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## **THE ENGLISH LANGUAGE IDIOMS FUNCTIONING IN THE MASS-MEDIA DISCOURSE**

**Abstract.** The article deals with the contemporary media discourse, idioms that are widely used to create memorable and expressive images and associations.

The relevance of the study of idioms in modern English-language media discourse lies in the fact that idioms are an integral part of language and culture, reflecting the peculiarities of thinking and perception of the world by people of different cultures and nationalities.

Different types of idioms present in advertising and media space (newspapers, magazines) were considered, such as phrasal verbs, comparisons, metaphors, allegories, idiomatic expressions, and others. Each type of idiom has its characteristics and is used depending on the goals of the advertising campaign. Examples of idiom usage in advertisements from various industries such as the automotive industry, food industry, tourism, and others were considered. In each example, idioms were used to create an emotional appeal, establish empathy with the audience, and strengthen memorability.

For idiom usage in advertising to be effective, it is necessary to consider the context, audience, goals, and features of the product or service. Advertising campaigns that use idioms can be successful and effective if they are correctly applied and align with the campaign's objectives. Idioms allow for the creation of unforgettable and emotionally appealing advertising, which can be used in various industries and on different platforms, including television, radio, print, and online advertising.



Thus, the use of idioms in modern English-language media discourse is an effective tool for establishing an emotional connection with the audience and conveying key messages. However, for a successful advertising campaign, it is important to consider the cultural and social characteristics of the target audience and choose idioms that align with the audience's values and perceptions. Further research in this field may lead to the creation of new methods for using idioms in advertising and improving the effectiveness of advertising campaigns.

**Keywords:** idiom, phraseological unit, advertising, context, structural and semantic analysis.

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## ФУНКЦІОНУВАННЯ АНГЛОМОВНИХ ІДИОМ У МЕДІЙНОМУ ДИСКУРСІ

**Анотація.** Стаття присвячена сучасному медійному дискурсу, ідіомам, які широко використовуються для створення запам'ятовуваних та виразних образів і асоціацій.

Актуальність вивчення ідіом у сучасному англomовному медійному дискурсі полягає в тому, що ідіоми є невід'ємною частиною мови та культури, відображаючи особливості мислення та сприйняття світу людьми різних культур і національностей.

Розглянуто різні типи ідіом, що присутні в рекламі та медійному просторі (газети, журнали), такі як фразові дієслова, порівняння, метафори, алегорії, ідіоматичні вирази та інші. Кожен тип ідіоми має свої особливості та використовується залежно від цілей рекламної кампанії. Розглянуто приклади використання ідіом у рекламних матеріалах з різних галузей, таких як автомобільна промисловість, харчова промисловість, туризм та інші. У кожному прикладі ідіоми використовувалися для створення емоційного впливу, встановлення емпатії з аудиторією та посилення запам'ятовуваності.



Для того, щоб використання ідіом у рекламі було ефективним, необхідно враховувати контекст, аудиторію, цілі та особливості продукту чи послуги. Рекламні кампанії, що використовують ідіоми, можуть бути успішними та ефективними, якщо вони правильно застосовуються та відповідають цілям кампанії. Ідіоми дозволяють створювати незабутню та емоційно привабливу рекламу, яку можна використовувати в різних галузях і на різних платформах, включаючи телебачення, радіо, друковану та онлайн-рекламу.

Отже, використання ідіом у сучасному англomовному медійному дискурсі є ефективним інструментом для встановлення емоційного зв'язку з аудиторією та передачі ключових повідомлень. Однак для успішної рекламної кампанії важливо враховувати культурні та соціальні особливості цільової аудиторії та обирати ідіоми, які відповідають цінностям і сприйняттям аудиторії. Подальші дослідження в цій галузі можуть призвести до створення нових методів використання ідіом у рекламі та покращення ефективності рекламних кампаній.

**Ключові слова:** ідіома, фразеологічна одиниця, реклама, контекст, структурно-семантичний аналіз.

**The relevance of the problem.** In contemporary media discourse, idioms are widely used to create memorable and expressive images and associations. However, the question of which idioms are most commonly found in advertising and how they function remains underexplored. This paper investigates the functioning of idioms in modern English-language media discourse with the aim of identifying the most frequently used idioms and their influence on consumers.

By analyzing media texts, we explore how idioms are used in different types of advertising messages and their role in creating an emotional impact on the consumer. We will also examine the specific features of idiom functioning in various cultural contexts, as well as potential mistakes and misunderstandings that may arise during the translation of advertising texts containing idiomatic expressions.

