Despite the fact that everyone uses set expressions in their speech, based on life philosophy of the nation, in business English some universal catch phrases are used. International character of modern business world is considered to be a prerequisite for this fact as well as an interaction of languages and cultures at the present stage of the development of the society [4]. We believe it's necessary to highlight the role of phraseological picture of the world along with other forms of reflection of the environment, as follows: a truthful overview, cultural and linguistic picture of the world. Phraseological picture of the world is a reflection of a national and individual worldview and world perception. It's particularly important to highlight the problem of national character for a more comprehensive description of phraseological units of business communication. In the research work the emphasis is not only on the identification of personality traits of a certain nation, but a reflection of the identified features in spoken language of native speakers. Phraseological units, used in English and Russian business communication, are cited as examples. We believe it right to define phraseological units taking into account phraseological antinomy. We examined the views of the researchers Anichkova I.E., Balli Sh., Vinogradov V.V., Kunin A.V., Polivanova E.D., Smith L.P., Telia V.N. regarding the question of a theory of phraseology. We pointed out the following types of phraseological units in the research work: an idiom ("a forbidden game" – человек, которого нельзя критиковать, "to pay through the nose" – заплатить бешеные деньги), a terminology consistency ("work to rule" – проводить забастовку путём отказа от сверхурочной работы, "to come to terms" – договариваться), a comparative ligament ("as right as ninerence" – совершенно здоров, цел и невредим, всё в порядке, "as safe as the Bank of England" – абсолютно надёжный, безопасный). The selected English phraseological units are compared with the Russian versions in the research work.

Semantic features of phraseological units can be defined according to the theory of semantic fields of lexical units and semantic fields of phraseological units of a business language. Awareness of the position of a language unit in the semantic field and the positions of other included units is necessary for the understanding of the meaning of a language unit. On our opinion, phraseological units should be combined in the relevant semantic fields for comprehensive understanding of their semantics. A common semantic feature is necessary for a semantic field, including all the units of the semantic field and expressed by a seme with a generalised meaning. Distinctive features, on which the units of the semantic field differ, are also notable.

A semantic field has a concentric structure. A maximum concentration of features is in the core of the structure [4]. The intensification of these features are weaker as the core becomes more distant. Some features, characterizing nuclear components of the field, can disappear. The boundary between the core and the periphery is blurry, some fields intersect, forming lines for gradual transition.

A percentage of phraseological units in the corpus of the most commonly used fixed phrases of a language of business

communication, united by a general notion (archiseme), is identified in the research work. The phraseological units of business language under study were distributed within four main semantic fields:

- A semantic field of phraseological units, united by the notion "business and management" (30%): "buck a (the) trend" – заключать сделки вопреки конъюнктуре, выступать против тенденции рынка. Examples: "Britain will buck the global recessionary trend next year with growth of around 1.1 pc". "An exception was Brazil's Petrobras, which decided to buck the trend and pour money into training and recruiting when things were down" [5]. "Manufacturing carries a negative connotation, but manufacturing is what built the United States economy for so long, Grisham said. "I do hope we'll buck the trend a bit and be more of a manufacturing hub" [5].

- A semantic field of phraseological units, united by a notion "cash nexus" (20%): "money for jam (money for old rope)" – деньги, получаемые за пустяковую работу, ни за что, легко доставшиеся деньги "He is keen on easy money, but in this business he surely won't get money for jam" [5]. "If you've had the job offered you, take it: It's money for jam" [5].

- A semantic field of phraseological units, united by a notion "a purchase and a sale" (20%): "loss leader" – «приманка»: 1) товар, продаваемый с убытком для привлечения покупателей; 2) дисконтный брокер, проводящий некоторую сделку с убытком для себя, чтобы привлечь клиентов для заключения других, выгодных брокеру сделок "Supermarkets sometimes sell bread as a loss leader to bring in customers for other, more expensive goods [5]". "Loss leader selling thus creates a dangerous obstacle to competition" [5]. "It's kind of the loss leader, and then as soon as it looks interesting, it can't be afforded, or it can't be scaled out" [5].

