

«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.

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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.

**Unsuccessful calquing** occurs through the mechanical transfer of source language structures. For instance, the metaphor «a cross between greased lightning and the place where it hits», translated as «помесь смазанной молнии и места, где она ударяется», becomes a semantically flawed and awkward construction when translated literally. This approach fails to recreate the original's vivid imagery, puzzling the reader and marking the text as a clumsy translation.

**Violation of lexical collocation** manifests in incorrect word combinations based on source language patterns. Translating «broncho-busting girl» as «девушка, украшающая диких коней» with a verb, meaning «украшать», breaches target language norms and fundamentally misrepresents the original concept of taming. Such violations immediately signal the text's translated nature, disrupting reader engagement.

**Verbal redundancy**, particularly pleonasm, often stems from unjustified literalism. Calquing phrases like «future prospects» as «будущие перспективы» creates tautology, reducing informational density and elegance. This redundancy forces the reader to navigate unnecessary verbiage, hindering clear comprehension.

To effectively address the problem of «language clutter» – caused by insensitivity to the target language, excessive literalness, and ingrained bad habits – translators must adopt a linguo-ecological approach. This begins by prioritizing idiomaticity and natural expression over rigid, word-for-word accuracy, seeking functional equivalents that reproduce the intended effect on the reader. This process is then solidified through systematic post-editing to identify and eliminate residual «clutter», ensuring an ecologically sound and authentic final text.

**In conclusion**, combating «language clutter» transcends technical correction, evolving into a matter of professional ethics. The modern translator must embrace the role of a linguistic ecologist – a custodian responsible for the careful «transplantation» of meaning into a new cultural soil. This mindful approach ensures genuine cross-linguistic communication, protects the target language's integrity, and safeguards the health of our shared linguistic environments.

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## **BRITISH AND AMERICAN SLANG IN THE FORMATION OF MODERN LINGUOCULTURAL ENVIRONMENT**

### **Британский и американский сленг в формировании современной лингвистической среды**

This article deals with the issue of the influence of British and American slang on the formation of the modern linguocultural environment. Slang, as one of the most flexible