One of the tasks of phraseology as a linguistic discipline is the comprehensive study of the phraseological stock of a particular language. Key aspects of this field of study include: the stability of phraseological units, the systematization of phraseology, the semantic structure of idiomatic expressions, their origins, and main functions. An especially complex area of phraseology is the translation of idiomatic expressions, which requires substantial expertise in studying this discipline.

We believe that the topic is relevant today for several reasons. The relevance of the study of idioms in modern English-language media discourse



lies in the fact that idioms are an integral part of language and culture, reflecting the peculiarities of thinking and perception of the world by people of different cultures and nationalities. Secondly, idioms are widely used in modern media discourse to create striking and unforgettable slogans, mottos, and brand names. The study of idioms in media discourse is of practical significance for marketers, advertisers, and translators, who must be able to adapt advertising messages to different languages and cultures, as well as for linguists and cultural scholars interested in the linguistic and cultural peculiarities of different countries and peoples.

**The main research methods** in the article are descriptive and comparative.

**Analysis of last researches and publications.** According to classifications proposed by linguists, phraseological units form two main groups based on their function in speech: communicative and nominative-communicative. However, the functions of phraseological units are expanding. Scholars now identify communicative, nominative, cognitive, semantic, pragmatic, compensatory, text-forming, and other functions. Phraseological units are communicative since one of their main functions is communication, which implies mutual exchange of utterances. The nominative function refers to their association with objects in the real world and their replacement by idioms in speech. Subtypes of the nominative function include neutral-naming and non-neutral (stylistically marked) naming [Voloshchuk, Zhmaieva, 2020: 164].

The cognitive (cognitive) function involves the mediated reflection of real-world objects by consciousness, which helps in their understanding. The cognitive and nominative functions are realized within the communicative function, forming a dialectical unity. This reflects the hierarchical nature of the functional aspect of the phraseological system. The stylistic function is distinctive, aiming to achieve a stylistic effect while preserving the general intellectual content of the utterance, compared to neutral expression. The cumulative function is characteristic of proverbs, which generalize the life experience of a people, an experience that has gained social recognition and is realized in language as advice or a warning [Duskayeva, 2020].

The summarizing function refers to the idiomatic expression serving as a concise summary of a previous statement, e.g., "that's flat" (informally) – something is definitively decided. The summarizing function is typical for many proverbs, e.g., "all's well that ends well." The contact-establishing function is about creating a situation of casual communication.

In different types of texts, phraseological units perform different functions: descriptive, characteristic, evaluative, lexical, and others. Functions often overlap in utterances. The interaction of functions is characteristic of idioms and



phraseological units. All the aforementioned functions are inherent in one of the most common types of communicative phraseological units – proverbs and sayings, which are communicative since they are sentences. Thus, phraseological units are represented both as words, units of a nominative nature, and as individual sentence members, performing various functions in speech [Zatsnyi, 2007: 175].

Idioms help to create an image, which is a central tool for influencing the recipient. When perceiving an advertising text, the primary reaction is to the image that will stay in the memory of the person who sees the advertisement. It is important to create this image by maximizing the use of language tools—idiomatic expressions, vocabulary with emotional-evaluative connotations, which create a specific implication. The main goal of advertising language is the ability to make an impression and leave a vivid emotional trace. It is the imagery and expressiveness that form the foundation of advertising and the means to create these characteristics in advertising texts [Karlova, 2018].

Attributive phrases play an important role in English advertising texts. Since one of the most important components of an advertising text is the description of the advertised product or service, attributive combinations, which include adverbs and adjectives, carry significant functional weight [Kravtsova, 2016: 29-32]. Some researchers even refer to adverbs and adjectives as key words in advertising texts and pay special attention to them. All these words serve as indicators that the advertised brand is presented more favorably compared to other brands in the same product category. Some of the most commonly used adjectives in English-language advertising include: *natural, sensual, innocent, passionate, romantic, mysterious, good, better, best, free, fresh, delicious, full, sure, clean, wonderful, special, fine, big, great, real, easy, bright, extra, rich, gold*, etc. However, perhaps the most frequently used adjective in English-language advertising is *new*—it can be found in almost every media text [Liashenko, 2014: 163].

