

BUSINESS IDIOMS IN PROFESSIONAL COMMUNICATION

Бизнес-идиомы в деловой коммуникации

In today's global business world, English is the main language for international communication. Using common business idioms helps professionals express ideas clearly, sound natural, and engage confidently.

This study explores how business idioms support effective communication, making conversations more concise and meaningful among professionals.

Business idioms are established expressions whose meanings are understood among specialists, even if the individual words do not reveal their full significance. They play a practical role by streamlining communication, indicating intentions, and embodying workplace values. For example, «to get down to business» signals the beginning of serious discussions, while «to cut to the chase» emphasizes focusing on key points without unnecessary detail. Similarly, «to go the extra mile» conveys a readiness to do more than required, and «to keep someone in the loop» ensures team members stay informed with timely updates. These idiomatic expressions are valuable tools that enhance clarity and foster collaboration [1].

What is more, idioms enhance professional communication: saying «*to have got it covered*» indicates that a task or duty is already managed and no further action is needed (e.g. «Don't worry about the client meeting, I've got it covered.») The expression «*to touch base*» is used when someone wants to suggest a quick check-in or update, like «Make sure to touch base with your supervisor about your vacation request». When a company leads with an innovative idea ahead of its competitors, it is said to be «*ahead of the curve*». If a decision is very straightforward and requires little thought, it's called «*a no-brainer*», as in «Choosing the right candidate was a no-brainer». Lastly, when a team aims to improve its results, they might want to «*take it to the next level*», such as in the phrase «We need to take our marketing strategies to the next level». These expressions are used in everyday business English and help professionals communicate clearly and effectively within their cultural context [2].

The practical understanding of such expressions can be developed through contextual learning tools. Native English is a practical platform for learning English. It offers online tests, games, podcasts, grammar exercises, and an interactive dictionary to improve your skills. The site features real-life business expressions, helping you understand and use English confidently in professional settings. Here you can find a test on «Business Expressions». This test presents real-life sentences where users must choose the correct word from four options (Intermediate level) to complete a set expression. For instance:

«We must ___ down to business» (the correct answer is «get»),

«They ___ out of business within six months» («went»).

These test not only checks the knowledge of how to use business idioms in professional contexts but also gives a chance to learn them

In conclusion, business idioms are essential components of effective professional communication. They allow speakers to describe complex situations in just a few words instead of giving long explanations. This makes conversations faster, clearer, and more efficient in workplace settings. Through tools like the site Native English, learners can move beyond literal translation and develop a more natural, culturally aware command of business English. In this way, idioms contribute significantly to the formation of a modern, functional linguocultural environment in global business.

References

1. Business expressions // Native English. – URL: <https://www.native-english.ru/tests/business-expressions> (date of access: 26.10.2025).
2. 25 Essential Business Idioms for Fluent English // YouTube. – URL: https://www.youtube.com/watch?v=JqJGKt_D1no (date of access: 27.10.2025).

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LINGUISTIC ECOLOGY OF TRANSLATION AND THE PROBLEM OF LANGUAGE CLUTTER

Лингвоэкология перевода и проблема «языкового мусора»

In contemporary translation studies, the issue of linguistic ecology is gaining prominence. The translator acts not merely as a mediator but as an active shaper of the linguistic environment, necessitating a linguistic-ecological approach. This paradigm views language as an ecosystem that can be polluted or nurtured through translation. Within it, «language clutter» – comprising redundant, unnatural, or norm-violating elements – is a key threat that distorts meaning and impedes communication. This thesis aims to systematize primary categories of such «waste» and propose effective mitigation mechanisms.

To understand the mechanisms of «language clutter», it is helpful to categorize its primary manifestations. The material was prepared in the framework of the activities of the Communicator student research laboratory. We attempted to analyse the results of translation work of 3rd year students at our university based on a classical advertising copy. The copy is an example of emotional advertising in which rich imagery is used. Translating such language is a challenge. The analysis of translation practice reveals three prevalent and interconnected types, each disrupting the text's ecology uniquely.