

**Д.Ф. ХАКИМЗЯНОВА,**

*кандидат филологических наук, доцент  
Казанский федеральный университет*

**П.Н. ТОГУЛЕВА,**

*студент  
Казанский федеральный университет*

## **CONCEPTIONS OF IDIOMS AND EXPRESSIONS RELATED TO BUSINESS SPHERE VIA IT-TECHNOLOGIES (VISUAL STUDIO)**

**Аннотация.** Данная статья выявляет разницу между двумя большими лексическими группами английского языка – идиомами и выражениями, используя всевозможные источники – изучение статей, мнения носителя языка, опросы и т.д. Данные о разнице и сходных чертах данных оборотов речи приводятся в целостной таблице. Основным результатом проекта является приложение, созданное на базе всех предыдущих исследований. Данное приложение, созданное на платформе Visual Studio, позволяет пользователю извлечь практическую ценность данного проекта. При вводе выражения, программа выдает идиому с тем же значением, использование которой значительно украсит вашу речь или письменную работу.

**Ключевые слова:** английский язык, идиомы, выражения, приложение, информационные технологии.

**Abstract.** This article is devoted the difference between two huge lexical groups of English language-idioms and expressions, using different sources – investigating texts, native speaker's opinion, researching etc. The collected information is provided in one whole table. The main result of a project is an application, created on a Visual Studio platform, which allows a user to get a practical value of this project. When you input an expression, the program shows you an idiom with the same meaning, which will significantly decorate your speech or written work.

**Keywords:** the English language, idioms, expressions, application, information technologies.

Idioms and expressions of every nation contain a concentrated form of people's wisdom, spirit and experience. Knowledge of English idioms will help not only in language learning, but also in a better understanding of ways of thinking, habits, traditions of British people, so it can be useful in international sphere, for example-business sphere. A huge amount of

people do not even know their differences and common properties and there is a lack of information about it in sources of media.

The purpose of the given work is to examine the difference and common properties of expressions and idioms, revealing when we can use them in economics or business and get a practical value of using these turns of speech for everyone. For carrying out this task it was necessary to:

1. Make a questionnaire and a survey among students to know how often they use English idioms and expressions, and which of them more often. Show it visually.
2. Interview a native speaker to show their point of view.
3. Explore usage of idioms and expressions in economics and business sphere, show it visually.
4. Define the difference between the given turns of speech.
5. Create an application, which will help to use idioms instead of expressions to decorate speech.

The object of our research was English idioms and expressions and how to connect them to IT. The work was based on theoretical, research and analytical methods.

### **Differences between idioms and expressions**

Idioms have an ability to decorate speech, make it more expressive and colourful and are common-used in literature. The word 'idiom' takes place from Greece word «idiōma» [1] that means freedom, variety. An idiom is a phrase, which meaning we can catch only from people, for whom this language is native [2].

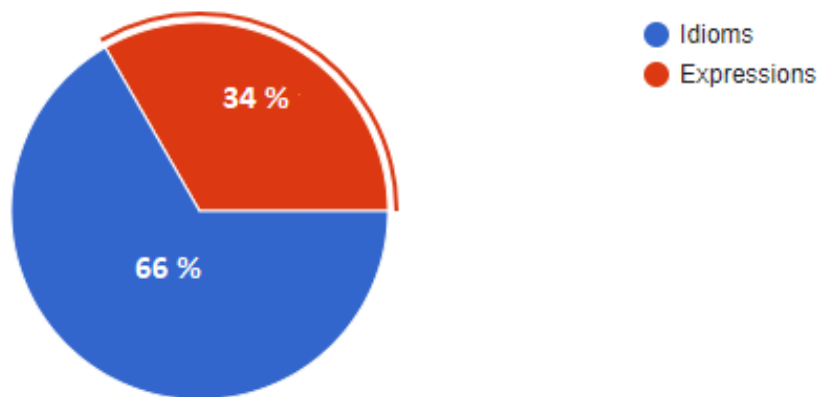
An expression is a saying. It may be a colloquial, less formal way of expressing something in less literal terms. [2]

Why should we learn idioms and expressions and find difference between them? Is it necessary and actual? You can answer this question by yourself. How often do we use idioms and expressions in our native language? We always use them, in spite of that we do not notice them because they became a part of the language. In this project we have analyzed some idioms and expressions, which are used in economics or business sphere.