The use of phraseological units is also widespread in advertising texts. A phraseological expression is widely used in advertising as a bright, vivid, obviously successful, and easily recognizable technique. The familiarity and recognizability of idioms enhance consumers' ability to perceive, remember, and reproduce slogans. By using an idiomatic expression in everyday language, people automatically recall advertisements.

In advertising, idioms are typically used in three forms:

1. **Paraphrase** – replacing one word with another;
2. **Pure phraseological unit** – using a ready-made combination, which may include a word directly related to the object of the advertisement, often undergoing formal modification;



3. **Reinterpreted phraseological unit** – the whole meaning of the idiom is broken down into the meanings of its individual components, resulting in a new meaning, which is closely associated with the object of the advertisement in the consumer's mind [Mykoyan, 2008].

**The purpose of the research** is to analyze the functioning of idioms in modern English-language media discourse, identify the most commonly used idioms, and examine their impact on consumers.

**Presentation of main material of the research.** In modern English-language media space, idioms play an important role in enriching speech. Newspapers like The New York Times use idioms from various areas of life to convey emotions, express personal thoughts, and create a lively atmosphere in their stories.

One of the main functions of idioms in English-language newspapers is to enrich speech and give the text expressiveness. The use of phraseological units helps authors to attract interest to the material and assists readers in understanding the essence of the article. For example, in an article about economic difficulties, one might encounter the idiom "hit the nail on the head," which indicates a precise identification of the problem or situation.

Moreover, phraseological units are used to create imagery and emotional coloring in the text. They help readers better visualize the situation or "hear the author's voice". For example, the idiom "a drop in the ocean" can be used to emphasize the insignificance of something within a broader situation or problem.

In particular, The New York Times uses idioms to give its text character and style. They create an atmosphere of trust among readers, allowing the newspaper to occupy a significant position in the media space.

Thus, idioms in English-language newspapers, particularly in The New York Times, perform various functions—from enriching speech to adding imagery and emotional coloring to the text. They are an important element of language culture and contribute to the qualitative understanding and perception of information by readers.

**The ball in your court**

"The ball in your court" is an idiom that originates from various ball sports, both team-based like soccer and basketball, and individual sports like tennis. The ball is passed from player to player, and whoever receives the ball becomes responsible for its movement and decisions on the field. In this context, the phrase "the ball in your court" means that players must respond to situations, make certain decisions, and act to win or bring their team to victory. Additionally, the expression "the ball in your court" is sometimes used to indicate that the speaker is waiting for a response or action from the other person. In a political context, the phrase can also be used to refer to the progress of one side in negotiations.



This idiom can be applied in various contexts, including articles related to politics, diplomacy, sports, or business. In *The New York Times*, this idiom can be found in articles about international relations, negotiations between countries or organizations. It can also be used in articles about court proceedings or criminal cases, where the further actions of the parties involved are discussed.

For example, in 2018, an article titled "Now, the Ball Is in John Roberts's Court" [41] was published. The headline is a modified version of the idiom "the ball in your court," which immediately draws the reader's attention to the person of John Roberts, the Chief Justice of the United States Supreme Court (whose activities were under criticism from Americans due to the laws passed in the country).

#### Bite the bullet

The idiom "bite the bullet" has two meanings:

1. To endure a difficult trial.
2. To make a decision to do something unpleasant, even though there is no other choice.

There are several theories about the origin of this idiom, but most researchers believe it comes from the time of the American Civil War (1861–1865). Since anesthesia did not exist at the time, doctors would force soldiers to bite down on bullets before painful surgeries to help them endure the pain.

However, there are several counter-arguments to this theory. For instance, many accounts mention the use of leather straps and wooden boards during operations. Another argument against this hypothesis is that historians suggest alcohol was the primary anesthetic and painkiller during the Civil War.

Currently, one possible use of this idiom in *The New York Times* could be in articles about politics, economics, or military events.

In a political context, the idiom "bite the bullet" can be used to describe a situation where a political leader makes an unpopular or difficult decision to avoid worsening the situation.

In an economic context, the idiom can describe situations where companies or investors make tough decisions or incur necessary costs, even if it leads to temporary hardships.

This idiom appeared in the *New York Times* on October 6, 1974, in the article *Biting the Bullet*, where the author notes that Ford's oil pricing policy created a public outcry: "While Mr. Ford has not yet disclosed which bullet he would like the American people to bite, it seems clear that he himself has no desire to bite any bullet that is politically distasteful—at least until the elections are over".

#### Break the ice

The idiom "break the ice" in English means to start communication or interaction in a social or informal situation, particularly in an unfamiliar company, in order to ease tension or create a conversational atmosphere.



