

The Phrasal Expressions in Business Texts

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ABSTRAKT

Tato bakalářská práce se zabývá porovnáním dvou stylistických funkčních stylů – novinového a odborného stylu – z hlediska výskytu frazeologických výrazů.

Teoretická část charakterizuje jednotlivé funkční styly ze stylistického hlediska a dále se zabývá frazeologickými výrazy – jejich vlastnostmi, znaky, a rozdělením.

Praktická část této práce analyzuje texty s odbornou ekonomickou tematikou psané v novinovém stylu a odborném stylu. Frazeologické výrazy obsažené ve zkoumaných textech jsou rozdělovány podle jejich vlastností do kategorií a v některých případech je také zkoumána jejich četnost. Z výsledků zkoumaných textů je stanoven závěr.

Klíčová slova: styl, novinový styl, odborný styl, frazeologický výraz, idiom, ekonomická oblast, text

ABSTRACT

This bachelor thesis deals with the comparing two stylistic functional styles – newspaper and scientific prose style – from the idioms' occurrence point of view.

The theoretical part characterizes the functional styles from the stylistic point of view and deals with the phrasal expressions – their characteristics, features and divisions.

The practical part analyses texts with business themes written in both functional styles – newspaper and scientific prose style. The phrasal expressions contained in researched texts are divided according to their characteristics into several categories and the frequency of their occurrence is analyzed in some cases. The description of findings is based on the results of researched texts.

Keywords: style, newspaper style, scientific prose style, phrasal expression, idiom, business, text

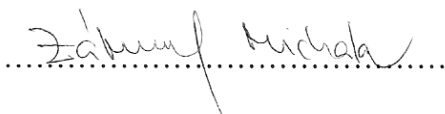
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DECLARATION OF ORIGINALITY

I hereby declare that the work presented in this thesis is my own and certify that any secondary material used has been acknowledged in the text and listed in the bibliography.

May 6, 2009

A handwritten signature in cursive script, reading "Fabrice Michard", is written over a horizontal dotted line.

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INTRODUCTION

Phrasal expressions are an integral part of our daily communication. We use them very often even without realizing it. Phrasal expressions make our language more interesting, flowery and ‘colourful’.

This thesis deals with comparing two functional styles – newspapers style and scientific prose style. The aim of this thesis is to analyze texts with business themes written in these functional styles. It is obvious that these mentioned styles are very different from the stylistic point of view and each of these styles is used for different types of writing.

Newspapers as a data carrier are written for general public. Articles in newspapers can be concentrated on various specific fields – politics, business, entertainment, etc. In spite of the fact that articles can describe scientific subject matters, the choice of language means is influenced by the fact that newspapers are not written only for experts in a given field but also for ordinary people. Due to this fact the type of vocabulary has to be understandable by both mentioned groups of people. There is a huge range of newspapers and magazines available on the market - therefore the competition among publishers is evident. Hence the publishers have to catch readers’ attention. To meet this objective the language of newspaper writing uses phrasal expressions which make the articles more interesting and can attract potential customers. Therefore, according to my opinion the newspaper articles with business themes use idioms in a high degree.

Another functional style to be explored is scientific prose style. As is evident from its name this style is used for writing scientific texts and reports and is intended especially for experts in a given field – in our case for scientists in a business field. Since the readers of this kind of reports are experts, the main aim of these texts is not to catch their attention but to announce important facts without any kind of disturbing. Due to this fact I can assume that the phrasal expressions which could disturb the proficiency and fluency of the text do not occur in this kind of writing.

The theoretical part of this thesis describes the characteristics of functional styles in English language, deals with newspaper and scientific prose style – mainly from stylistic point of view and the last part of theoretical part is engaged in phrasal expressions – their main features, types, and divisions.

Another part of this thesis – the analysis – is divided into two parts. The first part analyses about 40 articles with business themes from several newspapers from the idioms’ occurrence point of view. These articles contain about 60 pages of text and have been

drawn from several main sources. Each of these articles has been researched in detail to find phrasal expressions contained in it. Several dictionaries of idioms have served as a means for verification. The second part researches the occurrence of idioms in over 100 pages of business reports. These reports have been studied in detail as well and the procedures of identifying idioms have been identical with previous ones.

I. THEORY

1 FUNCTIONAL STYLES IN ENGLISH

This thesis deals with studying and comparing texts written in chosen functional styles in English. Due to this fact it is important to understand and define the term *style* and its varieties used in our communication. The daily life prepares for us various types of situations. According to the nature of the situation we choose the style of communication. We use a formal way of language when for example talking to our boss, and on the other side we prefer informal and friendly style when talking to our friends.

The English language is characterized by “many different varieties of language in use in all kinds of situation.” The choice of proper style of language depends on the position and the social situation of person who is talking or writing. (Crystal and Davy 1969, 2)

There are various styles in English language that differ in many aspects. The example of the difference in style can be seen between spoken and written form of English. Another example can be the language of newspaper writing using very often phrasal expressions or the language of scientific report which contains mainly special terminology and facts. (Crystal and Davy 1969, 2)

The searching for the explanation of style has revealed that there are several definitions of styles made by Crystal, Davy (1969, 9), Turner (2003, 3), Verdonk (1973, 26), Mistrík (1985, 30) and many others. These definitions vary according to the author’s point of view but in general there are agreements in some statements. The features of style common to all mentioned authors are:

- style depends on setting and social circumstances,
- style is a distinctive way of using language for some purpose and to create some effect,
- style is way of utterance characterized by sum of linguistic features and their patterning and distribution,
- style is a language habit shared by a group of people at one time,
- style is ‘saying the right thing in the most effective way.’

There are other noticeable facts to be kept in mind. One of them is that the choice of style depends not only “on situation but also on medium (spoken and written), degree of formality” and expressiveness. (Miššíková 2009, 17)

The extent of formality is based on the relationship between addresser and addressee that is influenced by social distance, official approach, or stiff manner. The closer the

relations are, the less formal the style is. According to the degree of expressiveness we can assume the involvement of addresser, the bias in newspaper style, point of view of addresser in literary style etc. (Urbanová 2008, 74-76)

To conclude the discussion on the term *style* it can be said that the choice of proper language variety and also linguistic means in communication depends mainly on setting, situation, social circumstances, relationship between addressee and addresser, purpose of the text.