- A semantic field of phraseological units, united by a notion "economic and industrial relations" (30%): "sail close to the wind" – вступить на опасный путь, предпринимать рискованные шаги, которые могут привести к опасным проблемам. "He realized that he owed her more, but he was sailing rather close to the wind financially, these days" [6]. "If you keep sailing close to the wind, the police are going to arrest you eventually" [6].

One of the main characteristics of a semantic field is a possible intersection of separate fields, resulting in the formation of lines for gradual transition. Some phraseological units are difficult to identify and to distribute to a certain semantic field. They can be distributed to two or more semantic fields. For example: "accept something at face value" – принимать что-л. за чистую монету. A fixed expression "at face value", as a part of phraseological unit, has more than one meaning and can be referred to a semantic field of phraseological units, united by a notion "cash nexus" and to a semantic field of phraseological units, united by a notion "a purchase and a sale". In the first case, this word combination has the following meaning: a nominal value, a face value "He was likewise curious about stocks and bonds and he learned that some stocks and bonds were not worth the paper they were written on, and that others were worth much more than their face value indicated" [6]. In the second case, this phraseological unit has a different meaning: a face value, "apparent" value. A phraseological unit "accept something at face value" can also be referred to the semantic field of phraseological units united by a notion "economic and industrial relations" As examples above illustrated, most of phraseological units have more than one meaning with different semantic connotations without regard to which semantic field they are referred to. The meaning of fixed expressions depends on the context.

The last decades of the XX century and early XXI century are marked by the development of cognitive linguistics, which explores the problems of correlation of language and consciousness, the role of language in conceptualization and categorization of the world. One of the main provisions in

cognitive linguistics is the thesis about the interaction of processes in human memory, contributing to communication and understanding of messages. Thus, language situations with phraseological units are understood due to attempts to remember similar situations.

A theory of words and frames provides insight into the theory of a semantic field.

Frames, representing information sets kept in memory or created from memory components, play a significant role in the creation of a phraseological picture of the world and provide cognitive processing of a standard situation. We should resort to pragmatic and discursive approaches in the research for the correct understanding of phraseological units in business communication. In the research, phraseological units are studied in the context in terms of linguistic and extralinguistic factors (conditions of communication, a chronotope, characteristics of communicators and their relationship to each other and to the communication) and in terms of implicit and explicit context. It's notable that use peculiarities of phraseological units depend not only on specific act of communication, where this or that set expression is used, but on the functional style too.

In national linguistics, scientific and literary styles are contrasted according to their functions: a message function on the one hand and an impact function on the other hand. Different functions predetermine use of lexical units. A message function and an impact function interact in business discourse. Business discourse vocabulary is mostly non-emotive. But the fact, that an impact function of a speaker allows to use different lexical means, cannot be disregarded. A communicator can use emotional-value, expressive and figurative means, including idiomatic expressions.

Speaking of a written form of business discourse (commercial letters, contracts, reports and other types of documentation), we can claim that reimagined and reasoned phraseological units are not fully used in it. These units are combinations of lexical components, having consistency of the meaning. They form standardised clichés: *"Your prompt (early) reply will be appreciated"*. – "Мы будем Вам благодарны за Ваш скорый ответ". *"We look forward to hearing from you soon"*. – "С нетерпением ожидаем Вашего ответа в ближайшем будущем"; and fixed expressions, playing the role of terms in Business discourse: *"This principal reason for this fast-food development is to increase cash-flow"*. – "Главной причиной развития ресторана с пищей быстрого приготовления является увеличение потока денежной наличности" [5]. *"Imported 'Bush legs' are said to sell at 5 Rb less than the factory production"*. – "Говорят, что импортные куриные окорока («ножки Буша») продаются на 5 руб. дешевле, чем продукция фабрики [5].". In oral form of business discourse (negotiations, phone business conversations, activities connected with a sale, an advertisement) unmarked clichés (*"Please feel free to contact us any time you need"*). – "Пожалуйста, обращайтесь к нам в любое время, если надо". *"Does that fit in with your objectives?"* – "Соответствует ли это Вашим целям?") and marked lexical units, including idiomatic expressions are frequently used (*"In answering the question 'How do you make globalisation work?', Percy Barnevik describes the 'global glue' that keeps the many different people in ABB together"*) [5]. – "Отвечая на вопрос «Как вы добиваетесь того, чтобы глобализация давала хорошие результаты?», Перси Барневик описывает так называемый «глобальный клей, который крепко соединяет в компании АБВ совершенно разных людей». *"So what we tried to do was flatten the organization, break down the vertical wall, so that an organization can learn, and organization can be quick"* [5]. – "Итак, то, что мы старались сделать, так это выровнять организацию, т.е. разбить существующую стену вертикальных (подчинительных) отношений, чтобы работники организации могли усвоить новое, а сама организация стала мобильной)".

