

PHRASEOLOGISMS OF AMERICAN ENGLISH IN THE WORLD'S LANGUAGE SPACE

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Summary

The aim of this paper is to determine the role and place of American English in the world. American English has taken a leading place in the world, but its development is very specific, because on the one hand it is leading and at the same time integrated into the world community. Anthropocentrism is present when describing the general trends in the creation of American idioms of the English language. All processes are characterized by human worldview and human problems. The areas of creation of American phraseological units of the English language are ecology, architecture, IT technologies, leisure. During the study of phraseological units of the American English language, the inductive (when describing the American English language) and the deductive method (when predicting the development of the American English language) were used. Telescopy, new phraseology, and word formation are used in the word formation of modern phraseological units of the American English language. In general, analyzing the phraseology of the American English language, new phraseology (word combinations) are mostly used in their creation. However, among the phraseological units of the American English language, you can find affixation, abbreviation, and reduction. The modeling method helped predict the directions of development of American English phraseology.

Key words: American English, transformation, modernization, globalization, world trend.

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1. Introduction

Language in today's world is a dynamic system that develops according to internal and external canons, which is influenced by global development (views, values of other states). The purpose of this work is to determine the rules and place of American English in the world. During the study of phraseological units of the American English language, the inductive (when describing the American English language) and the deductive method (when predicting the development of the American English language) were used. The modeling method helped predict the directions of development of American English phraseology.

American English was formed in the 20th century, which was reflected in word formation and spelling. A similar situation actualizes the need to study American English. Yu. A. Zatsnyb, I. K. Bilodid, A. V. Botsman, L. A. Bulakhovskiy, A. Bengt, B. Harald, A. P. Cowie, M. Everaert, Erik-Jan van der Linden, A. Schenk, R. Schrader, R. Glaser, S. Bally contributed to the development of phraseology, but the American English language is dynamically changing, which makes today's research relevant.

2. Characteristics of American English

Despite the increasing amount of research within phraseology in the past fifty years, and the consequent improvement regarding the delimitation of the units that constitute its object of study, there seems to be still a great diversity of criteria. This hinders the consolidation of a systematic and scientific study of this topic (*Toffol, 2011: 5*).

In connection with the development of science and technology all over the world, the vocabulary began to change dynamically. Scientific and technical terms from different languages are introduced into the language. When forming words, word formation, word combinations, expanding the meaning of a word, etc. are used. New terms appear in medicine, sports, science, and education. American English reflects the history of modernity and aspirations because American English is global. Through language, you can see the history of mankind, research fashion trends, preferences of the population, and study promising areas of development. Among them are the observance of ecological standards of living and the introduction of environmentally friendly technologies. Human life is built on respect for nature and understanding the importance of preserving the environment. At the same time, IT technologies penetrated into all spheres of life: architecture, everyday life. American English has taken a leading place in the world, but its development is very specific, because on the one hand it is leading and at the same time integrated into the world community. The language of science and technology is China, Taiwan, the UAE, the USA, creating a certain product is given a corresponding national name, which is introduced into the American English language. Recently, the formation of new words has become a leading trend due to the development of science and technology. IT technologies had a special influence on the formation of American phraseological units of the English language. A certain role in this process was played by COVID-19, which contributed to the active use of the Internet and computer technologies. This situation with the massive spread of COVID19 has led to the development of remote work and fitness. During non-working hours, leisure time in the conditions of Covid 19 was also online, which led to the emergence of new idioms in this direction. Vocabulary in the fashion industry is influenced by European and Asian countries, which also brings a special highlight to the formation of American phraseological units of the English language. The vocabulary in the field of food is currently influenced by China, in particular the popularization of sushi and rolls.

Anthropocentrism is present when describing the general trends in the creation of American idioms of the English language. All processes are characterized by human worldview and human problems. The areas of creation of American phraseological units of the English language are ecology, architecture, IT technologies, leisure.

