USAGE OF PHRASEOLOGICAL UNITS AND THEIR NTERPRETATION

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Articolul în cauză este destinat folosirii unităţilor frazeologice şi interpretării lor. Se ştie că interpretarea (adică traducerea) frazeologiei prezintă mari greutăţi, deoarece unităţile frazeologice nu pot fi traduse cuvânt cu cuvânt în limba ţintă. Ele trebuiesc studiate aparte. Aceste unităţi sunt foarte frecvent întrebuinţate în diferite domenii lingvistice şi nu numai. Unii savanţi din domeniul lingvisticii au determinat un şir de opoziţii în care sunt întrebuinţate unităţile frazeologice, aşa ca: sincronie şi diacronie, teorie şi practică, în literatură şi vorbirea de toate zilele, în limba engleză şi alte limbi de pe glob, în texte literare şi de business (sau tehnice de specialitate).

În concluzie putem spune că unităţile frazeologice sunt întrebuinţate în toate domeniile vieţii, începînd cu ceclama şi terminând cu viaţa cotidiană.

Cuvinte-cheie: unităţi frazeologice, traducere, reclamă, economie, finanţe, comerţ

It is now commonly accepted that phraseology represents "one of the major difficulties of translation, hindering both comprehension and translation of texts due to the complexity and rich cultural diversity of phraseological units [Colson 2008, p.200]. The major pitfalls spring from the internal complexity that they display.

Phraseological units have a figurative meaning, which differs from the literal meaning that words usually have. For that reason the study, knowledge, and command of the actual use of phraseological units is an existing field of study for linguistics and linguists. Linguists deal with some practical problems concerning phraseological units such as teaching and learning, translation, lexicography, sociocultural aspects of phraseology, and its use in advertising and marketing.

There are several dichotomies, according to Anita Naciscione, which are sometimes opposed, sometimes complementary, and which are also sometimes intermingled because of the nature of the topic (Koonin):

1. *Core* use vs. *instantial* (stylistic) use. Core use is the most common form and meaning of a given phraseological unit according to its base form, which is (relatively) stable in a given natural language. By contrast, instantial stylistic use is a particular instance of a unique stylistic application characterized by a significant change in its form and meaning.
2. *Synchrony* vs. *diachrony*. Phraseological units usually have a synchronic meaning, but they can also be studied diachronically, tracing the different meanings of these units in the past. To know about these different meanings and the process of change that has brought about the present meaning of the phraseological unit is crucial when we want to understand older texts, particularly when phraseological units are only alluded to or only partially quoted.
3. *Theory* vs. *practice*. Since phraseological units are usually alluded to or used according to their instantial use and not according to their core form, theoretical studies can fail if they are not built on case studies of actual and practical uses, mainly in literary texts.
4. *Literary use* vs *common use*. As has already been pointed out, research into the uses of phraseological units in literary texts is essential. Only then can they be contrasted with their utilization in common language.
5. *English* vs *other languages*. Phraseological units change diachronically and instantaneously within a single language, but they also change when they are transferred between languages. Knowing about these changes and about the different forms that phraseological units can take it is especially important when trying to translate them into other languages.
6. *Literal meaning(s)* vs. *figurative meaning(s).* Phraseological units are typical cases of sentences having a literal and a figurative meaning, where the figurative meaning is its salient and first order meaning. Nevertheless, since the original literal meaning motivates the common figurative meaning(s) and speakers might be aware of this original literal meaning, instantial

uses and changes can achieve certain cognitive effects, word plays and allusions. This phenomenon is commonly exploited in advertising, marketing and jokes.

Phraseology has attracted rapidly increasing interest from a wide range of language related disciplines (Cowie), which has yet to coalesce into an agreed set of terms and frameworks. Phraseological units are identified by means of their internal form and external function rather than being observed to emerge from texts via automated analysis of their frequency of occurrence (*The Guardian, 16.01.1990*). This approach is regarded as necessary in studies focusing on stylistic features of phraseology, which inevitably require close analysis of the production of individual speakers and writers rather than the processing of large corpora *en masse.*

Phraseologists no longer have to defend themselves from accusations that they are wasting their time on trivial phenomena: phraseological units of all kinds permeate everyday language use throughout all linguistic registers: in everyday speech, journalism, academic prose, literature, political or diplomatic speech and writing etc. phraseology plays important psychological and cultural roles in language processing and social cohesiveness. The use of phraseological can be seen to contribute to clarity of expression and ease of comprehension in formal registers and ease of linguistic composition in spontaneous speech. The use of phraseology contributes to a socially convergent style of speech or writing. Pawley points out that "probably the large majority of customary institutions are denoted by phraseological expressions" e.g. *front door/back door, go to church, leave school,* etc.

Furthermore, considered reading reveals that native language users have a high degree of awareness of the stylistic potential of phraseology and sometimes of the problems it poses, even though of course they cannot generally explain what makes it salient or problematic, for example:

"Do not for one moment, think that I have been overlooking this new Intoxicating Liquor Bill. I am arranging to have an amendment tabled because it appears, that there is absolutely nothing else you can do with an amendment (O'Brien).

