

IMAGE OF ANIMALS IN BUSINESS ENGLISH IDIOMS

In contemporary business environment English is the most widespread language and it shapes the linguistic worldview of those who are involved in the commercial activities whatever their mother tongue is. These days, English is often called a new lingua franca, which influences the cultural identity of people who use it as a second language.

Every language has its unique lexical patterns – idioms. Under the term idiom we understand a group of words that has a special meaning that is different from the ordinary meaning of each separate word [5]. These set phrases generalize the linguistic perception of the world by the nation taken into account the culture background of the people who use the language, consequently idiomatic constructions should be analyzed from different viewpoints such as cognitive, etymological, pragmatic and functional [1, p. 83].

Most of the idiomatic phrases are based on metaphors that represent the implicit links to the beliefs, way of life and traditions of people who are the speakers of the language [4, p. 86]. The origin of English phraseology can be based on new social phenomena or date back to pagan times in Britain. Some phraseological units are borrowed or adapted from the nations the British Empire colonized or has had relations with.

Animalistic metaphor has a unique place in modern business idioms as it highlights the attitude to the person situation or phenomenon based on widely understood comparison that can usually be guessed by a non-native speaker, still some of animalistic metaphors are indigenous and can be inferred only by those whose native language is English [3, p. 132].

In these study we can divide the idioms according to the zoological taxonomy:

animals; *a dog and pony show; a pig in a poke (or “buy a pig in a poke”); a pig in a python; dog eat dog; elephant in the room; let the cat out of the bag; let sleeping dogs lie; lipstick on a pig; moose on the table; monkey business; pigs might fly (or when pigs fly); prairie dogging; shoot the puppy; something is fishy; to cry wolf; to put the cart before the horse; to screw the pooch* [2];

birds: *a bird in the hand; a cuckoo in the nest; albatross around one’s neck; bird’s eye view; the early bird catches the worm; seagull manager; to kill two birds with one stone* [2];

amphibians: *boiling frog syndrome;*

fish: *like a fish out of water; red herring; to have bigger fish to fry; to be as slippery as an eel; shark* [2];

insects: *a fly in the ointment; a hive of activity; as busy as a bee; to open a can of worms; social butterfly* [2].

In conclusion, it must be highlighted that the animal metaphor in the above-mentioned phraseological units can be inferred by the heterogeneous audience that speak English worldwide. In the following research the attention is going to be paid to the pragmatic features of animal idioms in business English according to their functional and stylistic usage.

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