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BUSINESS ENGLISH IDIOMS

*Rustamova Ilhama Saleh**Ganja State University*rustamovailxama@gmail.com

Annotation: *An idiom is a special kind of phrase. It is a group of words which have a different meaning when used together from the one it would have if the meaning of each word were taken individually. If you do not know that the words have a special meaning together, you may well misinterpret what someone is saying, or be puzzled by why they are saying something that is untrue or irrelevant. For example, learners might not recognize the idioms bite **someone's head off** and **out in the cold**. They would then have problems understanding remarks such as 'Don't bite my head off just because you're bad tempered' and 'They were going to play together and that left me out in the cold, you know'.*

*Idioms are typically metaphorical: they are effectively metaphors which have become 'fixed' or 'fossilized'. In some cases, it is fairly easy to see how the idiomatic meaning relates to the literal meaning. For example, **kill two birds with one stone** means 'achieve two things at the same time', and the image in the metaphor supports this meaning. In other cases, the literal meanings may make no sense at all. For example, **move heaven and earth** literally describes an action which is physically impossible. In a few further cases, the metaphors in the idioms are peculiar, and their true origins are unknown, so it is very difficult to see how or why the idioms have come to have their current meanings. For example, there are several explanations of **kick the bucket and raining cats and dogs**, but none is very satisfactory.*

Key words: business idioms, metaphor, current, literal meaning, effectively

Açar sözlər: işgüzar idiomlar, metafora, cari, hərfi məna, effektiv

Ключевые слова: бизнес-идиомы, метафора, актуальность, буквальное значение, эффективно

Idioms are short phrases that do not make sense in a literal context. Idioms are usually defined as groups of words whose meaning is different from the individual words. So, *under the weather* has nothing to do with the literal meaning of 'the weather' it means 'feeling ill'. If you *sweep something under the carpet*, you try to keep something secret, and if you *put someone in the picture*, you give them information they need to understand a situation. As these examples illustrate, in some idioms the meaning can be almost impossible to guess out of context, while others are more transparent. [8, 5]

Idiomatic expressions have long played an important role in the English language. In fact, the use of idioms is so widespread that an understanding of these expressions is essential to successful communication, whether in listening, speaking, reading, or writing.

The student may learn grammar and, with time, acquire adequate vocabulary, but without a working knowledge of such idioms as above all, to get along, on the whole, to look up, etc., even the best student's speech will remain awkward and ordinary.

Of course, the idioms selected for study should have practical value and be within the student's ability to comprehend. Such expressions as *to set the world on fire* or *to wash one's dirty laundry* in public may be very colorful, but they do little to help the student achieve fluency in English.

Teachers of English have long recognized that idiomatic expressions add grace and exactness to the language. The alert teacher will make their study an integral part of the teaching

process. However, learning such expressions is never an easy task for the student learning English as a second or foreign language. Attempts to translate literally from the student's native tongue usually lead to round about expression of meaning and, more often, to confusion. [7, 1]

Many idioms begin as phrases with a literal meaning, which then develop a figurative/metaphorical meaning (of a vehicle), which means they are literally in control of the vehicle. When we use the phrase metaphorically, we mean the person is in control of situation. Other examples are:

They've decided to *wait for the dust to settle*.

Literal meaning: 'wait to be able to see more clearly'.

Metaphorical meaning: 'wait for an unsettled situation to become calm'.

I'm sure we're *on the right track*.

Literal meaning: 'on the right road, path, or track'.

Metaphorical meaning: 'acting in a way that will bring a desired result'.

Metaphors from particular areas of activity can sometimes describe particular thoughts, ideas, etc. For example, boxing expressions often describe people in difficult situations.

With some idioms, the literal meaning has become lost over time, and we only use the metaphorical meaning. For example, in the past a blacksmith was a person who made things out of iron. He had to strike (=hit) the iron while it was still hot in order to bend it into the shape he wanted. From this we get the idiom *strike while the iron is hot*= make use of an opportunity immediately because now is the best time to do it.

The idiom *have a chip on your shoulder* (= be sensitive about or feel offended by sth, as a result of sth that happened in your past) comes from a 19th-century American custom. If a boy wanted to fight, he would put a piece of wood on his shoulder; he fought against the first person who knocked the piece of wood off. [4, 10]

If you are learning English for work purposes, you are likely to come across business expressions, idioms, and phrases that are confusing for an English learner to understand. Colloquial expressions used by native speakers can be difficult as the meaning is not always clear. However, if you want to sound more natural and more like a native speaker when talking to your work colleagues, or even if you simply want to be able to understand what's going on in work meetings a little better, it is important to learn English idioms for business.