A lot of idiomatic and metaphoric expressions can be found in journals and newspapers with a focus on business

issues. As confirmation to the statements, some examples from business documents, articles and interviews are analysed: *"While admitting that business activity was teetering on the edge, he insisted it still had not reached 'a cumulative unwinding' – Greenspan gobbledygook for a serious recession [5]"*. – "Допуская тот факт, что деловая активность буквально балансирует на краю, Гринспен настаивал, что она ещё не достигла серьёзного спада; говоря о спаде, Гринспен использовал своё излюбленное выражение «кумулятивное (совокупное, многократное) раскручивание».

In fiction on economic topics, phraseological units are used for more emotional impact on the audience, for colouring, figurative description of characters, their opinions and actions. We compared examples from "Desire's trilogy" of T. Dreiser and other novels on economic topics: *"He was sure that when it came to the necessity of annexing his property the North and West Chicago Street Railways would be obliged to pay through the nose [7]"*. – "Он не сомневался в том, что когда туннель приблизится к его владениям, компания вынуждена будет отвалить ему за его участок столько звонкой монеты, сколько он пожелает". *"The result was a wholesale cancellation of contracts, or maybe just a refusal to renew contracts that had expired. In some cases the butter-and-egg men were right; in others they were wrong [7]"*. – В результате того, что звёздам переплатили много денег, перестали заключать новые контракты и, кажется, продлевать старые. В одних случаях лица, финансирующие постановки, были правы, а в других – нет".

"I've never known anyone to take his job so seriously as Arthur. Keeps us all on our toes [8]". – "Я никогда не видел человека, который бы относился к своей работе так серьёзно, как Артур. Не даёт нам ни отдыха, ни срока".

Language of business communication does not presuppose intensifiers and emotive components. The generally accepted view is that, business language is literal, not metaphoric and businessmen do not use idiomatic expressions, phraseological units and other expressive means in their speech. Nevertheless, business communication isn't emotionless [9]. Emotions are expressed through idiomatic character of business discourse. Business partners use implicit information in their speech which is expressed in metaphoric expressions [10]. Metaphors are distinctive and meaningful, they play an important role in the formation and verbalisation of new notions in business discourse. Metaphors are considered conceptual as they develop concepts, articulated notions [11]. Thus, lexical units representing zoomorphic metaphors emerged and became popular due to verbalisation of new concepts in business English language: bear («медведь» - дилер, играющий на бирже на понижение) и bull («бык» - дилер на бирже, играющий на повышение). New phraseological units emerged on the basis of these conceptual metaphors: *"bear raid / bear campaign"* – «налёт медведей»: активная продажа ценных бумаг (или товаров) определённого вида с целью сбивания их цен и последующей покупки на более выгодных условиях, *"bear rumors"* – тревожные слухи (на бирже), *"bull account"* – обязательства брокера по ценным бумагам при игре на повышение (на бирже), *"bull-bull"* – поддержание высоких цен на бирже [10].

Such phraseological units are used in both oral and written forms of business language. A tendency to metaphorization of business language is notable in cognitive linguistics too [4]. A range of conceptual metaphors can be highlighted in business communication [12]. So, understanding of business world is the same for English and Russian businessmen. Lexical units on military topics are notable in the context of doing business in Russia and English-speaking countries, which leads to the conclusion that a metaphorical model of the word "war" is popular in this sphere. For instance: *"battle of the brands"* – конкуренция существующих на рынке торговых марок; *"bury the hatchet"* – «зарыть топор», *"(be) under arms"* – под ружьём, в боевой

готовности. So we can say that a representative of another party, a competitor is associated with an opponent in modern business with whom you should construct strategies and tactics. In business discourse, orientation metaphors, connected with geographical references and spatial orientations are popular: "climb to the top of the career ladder" – высоко подняться по служебной лестнице; "be at the very bottom of the career ladder" – занимать низшее положение служебной иерархии [13].