The idiom became more widespread in times when motor transport was not well developed, and boats were the primary means of transportation and trade between cities and countries. In winter, they would often get stuck in the ice. To resolve this, countries would send smaller ships to break the ice and allow the merchant vessels to pass. This act symbolized friendly relations and mutual understanding between the territories.

In *The New York Times*, this idiom can be used in various contexts, such as articles about social events, cultural activities, business meetings, or diplomatic negotiations.

For example, in the article "Biden and Xi break the ice" from November 15, 2022, the *New York Times* describes the G20 meeting, particularly the talks between U.S. President Joe Biden and Chinese President Xi Jinping: "The White House announced that the United States and China would resume their climate talks. The news came after a three-and-a-half-hour meeting between President Biden and his Chinese counterpart, Xi Jinping". In this headline, the idiom "break the ice" is used metaphorically to emphasize the attempt of the two leaders to ease tensions and start a dialogue to improve relations. These idioms—the ball in your court, bite the bullet, and break the ice—are commonly found in various types of discourse and are particularly effective in creating vivid imagery and conveying complex ideas in a concise, memorable way. They play a significant role in enriching the language and making it more expressive, especially in journalistic and formal writing, as evidenced by their use in *The New York Times*.

To turn a blind eye

The idiom "to turn a blind eye" originally had a slightly different form: "to turn a deaf ear and a blind eye," which literally meant "to turn a deaf ear and a blind eye." This expression has a direct equivalent in Ukrainian—"дивитись крізь пальці."

In English, "to turn a blind eye" means to deliberately ignore something, often something unpleasant or illegal, or to avoid noticing a situation or problem. It suggests willful neglect or avoidance.

In *The New York Times*, this idiom can be used in various contexts related to politics, society, economics, and other areas. For example, an article titled "Turning a Blind Eye to Migrants" published on August 26, 2015, discusses a situation where governments or other responsible bodies ignore the issues related to migration or violations of migrants' rights. The article addresses topics such as insufficient protection for migrants, human rights violations, or the failure of the immigration control system to respond effectively to these problems. The author highlights social, economic, and political factors that catalyze these issues and also discusses the public's reaction to the situation: "The migrants had been



crossing illegally at the railroad tracks for a long time. But, at some point, the Macedonian authorities tried to stop them. Thousands of migrants backed up, and others tried to sneak through."

To spill the beans

The idiom "to spill the beans" in English means to reveal a secret or disclose information that was supposed to be kept confidential.

There are several theories about the origin of this idiom. A popular hypothesis traces it back to Ancient Greek elections, where beans were used for voting. Voters would collect black and white beans in helmets, and if the beans were spilled, the voting process would be invalid. Others suggest that the idiom originated in Turkey, where people would predict the future by spilling beans from a container.

In *The New York Times*, this idiom is used in articles to uncover or publicly disclose important or sensitive news facts. An example of this usage can be found in the article "A Former Fox News Insider Spills the Beans", which talks about Chris Stirewalt, a journalist who worked for Fox News for ten years and was dismissed in January 2021. According to Stirewalt, his firing was related to his involvement in predicting the 2020 election results and his relative support for Fox News's projection of Joe Biden's victory in Arizona.

In his book "Broken News: Why the Media Rage Machine Divides America and How to Fight Back", Stirewalt explores the impact of Fox News on American politics and society, describing how the network contributed to polarization and the fueling of hatred. He also examines the economic motives behind Fox News's approach, suggesting that they were driven by the desire for higher ratings and profits. The article highlights how Stirewalt revealed the inner workings of Fox News and criticized the channel's leadership, including Tucker Carlson, for supporting far-right views. He claims that the network spreads false information to increase ratings and profits, citing specific examples of misinformation spread by hosts like Sean Hannity.

Both idioms—to turn a blind eye and to spill the beans—are integral to journalistic language, as they convey complex actions and concepts in a vivid and memorable way. These idiomatic expressions help create a deeper connection with readers by using relatable and often evocative metaphors to describe behavior and actions in real-world situations.

To sweep something under the rug

The idiom "to sweep something under the rug" means to hide a problem or an unpleasant situation, hoping it will disappear and remain unnoticed by others.

The origin of this idiom is unclear, but it has been in use at least since the 19th century. One theory suggests that it comes from the practice of hiding dirt and trash under rugs during cleaning. Another theory posits that it is a legacy



from the Victorian era when women were often silenced or discouraged from expressing their own ideas and thoughts.