We will now reveal a few essential business idioms that you are more likely to hear in the business realm but that can also be used after work in your social life.

Back to the drawing board - This expression means to start something again from the beginning because it's not working as you would have liked or expected.

Example: This project is not going as planned, let's get *back to the drawing board* and fix what's going wrong.

To learn the ropes - To learn the basics of a profession, a specific task or activity

Example: It took her a while *to learn the ropes*, but now she is confident and we feel that we can count on her to manage her client portfolio effectively.

Between a rock and a hard place- When there's no easy way out or a good solution. Whatever you do, which ever option you choose, the outcome will not be ideal.

Example: Management finds itself *between a rock and a hard place* after the corruption scandal that has erupted. Either they file for bankruptcy and hope that law enforcement forgets about them, or they stay in business and run the risk of going to jail.

Get something off the ground- To get something started. This could be a project or a new business.[3, 28]

Example: "My goal for this year is to get my business off the ground. I'm currently in the process of raising funds, and I believe I'm on course for getting it off the ground in September."

Touch base- To make contact with someone. Often used by commercial professionals when following up with clients.

Example: "This week I intend to touch base with our top 3 clients to make sure everything's running smoothly."

Groundbreaking- When something is new and innovative.

Example: "The programmable computer was a groundbreaking, post World War II invention."

Go through the roof- When something is rapidly increasing. Typically used to describe increasing prices or sales.

Example: "The real estate market is really heating up. Since last year, house prices have gone through the roof."

right away: very soon; immediately (also: at once)

Example: Dad says that dinner will be ready *right away*, so we'd better wash our hands and set the table.

Tell Will to come to my office *right away*. I must see him immediately. Stop playing that loud music at once!

sooner or later: eventually, after a period of time

If you study English seriously, *sooner or later* you'll become fluent.

I'm too tired to do my homework now; I'm sure I'll do it *sooner or later*.

all right: acceptable, fine; yes, okay

This idiom can also be spelled alright in informal usage.

He said that it would be all right to wait in her office until she returned.

Do you want me to turn off the TV? Alright, if you insist.

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İŞGÜZAR İNGİLİS DİLİNDƏ İDİOMLAR*Rüstəmovə İlhamə Saleh qızı**Xülasə*

İdiomlar gündəlik danışiq dilində istifadə olunan ifadələrdir. Onlar adətən məcazi mənə daşıyır və danışiq dilini zənginləşdirirlər. İdiomları sözbəsöz tərcümə etdikdə onlar mənə kəsb etmirlər. Əgər sözlərin birlikdə xüsusi mənaları olduğunu bilmirsinizsə, kiminsə dediklərini səhv şərh edə və ya doğru olmayan, yersiz bir şey söylədikləri ilə bağlı çaşqın ola bilərsiniz.

İdiomatik ifadələr ingilis dilində mühüm rol oynayır. Əgər ingilis dilini işgüzar məqsədlər üçün öyrənirsinizsə, çox güman ki, ingilis dili öyrənlər üçün aydın olmayan idiomlar və ifadələrlə qarşılaşacaqsınız. Doğma dildə danışanların istifadə etdiyi danışiq ifadələri çaşqınlıq yarada bilər, çünki onların mənası həmişə aydın olmur. Bununla belə, iş yoldaşlarınızla ünsiyyət qurarkən daha təbii və ana dildə danışan kimi səslənmək istəyirsinizsə və ya sadəcə iş görüşlərində nə baş verdiyini bir az daha yaxşı başa düşmək istəyirsinizsə, işgüzar ingilis dilində deyimləri öyrənmək vacibdir.

ИДИОМЫ ДЕЛОВОГО АНГЛИЙСКОГО ЯЗЫКА*Рустамова Ильгاما Салеховна**Резюме*

Идиома – это особый вид фразы. Это группа слов, которые при совместном использовании имеют другое значение, чем то, которое оно имело бы, если бы значение каждого слова рассматривалось индивидуально. Если вы не знаете, что слова вместе имеют особое значение, вы вполне можете неправильно истолковать то, что кто-то говорит, или быть озадачены тем, почему они говорят что-то неправдивое или неуместное.

Идиоматические выражения уже давно играют важную роль в английском языке. Если вы изучаете английский для рабочих целей, вы, скорее всего, столкнетесь с деловыми выражениями, идиомами и фразами, которые непонятны изучающему английский язык. Разговорные выражения, используемые носителями языка, могут вызывать затруднения, поскольку их смысл не всегда ясен. Однако, если вы хотите звучать более естественно и как носитель языка в общении с коллегами по работе, или даже если вы просто хотите немного лучше понимать, что происходит на рабочих встречах, важно выучить английские идиомы для бизнес.

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