Journalism:

"I found myself chatting in the train the other day to a distinguished-looking if somewhat pompous and long-winded man; at one point he was adumbrating a theory about the future of Europe".

'I find it hard to lend credence to that,' I said.

'You will find it impossible in a year or two,' he murmured. 'The expression will be illegal.' He took it in himself to explain that the government department in which he works is planning to phase out all non-profit-making and unproductive phrases between now and 1992, and to make the English language streamlined and efficient.

'So what is inefficient about *lending credence*?' I asked.

'It is an inefficient way of saying *believe.* Worse than that, we never use the word *credence* without using the word *lend* as well. People never borrow credence, or donate it, or set credence up in trust for their children. They just lend it. We are determined to stamp out all one-use words (Kington).

Letters to the press:

"It is surprising that Hugo Young, the best commentator in Britain today should use the misleading and hackneyed phrase 'a dialogue of the deaf' (*The Guardian, 16.01.1990*). The assumption that deaf people cannot communicate is ill-founded. They can and do. With the help of hearing aids, lip reading or sign language they participate in life and communicate with others. It is time to end the unthinking belief that deafness, means incomprehension (Ashley Jack, MP, House of Commons, London SW1 – letter to *The Guardian, 16.01.1990*).

"Spend undisturbed night-in fireplace?" = *sleep like a log* (*The Guardian, Quick Crossword. 06.03.1989*).

"Don't you have to pin your…nail your colours…whatever you do with colours to the mast?" (BBC Radio 4, 19.11.1990)

The conclusion from such reading is that normal use of phraseological expressions is sometimes self-conscious and creative, at other times-uncertain and can also be contentious.

Phraseological units are frequent not only in colloquial style but in the sphere of business and some adjoining fields as well. With the view of singling out and defining the spheres we undertook a semantic analysis of the most recent dictionaries on business and finance. In the process of their study the phraseological theory suggested by A.V. Koonin was referred to. It has been observed, as a result, that a number of English phraseological units serve as specialized terms in the following specific domains (Koonin).

- **advertising:** *prime time* – ‘ the time of day when the greatest number of people listen to the radio or watch television and when advertising rates are highest (*Oxford Dictionary of Business English*) – вечернее время, когда максимальное количество телезрителей смотрит передачи (Мюллер 612);

reply coupon – ‘a printed form that can be detached from a magazine page, a leaflet, etc., and used to ask for advertised goods’ – купон для заказа товара;

- **accounting:** *sales ledger* – ‘a book or a computer file in which the money owed or paid to a company for the goods it sells is recorded’ (Gillet) – главная книга – grossbuch; *prudence concept* – an accounting principle in which expected losses are recorded at the highest possible rather than the lowest possible amount – благоразумная концепция;
- **banking:** *the rate of interest* – ‘the amount of money charged by the bank, or paid by the bank for the loan or use of money’ – норма дохода; *refer to drawer* – words written on a check that the bank will not pay, usually because there is not enough money in the account (*Oxford Dictionary of Business English*) – обратиться к чекодателю;
- **business:** *a sleeping partner* – ‘a person who provides a percentage of the capital of a business but who does not have a part in the management of a business’; – компаньон, не участвующий активно в деле и неизвестний клиентуре; *to shake hands on a bargain / deal* (Gillet) – ‘to express agreement that it is binding’; – выразить согласие по делу;
- **buying and selling:** *to run up an account (with a shop)* – ‘to buy a number of things on credit’-a cumpăra lucruri în credit, усиленное рекламирование товаров; система навязывания товаров покупателю; *hard sell* – ‘a forceful way of getting people to buy things;
- **commerce:** *price ring* – ‘a group of sellers in the same industry who have agreed to fix a minimum price for a product’- монополистическое обьединение промышленников с целью повышения цен; *market forces – things which affect the sale of a product, price competition, state of the economy - вещи, которые влияют на продажу товаров;соревнования цен; состаяние экономий.*
- **economics:** *free market* – a market where prices are allowed to rise and fall according to supply and demand, without prices being fixed by governments’ – свободный рынок; *bilateral monopoly* – ‘a situation where there is only one buyer and one seller in a market’ – двусторонняя монополия;
- **finance:** *revolving fund* – ‘a source of money from which loans are made and repaid with interest so the fund is maintained and the money can continue to be lent’ – вращающийся капитал; *easy money* – ‘money that is earned without difficulties – шальные деньги;
- **stock exchange:** *government bonds* – ‘securities issued by a government in the form of debenture stocks with a fixed interest that is paid at regular intervals’- правительственные облигации; *hot money* – ‘money that is passed quickly from country to country to take advantage of differences in interest rates and exchange rates’- “горячие денги”; спекулятивный иностранный капитал. etc.

All the phraseological units under study are widely used in business, economics and management. Their phraseological character is proved by the semantic coherence of their components.

So we can make the conclusion that: 1) phraseological units dominate practically in all spheres of human life: advertising, marketing, jokes, business, banking, commerce, literature, journalism; people use phraseological units for different reasons: in sheer high spirits, as an

exercise either in wit and ingenuity or in humour, to be ‘different’, to be ‘novel’, to be ‘picturesque’, to give additional point to a refusal and a rejection.

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