In *The New York Times*, this idiom is used to describe the act of concealing scandalous events, shortcomings, or other problems, especially when referring to the actions of politicians, government institutions, or corporations. An example is found in the article "What 'Minnesota Nice' Sweeps Under the Rug", published on April 16, 2021. It discusses the complex social issues faced by the state of Minnesota in the United States. The author, living in Minneapolis, reflects on the illusion of the state's uniqueness, which has been shaped by its geographical location and historical events. The article examines how "Minnesota nice" masks real problems, particularly issues surrounding race.

The author highlights the historical context and present-day events that expose problems within the justice system. The article calls for action to address these issues, urging readers to confront the uncomfortable truths and work toward solutions for Minnesota and beyond. This use of the idiom demonstrates the importance of critical thinking and open discussion of complex issues in society.

#### To cost an arm and a leg

The idiom "to cost an arm and a leg" refers to something that is very expensive, typically a product or service that is considered excessively costly. In *The New York Times*, this idiom may be used in various contexts to describe certain expenses or the high cost of goods or services.

For example, in the article "A Guide to Signing Up for Health Coverage", the idiom is used to highlight the unaffordability of medical services due to their high cost. The article emphasizes that healthcare expenses have become an enormous financial burden for many people: "The best video about health insurance ever," declared "An Arm and a Leg," a podcast about the high cost of healthcare produced with help from Kaiser Health News, a nonprofit newsroom.

This idiom is effective in articles that focus on the significant price of certain goods or services, helping convey the idea that the cost is not only high but also potentially unreasonable.

#### Dirt cheap

The idiom "dirt cheap" means something incredibly inexpensive or very affordable. It suggests that the cost of an item is so low it's almost like the value of dirt, which is worthless.

An example of this idiom is found in the article "The True Cost of a \$12 T-Shirt" from *The New York Times*, published on April 24, 2023. The article discusses the real cost of cheap clothing and the exploitation of people of all ages in the fashion industry: "Across the country, while inflation has siphoned middle-class wealth, American consumers have enjoyed a consolation prize: Apparel is dirt cheap."



The author draws attention to the disparity between the low prices consumers pay for clothing and the horrific working conditions that garment workers endure, especially in countries like Bangladesh. The article argues that the fashion industry plays a significant role in perpetuating human exploitation. The idiom "dirt cheap" is used to highlight how affordable clothing has become for American consumers, but it also underscores the human cost behind these low prices. The phrase emphasizes the contradiction between cheap prices and the abuse of workers in the garment industry.

Each of these idioms — to sweep something under the rug, to cost an arm and a leg, and dirt cheap — serves to vividly convey complex ideas related to hidden problems, high costs, and exploitation, making them effective tools for discussing social, economic, and political issues in journalistic writing. They help readers engage with the broader implications of certain phenomena while also providing a sense of relatability.

In media discourse, verbal phraseological units form the largest group of linguistic units considered. In advertising texts, noun and adverbial phraseological units are often used, as well as adjectival phraseological units, proverbs, and sayings, represented by a small number of examples. In the analyzed type of discourse, idioms that denote the feelings or state of a person are used, as well as idioms that describe a person's sensations. Additionally, idioms are used in media discourse to characterize a person's actions and describe their behavior. In media discourse, idioms express the author's subjective opinion, attitude, and evaluation, for example, regarding the work of a company or its products.

Authors of English-language advertising texts use techniques such as double actualization of idioms, "insertion," replacing one or more components of the idiomatic unit, rearranging the components of the idiom, and expanded metaphors. Moreover, playing on the literal meanings of one or more components of an idiomatic unit and playing on two, three, or several interrelated idiomatic units is widespread in advertising.

A bitter pill to swallow The idiom "a bitter pill to swallow" in English is used to describe an unpleasant situation or mistake that one has to come to terms with or accept. The New York Times uses this idiom in various contexts to denote difficult or unpleasant decisions, situations, or events.

For example, the headline "For Macy, a bitter pill to swallow" from March 13, 1990, refers to the difficult or unpleasant circumstances faced by Macy's company and its management: "It would be Macy's fourth consecutive quarterly loss, one of the retailer's biggest and hardly what Macy's has been hoping for." The title describes a situation in which the company was forced to accept an unpleasant decision that could affect its operations or reputation. This could be



related to changes in the economic environment, the company's development strategy, or internal management problems.