CONCLUSIONS

In conclusion we can state some final arguments: phraseological fund should be considered as a part of the national linguistic world view. Phraseological fund is a complex organised system of proverbs and sayings. In this research work we studied a phraseological unit as a full, complete sentence, instructive in meaning. It is therefore prudent to consider that the conjecture has been proven. Having analysed phraseological units of the Russian and English languages, we can conclude that mental attitudes of both linguocultures coincide to a considerable extent. A detailed research of metaphors of English and Russian business discourse is relevant for further discussions.

REFERENCES:

1. Borodulina N.Yu. *Metaphors in economics // Philological sciences. Theory and practice*. 2015. № 2 (44). part 1. p. 40-43.
2. Kunin A. V. *Course of Phraseology of modern English language 2-edition.*, M.: Izd-vo MGU, 1996. 232 p.
3. Shanskii N. M. *Lexicology of modern Russian language*. M.: Izd-vo MGU, 1985. 322 p.
4. Vashieva D.G. *Discursive character of metaphors in modern business discourse // Philological sciences. Theory and practice*. 2018. № 5 (83). part 1. P. 64-67.
5. <https://www.economist.com>
6. Dreiser "The Financier": RoyalLib.Com, 2010-2020.
7. Dreiser "The Titan": RoyalLib.Com, 2010-2020.
8. Cusack "Southern Steel": Published June 1st 2012 by Allen & Unwin
9. Arutjuniva N.D. *Metaphor and discourse // Theory of metaphors: collection*. M.: Progress, 1990. P. 5-32.
10. Alekseeva L.M. *Terms and metaphors*. Perm: PSU edition, 1998. 250 p.
11. Arutjuniva N.D. *Language and life*. M.: Languages of Russian culture, 1999. 895 p.
12. Kashkin V.B. *Introduction to the theory of communication: text book*. Voronezh: VGU, 2000. 175 p.
13. Mai Likun. *Russian economic text in stylistic and sociolinguistic aspects: thesis*. Odessa, 2008. 288 p.
14. Dal' V. I. *Explanatory Dictionary of the Live Great Russian Language*. M.: Rus. yaz.; Media, 2003. T. 3. 555 p.
15. Efremova N.I. *Lexical groups of paroemias and their difference. / Efremova N.I. // Slavic phraseology in historical and ethnocultural aspects: International Conference. – Homel: 2005. – p. 1518*
16. Golubkova T. N. *Realisation of communication needs of specialists, studying paroemias and attending English courses // Optimization of teaching foreign languages in specialist trainings*. M., 2005. Vyp. 431. p. 23-30.
17. Ivanova E.V. *A world in English and Russian proverbs. – St. Petersburg: SPGU, 2006*.
18. *Macmillan Dictionary and Thesaurus: Free English Dictionary Online [Electronic source]*. URL: <http://www.macmillandictionary.com> (08.12.2014).
19. Maslova V.A. *Cultural linguistics. – M.: Academy, 2001, p. 6*
20. Martynova A.N. *Proverbs. Sayings. Riddles. / Martynova A.N. . – M.: Sovremennik, 1985*
21. Mokienko V.M. *Proverbs in modern Russian speech and in jargon. – Experim: Greifswald, 2001*
22. Mokienko V.M., Ermolaeva Y.A. *A dictionary of Russian proverbs*. M.: Astrel: ACT, 2007. 381 p.
23. Postovalova S. M. *Mechanisms of creation of phraseological figurativeness*. M.: Art', 1999. 218 p.
24. Serebrennikov B.A. *The role of human factor in the language: A language and mentality. – M.: Science, 1988. p.70-85*
25. Seregina M.A. *Frame-based structure of paroemias in the concept./ Pragmalinguistics and conversation practice: Intern. Academic conference. – Rostov on Don: YFU, 2008*.
26. Vinogradov V. V. *Russian language. Grammatical studying of words*. M.: Izd-vo MGU, 1986. 188 p.
27. Zhukov V.P. *A dictionary of Russian proverbs and sayings, 2000*.

Статья поступила в редакцию 02.11.2020

Статья принята к публикации 27.02.2021