Mistrík (1985, 31) has recognized these functional styles:

1. rhetoric (persuasive function),
2. publicistic (informative function – to announce things),
3. scientific (educational function).

Other Mistrík's (1985, 423) specification of functional styles can be seen there:

Objective		Objective – Subjective				Subjective
scientific	administrative	aesthetic	publicistic	rhetoric	essayistic	colloquial

Table 1. Classification of Styles

1.1 Newspaper Style

The aim of this thesis is to compare business texts written in newspaper style and scientific prose style according to the occurrence of idioms. I can assume that each of us has already read some kind of newspaper and is able to define this style in a way. Present-day consumer society offers us a huge range of newspapers and magazines describing various issues. This thesis concentrates on articles with business themes. The main feature of business language is usage of special terminology that is usually understandable only for specialists. However if the business text is set into newspaper, among the special vocabulary there can be also found other stylistic means such as phrasal expressions that can change the strict formal style of scientist issue into informal and more attractive one. The newspaper style has to be described here to find out its characteristic features and stylistic means.

In the development line of written English newspaper style was established as a last unique form of writing. The beginnings of the English newspaper writing can be seen in the 17th century. The first regular English newspaper was the Weekly News which was published on May 23, 1622. The Daily Courant published on March 11, 1702 was the first English daily newspaper. Its basic feature was only to bring information. Other typical features of newspaper writing were developed later on. The process of establishing newspaper style and a standard of its own lasted more than a century. “And it was only by the 19th century that newspaper English may be said to have developed into a system of language means which forms a separate functional style.” (Miššíková 2003, 119)

The study on the functional styles of English language done by Crystal and Davy (1969, 173-190) has revealed that it is difficult to give a precise linguistic definition of the characteristics of the newspaper style. Newspapers and magazines are full of different articles and genres - due to this fact it is very difficult to generalize the style of newspaper writing. The mentioned authors have tried to explain the differences within the newspaper style by comparing two articles about the same event from different newspaper sources. The comparison and analysis are very detailed, pointing out that given two articles differ stylistically very much. The authors start with the graphetic and graphological means, continue with the phonological aspects and finish with the paragraphing. To obtain a clearer picture of what is involved in the term *newspaper style*, it is necessary to delimit the field first. Newspapers and magazines contain various types of articles of different genres which stylistically vary a lot and do not allow generalization. In newspapers there are news-items, articles, reviews, advertisings, competitions, and much more. Therefore, newspaper writing contains many different styles that can have some features in common, but in general they differ a lot in many aspects.

Newspaper style can be sometimes called also *journalistic style* but this term is not so common and has not been fully assimilated into English. There are many definitions of newspaper style - one of them is introduced by J. Mistrík (1985). He describes style as an arrangement of linguistic means bringing up-to-date and accurate information on current events. This definition seems to be quite general. However, it has to be taken into account that various aspects of newspapers have changed – their form, content, appearance, etc. and nowadays newspaper writing contains much more information than in the past. An integral part of present newspapers and magazines are, except articles, also crosswords, sports results, TV or radio program listings, poems, stories and other pieces of information.

However, from the linguistic point of view these items of newspaper style are not considered to be its part.

Newspaper style as other functional style has its typical features and characteristics. Newspaper writing contains various types of articles. Due to this fact texts can be divided according to their genres. J. Mistrík (1985) recognizes these categories of newspaper style:

- news genres – providing objective information (news story, interview),
- analytic genres – allowing subjective opinion (leading articles, columns, articles, gloss, commentary),
- belletristic genres – the most subjective (report, essay).

Miššíková (2003, 119) also deals with the studying of the newspaper writing and classifies several main newspaper items. She concentrates mainly on such a kind of items main feature of which is undoubtedly to bring information.

They are:

- brief news items and communiqués,
- press reports,
- articles purely informational in character,
- advertisements and announcements.

To conclude the notion of newspaper style certain characteristic features have to be marked. Firstly, the main intention is to inform the reader about up-to-date events. Secondly, themes and genres vary from article to article. Thirdly, each text has to be cohesive and coherent. From the lexical point of view, there can be special terminology used in popular-scientific texts, expressive words attracting and keeping the reader's attention, idioms, neologisms, puns, and loan words. The extra-linguistic expressive means such as charts, pictures, graphs, diagrams are also another feature of newspaper style. (Miššíková 2003, 117-118)

Stylistic means

The term newspaper style has been determined and it is necessary to continue with the stylistic means occurring in this style. These stylistic means are explored from the graphological, phonological and syntactic point of view.

Using graphetic and graphological means is typical for this style of English. Between the pages of one article there can be used different size and shapes of letters. The most significant device is the graphetic highlighting of the headline which produces ‘eye-catching’ effects. (Crystal and Davy 1969, 174) The other function of a headline is to provide information about the content of an article using as few words as possible. Due to this fact articles or auxiliary verbs are usually omitted. Other grammar phenomenon typical for headlines is simple present tense and also infinitive that expresses the future. Puns and play with words are often contained in headlines. (Miššíková 2003, 118)

The function and intention of the headline was already mentioned but there is another noticeable visual feature - the paragraphing. Articles are usually divided into smaller parts and each smaller part is introduced by subheading. This feature helps reader to orientate properly within the text and supports logical construction. (Crystal and Davy 1969, 178)

The phonological means are also found in the newspaper writing – alliteration, rhythmical affects - but due to the fact that newspaper articles are supposed to be read silently these phonological means are not relevant. (Crystal and Davy 1969, 180)

Newspaper writing is also interesting from the syntactic point of view. The three most significant features are the position of the subject to the verb; the position of adverbials; and the types of clause structure. The normal SV word order becomes VS, but this deviation is restricted to verbs expressing speaking. The positioning of adverbials also varies. Phenomenon of changing relatively fixed word order is used for emphasizing. (Crystal and Davy 1969, 181–182) Newspaper articles include coordinated, subordinated clauses and also parenthesis. The usage of a structural type depends again on the type of article. Some news can prefer complex sentences to shorter sentences. It is impossible to say which type of sentences is the best one but undoubtedly readability and comprehension can be more supported by shorter sentences which use conjunctions “acting as a ‘bridge’ between” them. (Crystal and Davy 1969, 183–188)

The level of formality is other feature that occurs in newspapers and magazines. Articles that are designed for people who are specialists in some area use formal language and contain special and technical terminology. On the other side, articles that are not of scientific theme use colloquialism, slang, and idioms. (Crystal and Davy 1969, 187-188) These stylistic means expressing informality are very often used in the newspaper style nowadays and make the article more attractive and readable.