3. Features of word formation of the American phraseology of the English language

The development of a language is largely determined by the development of its word-forming system, the formation of new word-forming models, the change of existing ones, an increase or decrease in their productivity, and many other factors of the word-forming process. Thus, it is noted in the study that when studying phraseological units «should be analyzed as consisting of individual wordlevel lexical entries» (*Sailer, 2018: 37*). The process of formation of new words reflects in the language the needs of society in expressing new concepts, which are a peculiar product of the development of science, technology, culture, social relations, etc. Linguists associate the reasons for the emergence of new words with new discoveries, a deepening of the idea of previously known facts and phenomena of reality.

Telescopy, new phraseology, and word formation are used in the word formation of modern phraseological units of the American English language.

In the American press, you can find the following examples of phrases: *cyber mercenary* – a cyber mercenary is a person who is paid by an organization to use the Internet to illegally enter a computer system without permission, for example, to obtain classified information or damage the system;

work from anywhere remote work activity from anywhere, not necessarily at home;

climate tech is the use of technologies to create products and services that will allow society to adapt to the effects of climate change. In connection with the development of information technologies, COVID-19 and the strengthening of the role of the climate, the following phrases appeared: *cyber mercenary*, *work from anywhere*, *climate tech*. In addition to word combinations, telescoping and word formation, abbreviation and affixation play an important role in American phraseology.

Abbreviations can also be found in American idioms:

exit memo is a message to employees of a certain company on behalf of their colleague who is going to resign from this company;

skyscraper ad metaphor for an ad that is placed vertically on a website page.

In general, analyzing the phraseology of the American English language, new phraseology (word combinations) are mostly used in their creation. However, among the phraseological units of the American English language, you can find affixation, abbreviation, and reduction.

Epithets and metaphors are used to color the American idioms of the English language.

Metaphorical transference is aimed at the address, therefore, when using it, the speaker must be sure that his real or potential listener, using visual and sensory images, will reveal the meaning hidden behind the metaphorical shell in accordance with his intention. A metaphor is a product of the cognitive work of thought, a means of knowing and reflecting the surrounding reality.

checkbook environmentalist (chequebook environmentalist) a person or company that finances various environmental protection projects and thus contributes to environmental protection;

clicks and bricks (clicks and mortar) a commercial enterprise that uses both conventional and "virtual" forms of its commercial activity;

clockless worker, a worker who is ready to work as long as needed, at any time of the day or night;

fat tax is an additional tax on food products that are considered unhealthy, especially on so-called "fast food";

gray matter experienced managers hired by a new company to give that company more prestige;

pink slip party, a party attended mainly by former entrepreneurs and employees of the Internet economy (the expression to get the pink-slip means "to receive a notice of dismissal");

silicon-chip capitalism metonymy capitalism in the conditions of the information revolution – a symbol; *silver industry* metonymy of enterprises that manufacture goods for older people;

two-pizza team metonymy a small staff of company employees (which can be fed with two pizzas, as it were).

Symbolism is also inherent in the formation of American idioms: lipstick effect symbolism, the tendency to buy inexpensive, but badly needed goods during an economic downturn; lipstick indicator symbolism, the tendency to increase the sale of small but necessary goods before and during economic stagnation;

pin-drop syndrome extreme silence in the office, when even the slightest noise starts to annoy those present and causes a stressful state;

Sofa Sunday is a metonymy for the Sunday after Thanksgiving in the US, when people relax at home and shop online or on TV;

windshield time metonymy part of working time spent behind the wheel of a car.

As a feature during the formation of American phraseology, metaphor and metonymy are used at the same time.

For example,

billionaire bait is a product, an item designed for very rich people;

blue-collar warfare is outdated, non-modern, "physical war";

blue-collar, *blue states* American states with a significant concentration of workers engaged in manual labor.

metonymy + metaphor + ellipsis. By studying American innovative phraseology, you can find an analogy:

chief content officer analogy administrator, manager responsible for the effectiveness of the functioning of the corporation's website;

chief hacking officer analogy manager (at the level of the highest, management level), responsible for systems and programs for protecting the corporation from hackers;

chief knowledge officer analogy director of a corporation, responsible for the creation and operation of the information system;

chief learning officer analogy director of a corporation, responsible for improving the qualifications of personnel;

chief privacy officer analogy manager responsible for preserving the company's commercial secrets; *chief risk officer*, a manager responsible for protecting the corporation from potential risks (lawsuits, hacker attacks);

death care industry – analogy (cf. health care industry) industry of "ritual services";