### **Researching students' understanding of idioms and expressions**

Meaning of idioms is very hard to understand in spite of the fact that we know the translation all of the words of an idiom. We have made a survey on the given topic and asked students of three groups of our University to write translation of 5 idioms and expressions. The diagram below (see

Fig.1) contains information on the amount of students that took part in the survey and on the results.



### **The comparison of using idioms and expressions**

Fig. 1. Comparison of idioms and expressions usage

The next stage of our project was an interview with a native speaker about the difference between expressions and idioms. Askari Hassan, who is a teacher of English at University, said: 'Idioms are usually sayings, which meanings are usually not so visible, only a person, who knows the language very well is able to understand them. And expressions are a bit easier.' The next part of our work was to analyze business statement *Reviews of Whiplash, Wild and Testament of Youth*, Forbes business magazine, 2013 by Maria Duarte [3], in terms of idioms and expressions usage.

Amount of all turns of speech was 12. In the analyzed text the following 7 expressions have been found: to take bullying to, with the aid of, electrifying performance, to scream at somebody, to hit somebody in the face, turn somebody into, look away. There was 58% of expressions among all turns of speech. As for idioms, the text contains 5 idioms: to give somebody hair-raising chills, knife-edge drama, close to hand, to shed blood, sweat and tears. So there was 42 % of idioms in the text.

Thus, we can see that frequency of the usage of expressions in public literature is higher, this fact might be explained by the writer's desire to make the text easier for reading. The table below (see table 5) shows us the difference between idioms and expressions.

| <b>EXPRESSIONS</b>   | <b>IDIOMS</b>   |
|--|---|
| You may understand it using vocabulary (word-for-word translation) | Harder to understand, usually you can understand them only with the help of a native speaker. |
| Used in all types of speech and more often in spoken speech        | Used in spoken speech, can be found in videos, songs, literature                              |
| Don't make speech unusual  | Decorate the speech   |
| Part of grammar  | Show the history and cultural heritage of the language  |
| Have no implication  | Have an implication   |

Table 5. Difference between expressions and idioms

Features that were found to be common both for idioms and expressions are their usage in spoken speech, songs, videos, etc. As a result, we have created an algorithm (see Fig.2), which allows to define if a turn of speech is an idiom or expression.

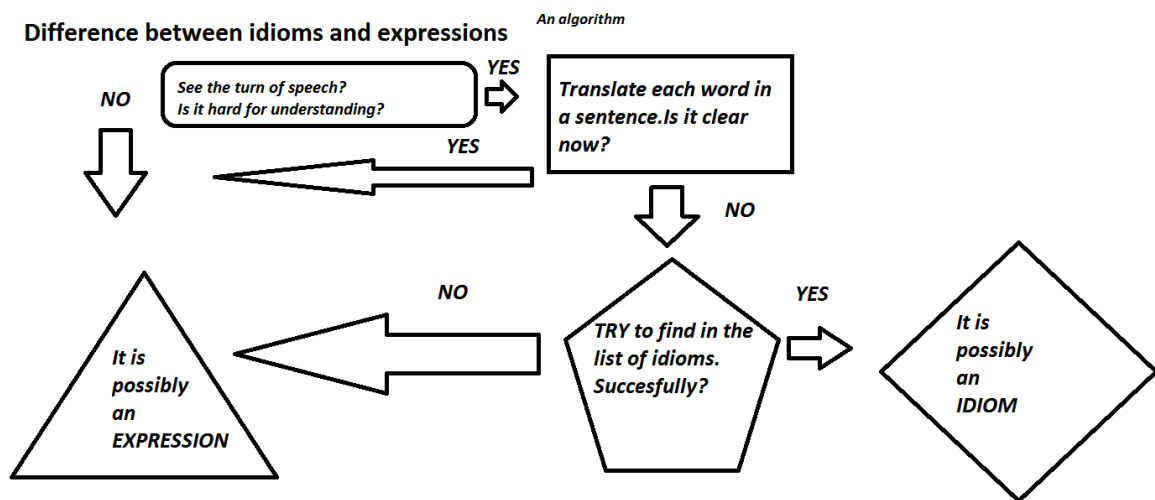


Fig. 2. An algorithm

### Using information technologies

Nowadays it is impossible to live without IT at all. And our project has led us to creating an app that will help anyone to decorate their speech or essay with colourful idioms, knowing only easy expressions that he wants to use. You only input expression that you want to use and get an idiom with the same meaning. You can see the list of expressions to choose (see Fig 3.1) and how does the program work (see Fig 3.2)



Fig. 3.1., 3.2. The procedure of choosing an expression and the result

### References

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