To summarize the newspaper writing it can be said that the newspaper style is a very general definition. Current consumer society offers us a great range of newspapers and magazines of various types. Newspapers can be divided into two main groups – broadsheets and tabloids. The former ones are mostly trustworthy source of information concerning several fields e.g. business, politics, culture, environment, entertainment, etc. and the latter, on the other side, are mainly interested in celebrities, gossips and entertainment and can contain untrue information. The style of writing used in both newspapers and magazines vary from article to article. There are many aspects that influence the choice of the style. The author uses different linguistic means according to the nature of information, type of newspaper, own experience or habit, etc. The article can be based either on formal level using special terminology e.g. text describing some scientific field, or on the other side, on informal level containing emotive words and idioms.

1.2 Scientific Prose Style

The scientific prose style as is evident from its name is used for writing various scientific reports and essays. This thesis deals with the exploring scientific business texts and searching for idioms used in them. Hence it is important to characterize the style. Scientific prose style has its specific features that differentiate it from other styles.

Scientific prose style or technical style is characterized by using terms, objectivity, accuracy and expert knowledge. It deals with hypothesis, new concepts and development. The scientific prose style has several branches. One of them is popular-scientific, the others can be academic and professional. All of these branches differ in vocabulary. Texts written in scientific prose style are of a special terminology and precise construction. Typical language means are gerund, participle, passive voice and also parenthesis. Concerning the types of words, compound words, derivatives, loan words, neologisms, etc. are also typical in such a kind of writing. The vocabulary tends to be objective, formal, unemotional and impersonal. (Miššíková 2003, 120)

The first and most important feature of scientific prose style is “the logical sequence of utterance”. The cohesive construction can be attained by a proper system of connectives. The second typical feature of this style is the usage of terms according to the branch of science. Due to the fact that science explores new facts, coinages of new words

are the integral part of the scientific prose style. The scientists research deeply various branches of our lives. In the case of discovering some fact, they have to name this new phenomenon. Hence coinages are typical especially for this functional style of English. As mentioned above, vocabulary has to be impersonal, unemotional, clear, expressing an opinion based on facts. Words have to be also used in their primary meaning – not in transferred one. Each word is allowed to have only one meaning in order to avoid ambiguity. New expressions are usually followed by the footnote or explanation. Many scientific disciplines blend together and their terms exchange. It means that various scientific branches co-operate and the exchange of terms is natural feature. (Miššíková 2003, 121)

The third characteristic feature according to Miššíková (2003, 121) deals with the ‘sentence-patterns’. They are:

1. postulatory,
2. argumantive,
3. formulative.

Each scientific hypothesis or prognosis has to be based on verified facts. Due to this fact each text or report begins with postulatory pronouncements that are evident and do not need any explanations. Other part of text can be the statement of a hypothesis that has to be supported by cogent arguments which are clearly formulated. Other linguistic means occurring in scientific prose style are quotations, foot-notes and reference, etc.

2 PHRASAL EXPRESSIONS

Phrasal expressions are an essential part of our everyday communication. Although we do not realize it, we use them very often. They make our language more attractive, colourful, and interesting. Each language and culture has its own system of phrasal expressions. These expressions can vary from district to district, or even from town to town. This thesis aims at searching idioms used in articles written in newspaper style and scientific prose style. Phrasal expressions are contained in both of these styles but they vary a lot according to their features. Due to this fact it is important to categorize them. For example, the difference can be seen between the idiom to blow your own horn and the idiom in order to. The former is composed of verb, adjective and noun and it can be used as an independent clause. The latter contains two prepositions and noun (or verb) and its function is mainly to connect clauses.

Phrasal lexemes are important means of informality and expressiveness. According to Kvetko (2002, 12) phrasal expression “are most frequently used to refer to different, the same or very similar words or multi-word expressions.” The term *idiom* is used for more semantically and formally fixed expressions. The idiom has these typical features:

- multi-word character,
- certain degree of semantic opacity and fixedness,
- ready-made reproduction,
- functional unity, etc.

2.1 Idioms and Their Features

Idioms are an integral part of every language and every culture. Some opinions express an idea that idioms are the signs of the ‘heart of a language’ or a ‘key to foreign cultures’.

The use of idioms provides interesting material for stylistic study that has been already done by several linguists. Due to this fact there are several definitions of the idiom that differ in placing priority and explicitness.

Glaser (Hullen, Schulze 1988, 265) describes the idiom as:

1. a group of words whose meaning cannot be predicted from the meaning of the constituent words,
2. a linguistic usage that is grammatical and natural to native speakers of a language,
3. a characteristic vocabulary or usage of a specific human group or subject,

4. a characteristic style of an individual, school, period, etc.

The first two explanations consider idiom as a phraseological unit; the third meaning describes idiom from the special vocabulary point of view. The fourth meaning refers to the notion of style.

Fernando (1966, 1, 3, 60) defines *idiom* as “conventionalized multiword expressions, often but not always non-literal and as a multiword expression functioning as a single semantic unit”. The most frequently mentioned features of idioms are:

1. compositeness: idioms are commonly accepted as a type of multiword expressions,
2. institutionalization: idioms are conventionalized expressions,
3. semantic opacity: the meaning of an idiom is not the sum of its constituents - in other words, an idiom is often non-literal.

Another interesting feature of idiom is that many idioms have their counterparts. These counterparts are phrases consisting of same constituents but having different – literal meaning. For example, the idiom *to get someone's teeth into something* has a literal meaning and may refer to an action of eating a meal, e.g. fruits. (Hullen, Schulze 1988, 267)

Fernando/Flavell (1981, 17) also deal with the studying of idioms. They describe these properties of idiom:

1. the meaning of an idiom is not the result of the compositional function of its constituents,
2. an idiom is a unit that either has a homonymous literal counterpart or at least individual constituents that are literal, though the expression as a whole would not be interpreted literally,
3. idioms constitute set expressions in a given language,
4. idioms are institutionalized.