glass wall analogy of obstacles that prevent women or representatives of ethnic minorities from expanding their business experience (example – glass ceiling) – allusion;

insider nontrading analogy of the decision not to buy or not to sell shares based on information received from "insiders" (the innovation was created by analogy to the phrase insider trading);

rainbow ceiling (pink ceiling) analogy biased attitude in the business world towards workers with non-traditional sexual orientation, which prevents them from promotion;

rush minute analogy is the period of the day when people go to work or from work, and there are not enough vehicles;

stay-at-work mom analogy (stay-at-work mother) a woman who returns to work after the birth of a child (the innovation was created by analogy to the phrase stay-at-home mom);

sticky floor analogy is an unofficial practice followed by business enterprises, which consists in getting workers, especially women and representatives of ethnic minorities, in low-paid positions and not giving them real prospects for their promotion (cf. glass ceiling);

waitress mom analogy is a representative of the lower classes who raises children (often without a husband) and works at several jobs (a typical "side job" for such women is performing the duties of a waitress in restaurants, cafes, canteens).

Examples of euphemisms

lifestyle center euphemism large outdoor shopping center;

vanity sizing (*size inflation*) evf practice of marking by trade firms on the label of an item of clothing a smaller size than it actually is.

Examples of irony

litter on a stick irony of billboards, various signs and announcements on both sides of the road;

pollution on a stick irony advertising boards, billboards (a contemptuous name that is especially used by environmentalists and opponents of globalization);

post and pray the irony of posting job vacancies in the mass media, hoping to get a response from qualified candidates; post your resume on a job site, hoping for a positive response from companies;

splicing power center euphemism, irony a large complex of retail trade of goods, which consists of many separate stores;

urban miner irony a person or business company that extracts metals from decommissioned or discarded electronic equipment.

fallen angel company whose shares were quoted very high but suddenly fell to a critical minimum;

return on talent material and other benefits that the company receives from hiring and stimulating the work of valuable employees;

billionaire bait product, item designed for very rich people;

secret shopper is a person who, under the guise of an ordinary buyer, observes the operations of this company and the work of employees;

shopping boyfriend, a man who is hired to escort women who go shopping;

seagull manager a leader, a manager who communicates with subordinates only when problems arise or to criticize their work;

soft benefits are not material, but moral forms of benefits and incentives for employees;

virtual manager, a manager who manages employees at a distance, staying at home or in the central office;

street spam advertising placed on telephone poles, traffic lights, etc.;

eat what you kill get what you earned;

open-collar worker a person who performs work at home;

orange collar (worker) representative of professions that require workers to wear an orange safety belt during work;

diversity factor factor related to racial and ethnic diversity;

diversity fatigue, stress that occurs in the process of working with an international team;

dress-up Thursday is a certain day of the week when employees must be dressed formally;

drive-through cuisine food that can be purchased without leaving the car;

dropout factory, an educational institution with a significant "dropout" of pupils and students;

emotional labor work that requires workers to identify false positive emotions (especially in the service sector);

Flu day "quarantine day", that is, a day when schools are closed;

free agent is a person who works for himself and does not have a permanent job;

garbage time – the last minutes of a sports match, which cannot change its result;

get off my lawn unfriendly, grumpy;

golden ghetto, an area of the city where wealthy people live (HELLO, GOODBY handcuffs);

good money is a competent person, a person who does his job well;

a grab and goer man who does not like shopping and does not consciously choose any goods, but "grabs" the first things that catch his eye as soon as possible;

gray-sky thinking (grey-sky mentality) pessimistic psychological state of a person;
guerrilla gardening "guerrilla" gardening, secret planting of bushes, flowers and vegetables on free pieces of land within the city limits.

In our opinion, word combinations will be a promising means of creating American idioms of the English language.

4. Conclusions

The phraseological stock of American English will be constantly filled with new phraseological expressions. Previously, at the beginning of the 20th century, the USA was the only leading country, which determined the only influence on the development of the phraseological stock of American English. China's growing role has influenced the phraseology of American English through the creation of new global technical solutions, gadgets, food, toys, and leisure. Prospects for further scientific research are the study of sociolinguistic parameters of the English language.

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