Idioms, in spite of the fact that they are multiword expressions, are limited in their size. Their extensions are not allowed to be large. The most typical construction of English idioms are the verb + participle(s) constructions (e.g. *put up, put up with*) and the semi-clause (e.g. *spill the beans, smell a rat, etc.*) However, there are also other types of

constructions – adjective + noun (*e.g. bear market*), preposition + adjective (*e.g. in short*), etc. (Fernando 1966, 40-42)

2.2 Idioms and Idiomaticity

The definition of idiom has been already explained. When talking about idioms it is necessary to describe also the term *idiomaticity*. Idiom is defined by several typical features, and idiomaticity that expresses the semantic property of idiom is one of them. The level of idiomaticity is viewed according to the semantic relationship between constituents with transferred *idiomatic* meaning, and constituents having a literal meaning. (Hullen, Schulze 1988, 271)

2.3 Idioms and Transformations

Changing the positions of lexemes within the idioms is usually not possible, or is restricted to a small number of variations. This restriction is an important feature which separates idioms from non-idioms that are allowed to replace its constituents. In other words, “the less the possibility of replacing the words of an idiom, the stronger its status as a word-like unit”. The variations can concern inflectional changes (number, tense) or the replacement of an article. (Fernando 1966, 43-53)

Types of transformations within the idioms:

- additions – are not normally permitted within an idiom; however can be used to make the message more precise,
- permutations – the possibility of rearranging the words of an idiom which is typical for non-idiomatic expressions varies from idiom to idiom.

2.4 Division of Idioms

Idioms can be divided according to the various aspects – their origin (fairy tales, legends, books or movies), usage, transparency, meaning, etc. Due to the fact that idioms are an integral part of our everyday speech, their constituents can contain parts of body, animals, colours, flowers, numbers, events, etc. The idioms can be divided according to their meaning into many categories:

- animals – *angry as bull, bear market, big fish, etc.*
- body – *break a leg, get teeth into, go to your head, keep your head etc.*
- colours – *black hole, green with envy, in the red, red tape, etc.*
- food – *apples for apples, as cool as cucumber, big cheese, etc.*
- men&women – *man Friday, man of straw, man of means, etc.*
- music – *blow your own horn, call the tune, and all that jazz, etc.*
- nature – *across the pond, break the ice, many moons ago, etc.*
- numbers – *all sixes, six feet under, take forty winks, etc.*
- flowers – *demon weed, last straw, olive branch, etc.*
- profession – *bean counter, teacher's pet, busman's holiday, etc.*
- time – *call it a day, crunch time, nick of time, etc.*

Another division of idioms concerning the literal or non-literal meaning of their constituents is done by Fernando (1966, 35-36)

1. Pure idioms – a type of conventionalized, non-literal multiword expressions (*Spill the beans* has nothing to do with beans, a non-literal meaning is imposed on the idiom as a whole: *commit an indiscretion*),
2. Semi-idioms – has one or more literal constituents and at least one with a non-literal meaning, usually special to that co-occurrence relation and no other (*drop* has the meaning *overuse* only when it co-occurs with names),
3. Literal idioms – meet the salient criterion for idioms: invariance or restricted variation; they are, however, less semantically complex than pure and semi-idioms (*on foot; tall, dark and handsome; on the contrary; a merry Christmas, etc.*).

2.5 Functional Categorizations of idioms

Fernando (1966, 72-74) shows also the functional categorization of idioms based on Halliday's concept (the sub-categories are created by Fernando). The author divides idioms into 3 main categories according to their attributes and features.

Ideational or 'the state and way of the world' idioms

- the speaker's or writer's experience of the world – participants, actions, processes, the attributes of the participants and the circumstances,

- typically ideational idioms are realized by units smaller than the clause, units that are nominals, verbals, adjectivals, and adverbials.

Message content

1. Actions: *tear down, mess about with, do a U-turn, spill the beans, etc.*
2. Events: *turning point, have blood on one's hands, etc.*
3. Situations: *be in Queer Street, be in a pickle, etc.*
4. People and things: *a back-seat driver, a man about town, a scarlet woman, etc.*
5. Attributes: *cut-and-dried, matter-of-fact, lily-white, etc.*
6. Evaluations: *turn back the clock, it is a pity, a Trojan horse, etc.*
7. Emotions: *green with envy, lose one's heart, tear one's hair, etc.*

Interpersonal idioms

- a resource for expressing interactions – their beginnings (*greetings – Christmas and New Year greetings, birthday greetings*), middles (*the development of the exchange*), and endings (*farewells*),
- a resource for showing conviviality (*condolence, sympathy, congratulations*), and conflict,
- interpersonal idioms also characterize the nature of the message.

Interpersonal collocations and common expressions

1. Interpersonal idiomatic expressions are marked for interaction in terms of you, I, and me, *e.g. Believe (you) me, Let me tell you, I wouldn't worry, You're kidding/joking, mind you, Are you deaf? Has the cat got your tongue?, etc.*
2. They are discourse-oriented expressions, *e.g. the question is...., a good question, That's true, as I said before, thank you/thanks a lot, etc.*
3. They contribute to structuring talk so that a coherent organization is distinguishable in different sorts of talk, *e.g. Hi, how are you?, Who's next, Have you heard this one?, To change the subject, by the way, See you later, etc.*

Interactional strategies

1. Greetings and farewells: *good morning, how are you?, see you later, etc.*
2. Directives: *let's face it, tell you what, say no more, etc.*

3. Agreement: *that's true, you're telling me, say no more, etc.*
4. 'Feelers': *what do you think?, how do you feel?, etc.*
5. Rejections: *you're kidding/joking, I wasn't born yesterday, etc.*

Characterizing the message

1. Newsworthiness: *guess what; what do you know; what, you ask?, etc.*
2. Sincerity: *quite seriously, believe you/me, as a matter of fact, etc.*
3. Calls for brevity: *cut the cackle, get to the point, etc.*
4. Uncertainty: *I daresay, mind you, etc.*

Relational idioms

- they ensure the cohesion, and can therefore aid the coherence of discourse,
- they make explicit the semantic unity of a discourse,
- they are mainly connectives and do not have the attribute of expressiveness and emotiveness.

Two major types of relational expressions

1. Expressions which establish conjunctive connections (Addition, Concession, Condition, Reason, and Result, etc.) within or between sentences, as well as connections between portions of a discourse directing the addressee to its structural organization, that is, its beginning, body, and conclusion.
2. Expressions which sequence events in ways that are chronologically appropriate to the situation presented via the discourse. Such expressions may also signal, at the same time, the time frame in which events take place.

Relational idiomatic expressions

1. Causative

Reason-Result – *and so, so that, as a result, on the grounds, the more the more..., in order that/to, no wonder, etc.*

Condition – *in case, etc.*

Consequence – *on condition that, come what may, be that as it may, in that case, etc.*

2. Coupling

Coupling – *not only ... but also, as well as, together/along with, etc.*

Addition – *in addition, what is more, not only but, etc.*

3. Adversative

Concession - *on the contrary, far from, at the same time, no matter what, in spite of, etc.*

4. Evaluative

Unfavourable – *(even) worse, as if that weren't/wasn't enough, after all, etc.*

Favourable – *better still, etc.*

5. Exemplification – *for example, for instance, that is, in other words, etc.*

6. Scope – *on the whole, to some extent, the extent to which, so far, in so far as, all in all, by and large, etc.*

7. Signposting – *said before, as we shall see, in the first place, from beginning to end, from start to finish, as a whole, etc.*

8. Comparison: *on the one hand...on the other, etc.*

9. Sequencing or chaining information

Sequencing meta-discoursal information, *e.g. in the first place, last but not least, etc.*

Sequencing temporal information, *e.g. one day, a long time ago, up to now, at that time, once upon a time, etc.*

The theoretical part of this thesis is concentrated on the characteristics of functional styles in English language, deals with newspaper and scientific prose style – mainly from stylistic point of view and the last part of theoretical part is engaged in phrasal expressions – their main features, types, and divisions.

Information contained in the theoretical part are applied in the second part of this thesis that analysis chosen newspaper articles and business reports from the idioms' occurrence point of view – found idiomatic expressions are divided and characterized according to the categories mentioned in the theoretical part of this thesis. Knowledge mentioned in the first part of this thesis helps us to realize the main features and characteristics of both functional styles – newspaper and scientific prose style – that are further analyzed in the second part of this thesis.

II. ANALYSIS

3 PHRASAL EXPRESSIONS IN NEWSPAPER STYLE

The aim of this thesis is to compare business texts written in newspaper style and scientific prose style in term of idioms occurrence. It is obvious that these two functional styles differ a lot – from the usage of different type of vocabulary to various stylistic and expressive means.

From the stylistic point of view newspaper articles differ not only in using graphetic, phonological or expressive means but also in the level of formality. In newspaper writing there can be found both technical language and informal one. Using informal language in newspaper style is very common. The level of formality depends on the theme of an article. Business and commerce are disciplines with specific terminology. However, beside special terms business articles published in newspapers have to contain also another type of words that can catch reader's attention and make the article attractive and readable. The author of the text has to assume that business articles are read not only by scientists but also by ordinary people who are not experts in a given field.

I have chosen newspaper articles for the analysis from several sources. The main source is the web sites of British Broadcasting Company. This company is engaged mainly in television broadcasting. Nevertheless, it presents also newspaper articles describing various types of themes – politics, business, health, education, entertainment, etc. on its websites. I have chosen this source due to the fact that it contains articles dealing with special subject matter written in an acceptable form for ordinary readers. These articles are available on <http://www.bbc.co.uk>. Other source of the business texts is The Economist Newspaper, in online version as well, available on <http://www.economist.com>. The journalists of this newspaper concentrate on international news, politics, business, finance, science and technology. The articles contain special themes but arranged for ordinary people. Other source is The Guardian Newspaper – its online version is available on <http://www.guardian.co.uk>. This newspaper is also written for general public. Its articles use special terminology but also many phrasal expressions that make them more interesting and readable.

I have studied about 40 articles concerning business themes from mentioned sources. The study has revealed that phrasal expressions occur quite often in newspaper style. It has to be realized that there are several types of idiomatic expressions. One type of idioms expresses experiences, events, actions, processes or attributes of the participants and speakers – e.g. *black market*, *blue-chip company*, *to collapse like a house of cards*, etc. On

the other side, there are also idioms the main function of which is to connect clauses and to make the text cohesive and coherent *e.g. in order to, as well as, in general, as a whole, etc.*

3.1 Categories of Idioms and Phrasal Expressions

Category	Idioms
Animals	albatross around your neck, bear market, bull market, dog-eat-dog world dog-tired, fat cat, guinea-pig, monkey business
Human body	first hand, frame of mind, never mind, on one hand/on the other hand
Other	above all, as a whole, as well as, at least, at best, in fact , in favor of something, in general, in order, in short, at a loss, in tears, in the shadow, in turn, on the other side, on top of, on track to, out of control
Plants	bean counter, number cruncher
Things and people	back-to-basics banking, basket case, big bucks, turf war, big-time bargains, bitter a pill to swallow, crunch time, down-to-earth, fast track, glass ceiling, high-flier, ivory-tower, last-ditch deal, low on the totem pole, new blood, poison pill, the bottom line, topsy-turvy crisis, well-to-do suburb
Time	a matter of time, as far as, as soon as, day by day, far from something, for the moment, from time to time, in one fell swoop, in the end
Verbs	to be ten a penny, to box clever, to collapse like a house of cards, to do a U-turn to turn a profit, to flood market, to go to the whole hog, to go up in smoke, to go easy, to have not a clue, to cherry-pick something, to jump the gun, to jump ship, to lose someone's nerve, to make a killing, to make sense, to play hardball, to roll up someone's sleeves, to shake someone's head, to scratch someone's head, to start from scratch

Table. 2 Division of Idioms

The survey of the newspaper articles has shown that idiomatic expressions are often used in this type of writing. It has been found over 90 idiomatic expressions describing various aspects of our lives. The first division of these idioms into several categories is based on the meaning of their constituents (Table. 2 Division of Idioms).

It is obvious that found phrasal expressions do not come under one category and hence the generalization of them is impossible. Idioms found in surveyed newspaper articles are arranged into several categories according to their constituents. Due to this fact it can be assumed that idioms occurring in newspaper articles with business texts are influenced by various aspects of our daily lives.

3.2 Halliday’s and Fernando’s Functional Categorization

The second division of idioms (Table 3. Functional Categorization of Idioms) is done according to the Halliday’s functional categories and Fernando’s sub-categories that can be found in the theoretical part of this thesis.

Given functional categorization (Table 3. Functional Categorization of Idioms) according to Halliday’s and Fernando’s model shows that the most frequent type of idioms occurring in the surveyed articles is *ideational* or ‘the state and way of the world’ idioms. These idioms are used to express speaker’s experience of the world – actions, events, situations, people and things, attributes, evaluations, emotions. The ideational type of idioms is mainly represented by *people and things* and *actions* sub-categories in the surveyed newspaper articles. Other category of idioms occurring in the newspaper articles is *relational idioms* the main function of which is to connect clauses and sentence elements to make the text cohesive and coherent.

Relational	above all, as a whole, as far as, as soon as, as well as, at best, at least, day by day, far from something, first hand, for the moment, frame of mind, in fact, in favor of something, in general, in one fell swoop, in order to, in short, in tears, in the end, in the shadow, in turn, no doubt, on one hand on the other side, on top of, on track to, out of control
Interpersonal - directives	never mind

Ideational	People and things	albatross around your neck, at a loss, back-to-basics banking, basket case, bean counter, bear market, big bucks, big-time bargains, bitter a pill to swallow, black market, blue-chip company, blue-collar worker, bull market, crunch time, dog-eat-dog world, dog-tired, fast track, fat cat, glass ceiling, green-light specialist, guinea-pig, high-flier, ivory- tower, last-ditch deal, monkey business, new blood, number cruncher, poison pill, red tape, the bottom line, turf war, white-collar worker
	Actions	to be ten a penny, to box clever, to collapse like a house of cards, to do a U-turn to turn a profit, to flood market, to go to the whole hog, to go up in smoke, to go easy, to have not a clue, to cherry-pick something, to jump the gun, to jump ship, to lose someone's nerve, to make a killing, to make sense, to play hardball, to roll up someone's sleeves, to shake someone's head, to scratch someone's head, to start from scratch
	Attributes	a matter of time, down-to-earth, low on the totem pole.

Table. 3 Functional Categorization of Idioms

3.3 Etymological Aspects of Idioms

Idioms are an inherent part of our daily communication. As mentioned above, the newspaper style contains quite lots of phrasal expressions that make articles more attractive and readable. This statement has been confirmed by this research of newspaper writing that has explored about 40 business newspaper articles and has revealed that idioms are frequent in such a kind of writing. Preceding part of this thesis – the theory – deals, among others, with the divisions of idioms (according to the meaning of their constituents and also according to their main features) that have been applied to the analysis of idioms found in surveyed newspaper articles. However, it has to be emphasized that phrasal expressions occurring in surveyed business texts are not only typical business

idioms *e.g. bear market* but also idioms frequent in other fields of our lives *e.g. to collapse like a house of cards*. Due to this fact it would be also very interesting to analyze the idioms from the etymological point of view to find out the process of their meaning creation. The etymological research is concerned with the ideational idioms due to the fact that they are more attractive and interesting for readers than the relational idioms the function of which is mainly to connect and make text cohesive. The ideational category of idioms contains several sub-categories. Several examples of people and things and actions sub-categories have been chosen for the etymological research. The sources for finding the etymological aspects were two dictionaries of idioms: Oxford Idioms: Dictionary for Learners of English and Dictionary of Idioms and their Origins and other sources in online versions available on these sites:

- <http://www.wikipedia.org>,
- <http://www.usingenglish.com>,
- <http://www.phrase.org.uk>,
- <http://www.thefreedictionary.com>.

Back to basics

This idiom has its origin in the US. Nevertheless, it is considered to be British due to the fact that the UK Conservative Party has adopted it as a slogan of its political campaign in 1993. The conservative Prime Minister John Major announced at the Party Conference its new policy concentrated on moral aspects of life. (*'It is time to get back to basics: to self-discipline and respect for the law, to consideration for others, to accepting responsibility for yourself and your family, and not shuffling it off on the state...'*). In this case to get back to basics means to concentrate on the most important aspects of life. This idiom is used in the newspaper article describing the situation of British banks – *'Lloyds Banking Group's chief executive Eric Daniels has made it clear that he plans to ditch the high-risk property and private equity lending book acquired with his acquisition of the HBOS banking group as quickly as is possible in such a dismal climate, in favour of back-to-basics banking.'* The meaning of this sentence with regards to the term back-to-basics banking means to think about the simple or most important ideas within a subject or an activity instead of new ideas or complicated details.

Basket case

The first appearance of this term was in the First World War period. The original meaning is quite cynical according to my opinion. The term referred to soldiers who lost arms and legs and had to be carried in a basket by others. In fact, the term emphasized the incompetence and disability. In recent years, the meaning has changed to describe failing organization or scheme and is rarely applied to describe people. This idiom has occurred in the article describing bad influence of a consumer society on the product life cycle. The article has this headline – *‘In the dog-eat-dog world of branding, products often die young, and the old are dispatched without compassion’*. Basket case is a subheading of this article writing about the failing companies. ’

Bear market

The origin of this idiom can be seen in a proverb *to sell the bear skin* that has been in use since the seventeenth century. This proverb has pointed out that it is not wise *to sell the bear skin before one has caught the bear*. By the eighteenth century this proverb was transferred into phrase *to sell the bear-skin or to buy the bear-skin*. The element bear-skin was shortened to bear that was then used to name stock being sold by a speculator. The current meaning of this idiom as is evident from the newspaper article – *‘London’s index of key shares, FTSE 100, has closed in “bear market” territory after another tough day for shares in Europe and the US. The FTSE 100 lost 145 points, or 2.7 % to end at 5,261.6 points. A bear market is often defined as a 20% fall from a stock index’s recent peak.’* - emphasizes a market condition in which the prices of securities are falling, and widespread pessimism causes the negative sentiment to be self-sustaining.

Black market

The roots of this term date back to the era of the World War II. It expressed buying and selling stolen military commodities, such as food, clothes, blankets, weapons, etc. Current meaning of this idiom– an illegal form of trade in which foreign money, or goods that are difficult to obtain, are bought and sold - is similar to its former one. This idiom is used in the headline of an article – *‘Zimbabwe pledges black market curbs’* – that introduces the paragraph beginning with the sentence – *‘Zimbabwe is planning a crackdown on the black-market currency business by closing every bureau de change in the country’*.

Blue-collar and white-collar worker

The source of idiom *blue-collar* can be found in Victorian times of England. The source for this idiom was its counterpart *black coated worker* that was created thanks to the uniform – a black coat of an office worker. The black coated worker was a label that referred to his social status and security in a good job – perhaps as a clerk in an office. Its American synonym – *the white-collar worker* – is suggested to originate by analogy during the period of the First World War. In recent years, the phrase has been extended – *the blue-collar worker* that refers to warehousemen, miners, mechanics, construction workers and others. It was first found in 1950 in America and came across the Atlantic in about 1958. These two idioms have been found in the article describing unpleasant situation on the job market – *‘Indeed, white-collar unemployment rose to 4.6 percent in December, up from 3 percent the year before. The figures still pale in comparison to the 11.3 percent unemployment rate for blue-collar workers.’*

Blue-chip company

The origin of this term can be seen in the world of casinos at the beginning of the 20th century. Gamblers were using coloured chips instead of real money during games like e.g. poker. The blue chip had the highest value. Due to this fact blue chip company is considered to be financially secure, with high profits. Originally, the term blue chip was connected mainly with high-priced stock. This idiom is used in the article in this sentence – *‘Research by the Association of Graduate Recruiters – which predominantly represents large blue chip firms and public sector employers – indicates there are 3.4% fewer graduate vacancies this year than last.’* The blue chip firms are profitable, stable and strong like the blue chips used in poker.

Glass ceiling

This idiom started to be used to express invisible barriers during the 1980s in the US. These invisible barriers were seen in connection with women career advancement at that time. Many writers and journalists interested in various types of discrimination started to use this idiom. The first mention of this term was done by Katherine Lawrence and Marianne Schreiber who worked in Hewlett-Packard Company to describe the impossibility of successful women to climb the corporate ladder. This idiom is used in the

article with the headline – ‘*Smashing the glass ceiling.*’ This article describes the attempts of Norwegian companies to support promotion prospect of women.

Red tape

The origins of this phrase can be seen in a habit of tying together papers and official documents with red tape. This term was first mentioned in historical records concerning the matters between Henry VII and Pope Clement VII in the 16th century. These records are now stored in the Vatican archives. The second mention of this phrase was introduced by Charles Dickens who used this term to describe official formality. Current meaning of this phrase emphasizes official rules which do not seem necessary and make things happen very slowly as can be seen in the found article – ‘*French companies often complain of being burdened with expensive red tape, imposed by an administration that is anything but business-friendly.*’

To jump ship

The meaning of this idiom is based on its literal meaning of *jump ship*. In the past each member of a ship crew had to stay on the board during the whole voyage. This regulation was introduced to ensure the safety on the ship. A sailor who wanted to leave a ship without an authorization had to jump over the side near the land and swim for it. This kind of behaviour was considered to be an act of disobedience and such a sailor was called to be a deserter. The current meaning of this idiom is to leave a job or activity suddenly before it is finished, especially to go and work for someone else. The article using this idiom describes the women’ situation in companies from the promotion point of view – ‘*Yet this hunger for female talent in the private sector is now causing problems for the public sector as women jump ship.*’

To make a killing

This phrase has its origin in late 1880’s and is connected with hunting. The hunter who caught and killed some animal was considered to be successful. This meaning is considered to be a source of creation the transferred meaning of this idiom – a large profit, or a quick and profitable success in business that agrees with the meaning of a phrase found in newspaper article – ‘*This should be just time when long-term investors that can afford to be illiquid and have money to spend make a killing.*’

To play hardball

This idiom has its origin in a world of sport. The term hardball was used to distinguish ball used in baseball from the ball which is slightly larger and softer used in softball. This term has been transferred to describe strong and aggressive behaviour. This idiom is used in the article about possible joint-venture between Rover and Shanghai Automotive companies. Rover Company is in financial troubles and Shanghai Automotive tries to negotiate appropriate contract conditions – ‘*Shanghai Automotive has every reason to play hardball in the hope of winning better terms.*’

To roll up your sleeves

The origin of this idiom can be seen in its literal counterpart that is based on the idea that people often *roll up their sleeves* before doing difficult or dirty physical work. Current meaning of this phrase is to prepare for hard work. This idiom is used in the article describing difficulties of a company with bureaucracy – red tape. The spokesman of the company says: ‘*We just have to roll up our sleeves and get on with it.*’

The etymological research of chosen ideational idioms found in about 40 surveyed business newspaper articles has revealed that given idioms differ a lot from their origin point of view. The differences can be seen both in place and time of their origin. Concerning the place of origin surveyed idioms originate mostly in England (*e.g. blue collar*) or in the US (*e.g. back to basics*). From the time point of view idioms appearing in newspaper articles were created either in recent years and can be considered to be ‘fresh’ (*e.g. glass ceiling – 1980s*), or, several centuries ago and have a long-term character (*e.g. red tape – 16th century*). The oldest idiom occurring in the research has its origin in Victorian England (blue-collar worker) as opposed to the youngest one that was created in 1980s (*glass ceiling*).

In spite of the fact that world of business is considered to be a field of fights and competitions that evokes the notion of sport and competition, idioms that have occurred in the business articles are not only from the world of sport and warfare as it has to be supposed. Given idioms differ not only in their origin but also in the process of their creation. In general, some idioms have their literal counterparts that can be the source of idioms meaning. This research confirms this statement and contains several idioms the meaning of which is created thanks to their literal counterparts (*e.g. to roll up your sleeves*,

to jump ship). Phrasal expression *blue-collar worker*, *white-collar worker*, *bear market*, *blue chip company* are idioms that have their origins in financial or business world. The time of their creation differs but they are the only idioms in this etymological research that are connected with business from their beginning. The term *to play hardball* is influenced by the world of sport. On the other side idiom *to make a killing* has its origin in the process of hunting that was very common in the past. The terms *basket case* and *black market* originated during the First World War.

To conclude the etymological aspects of surveyed idioms it can be said that there are idioms that differ in time and also in place of their creation. Some of them have been used for a long time. On the other side, thanks to the fact that each language is constantly developing there are also new expressions. The creation of idioms is influenced by many factors: by events – wars, demonstrations, by media – newspaper articles, TV, by literature – Bible, poems, books, legends, by people’s hobbies – sport, etc.

4 PHRASAL EXPRESSIONS IN SCIENTIFIC PROSE STYLE

This thesis deals with the comparing two functional styles – newspaper style and scientific prose style. In detail the study is concentrated on the idioms' occurrence in the texts written in mentioned two functional styles. It is obvious that these styles differ a lot from the stylistic point of view. The language of scientific reports is very specific. Reports are usually determined to scientists who are experts in a given field, due to this fact reports are full of special terminology that is not usually disturbed by emotive expressions such as idioms. The aim of the reports is mainly to inform about some researches, discoveries, and to summarize the most important facts.

Looking for the texts for the analysis the main aim was to choose trustworthy sources. Due to this fact UK economics ministry, the UK Council, and British company concentrating on a strong area of economy – oil industry have been chosen. Over 100 pages of business reports have been studied. As mentioned above, given reports have been chosen mainly from three different sources. The first source of business reports (in its online version) is the United Kingdom's economics and finance ministry – HM Treasury – available on <http://www.hm-treasury.gov.uk>. This ministry is responsible for formulating and implementing the Government's financial and economic policy. The reports are of a scientific character and contain trustworthy information. The second source of reports in online version is an organization set up by Royal Charter to regulate the engineering profession in the UK - The Engineering Council UK – available on <http://www.engc.org.uk>. The last source of the business reports is a British company - UKPIA – Refining Britain's fuels – available on <http://www.ukpia.com/home.aspx>. This company represents the interests of nine member companies engaged in the UK downstream oil industry. All of these sources contain reliable and trustworthy reports.

The analysis of given business reports has revealed that texts written in a scientific prose style contain very few idioms expressing emotiveness – so-called *ideational idioms*. Nevertheless, idioms having the function of connecting – *relational* - are very frequent and recurrent in these reports. The main function of these idioms is mainly to connect constituents, clauses or paragraphs and to express the time frame, chronology and logical consistency. Due to these facts relational idioms make the text cohesive and coherent. This kind of idioms is not the sign of flowery language; these idioms are neither emotive nor 'colourful'. The relational idioms occurring in surveyed reports are constantly reoccurring. Due to this fact it has been decided to survey them from their frequency point of view.

4.1 Idioms Found in Surveyed Reports

As mentioned above, the analysis of business reports written in scientific prose style has revealed that such a kind of writing is characterized mainly by usage of special terminology. The occurrence of emotive expressions is quite rare in these types of text. However, surveyed business reports do contain phrasal expressions – idioms. It has to be emphasized that these idioms are of a specific kind – they do not have emotive characters and the main function of them is mainly to connect parts of discourse and to make the texts cohesive and coherent. To conclude the analysis of business reports it can be said that reports contain idioms. These idioms are mainly relational and act as connectives. The ideational idioms which have emotive character occur quite rarely.

There is the list of found idioms:

Relational	above all, according to, as a result, as a whole, as well as, at a time, at last, at the forefront, de facto, in addition, in agreement with, in case, in fact, in general, in order to, in part, in place, in relation to, in short, in terms of, in the case, in the face of, in the light of, in the pace of, in the respect of, in view of, no doubt, so far, such as
Ideational	cutting edge, to cover someone's back, to come into effect, to make time, to pave the way, to raise the bar, to set in train, to take account of, to take into account.

Table. 4 The List of Found Idioms

4.2 Frequency of Idioms

Due to the fact that idioms in surveyed reports reoccur constantly it has been decided to survey their frequency in reports containing over 100 pages.

The idioms occurring only once:

Above all, at last, at the forefront, de facto, in agreement with, in case, in general, in relation to, in short, in the case, in the face of, in the pace of, in view of, to take account of, to come into effect, to make time, to pave the way, to raise the bar, to set in train, to cover someone's back, cutting edge.

The frequency of idioms occurring in surveyed reports

Idiom	Number
according to	3
as a result	5
as a whole	8
as well as	21
at a time	3
in addition	16
in fact	6
in order to	21
in part	3
in place	4
in terms of	17
in the light of	3
in the respect of	3
no doubt	2
so far	3
such as	48
to take into account	2

Table. 5 The Frequency of Idioms

The most frequent idiom in surveyed reports is such as. This idiom has the meaning – for example and belongs to the *causative* sub-category of relational idioms. Then it is idiom – as well as – having the meaning of and also that belongs to the *coupling* sub-category and idiom in order to - with the particular aim or purpose – that belongs to the *causative* sub-category. Other frequent idiom is in terms of - regarding something; concerning something – that belongs to the *causative* sub-category. Other frequent idiom is in addition – further, moreover – that belongs to the *coupling, addition* sub-category. The *scope* sub-category of relational idioms is presented by idiom as a whole - considering all parts together.

Business reports, as mentioned above, contain important information and the occurrence of emotive expressions is really rare. Idioms occurring in the reports are mainly relational the function of which is to connect clauses and make the texts cohesive. These idioms do not have an emotive character. Nevertheless, surveyed reports contain several emotive idioms – ideational. These idioms are contained mainly in commentaries of specialists that are in a form of direct speech. Due to this fact it has to be assumed that reports presented in a spoken form would contain emotive idioms that are frequent in a spoken language. The reason of this phenomenon is caused by the fact that our spoken discourse is being influenced by mental condition. In spite of the fact that we try to speak on a formal level, we can use informal and emotive expressions to make the discourse more attractive.

CONCLUSION

The aim of this thesis was to compare two functional styles – newspaper and scientific prose style in term of phrasal expressions occurrence. I have explored texts concentrated on business themes written in those functional styles.

As mentioned in the introduction of this thesis, in my opinion newspaper articles, in spite of the fact that they describe scientific themes, contain phrasal expressions. The analysis in the second part of this thesis has confirmed my statement. I have researched about 40 newspaper articles with business themes that were drawn from several sources. Idioms occurring in these articles were quite frequent. This is due to the fact that there is a huge competition on the market and publishers try to make the articles readable and attractive for readers. Newspapers are written not only for experts but also for ordinary people.

The analysis of business reports written in scientific prose style has rebutted my assertions that phrasal expression do not occur in this type of writing. Nevertheless it has to be emphasized that idioms occurring in reports do not have emotive character, but mainly connective function. The main aim of these idioms is to connect constituents of clauses, or clauses and to make the text cohesive and hence coherent.

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