Another example could be an article about difficult or unpleasant political and economic decisions for society. For instance, the headline "The bitter pill to swallow: government implements austerity measures" describes an article about economic or fiscal austerity measures that lead to difficult decisions and public discontent.

To feel down in the dumps "To feel down in the dumps" is a colloquial expression used to express disappointment or mild sadness. This idiom is often used when someone is feeling depressed or emotionally drained for various reasons—ranging from bad news to certain problems. Shakespeare used the phrase "to feel down in the dumps" in the 1500s. The writer used this expression multiple times in "The Taming of the Shrew." For example, there's a passage: "Why, how now, daughter Katharina! In your dumps?"

An example of this idiom's use is an article in The New York Times from May 26, 2016, "12 New Books We're Reading This Summer (and 6 Not So New)." The article presents a selection of books for summer reading, compiled by The New York Times staff and book reviewers. Each reviewer recommends three books: two new releases and one bestseller from previous years. Dwight Garner picks "Diane Arbus: Portrait of a Photographer" by Arthur LeBow and "The Girls" by Emma Cline—new books for summer reading. He also selects "Absolutely Nothing to Get Alarmed About: The Complete Novels of Charles Wright" from older books. The term "to feel down in the dumps" here means a state of depression or emotional despair. As Garner suggests, who bought an old book to lift his mood, reading can offer solace in tough times: "Whenever a friend is down in the dumps, I purchase a stack of Bertie and Jeeves novels and pop them in the mail, on the theory that there is no blight of the soul that can't be healed by their company."

A nasty piece of work "A nasty piece of work" describes a person who is unpleasant, rude, or difficult to work with. This idiom refers to a person with undesirable characteristics or habits that make collaboration challenging. The expression is commonly used in spoken language to convey extreme disapproval or rejection of a certain behavior or character, either in writing or speech.

This idiom is used in an article in The New York Times on April 12, 2024, "Alain Delon at His Very Best: Ravishing, Yes, but Also Destabilizing." The article discusses the career and popularity of French actor Alain Delon with a focus on the Film Forum screening, which highlights films from the 60s and 70s. The author discusses Delon's charming screen presence, citing examples from various films. The author describes the film "La Piscine" with Delon as "a tight, nasty piece of work," using this phrase to emphasize the tense and unsettling mood created by Delon's performance and the film's plot.



In conclusion, after analyzing the linguistic features of modern English-language media texts, it is important to note that they predominantly employ the journalistic style. The core of this style consists of literary vocabulary. It should be noted that modern English-language media discourse often features socio-political vocabulary.

In contemporary English-language journalism, there is a significant percentage of idiom usage or phraseological units. Phraseological units, or idioms, are sources of the most vivid and lively meanings and images in the language of a particular country, making them highly memorable for readers.

It can also be concluded that in modern English-language media discourse, idioms are sometimes used in their classical form, and at other times, in slightly altered forms, depending on the author's purpose in a particular newspaper or magazine article. Given the expressiveness and imagery of media discourse, authors often rely on their own creativity and adjust the classical form of idioms, taking into account the topic and the idea of the journalistic text.

Therefore, after analyzing the functioning of idioms in modern English-language media discourse, it can be concluded that phraseological units, particularly idioms, play an important role in contemporary communication and have a certain impact on how information is perceived by society. The consideration of idiomatic structures in newspaper texts, specifically "The New York Times," as well as in advertisements for food products and automobiles, provides useful and reliable information for further study.

It is worth noting that the use of idioms in newspaper texts is a tool for many journalists, as phraseological expressions or idiomatic phrases serve as an effective means of communication in the media. They allow for the quick and concise transmission of not only information but also complex concepts and ideas, serving as a vehicle for the journalist's emotions.

**Conclusions and prospects of the research.** Moreover, each idiom represents a specific feature of the culture and language in which it is presented. Phraseological units often reflect cultural realities and linguistic traditions. For example, in the articles of "The New York Times," one can frequently see idioms aimed specifically at the English-speaking audience: these may be both classical English phraseological units and modern expressions.

When comparing the use of idioms in newspaper texts with advertising slogans, it is evident that in the latter, idioms are almost always altered. The purpose of this is brand identification, as well-chosen idiomatic expressions can later become part of the brand's style, making the campaign more recognizable.

Thus, all the above facts prove that idioms are a powerful tool in modern communication. They help to quickly, precisely, and effectively convey information, adding an element of memorability.



In modern media discourse, idioms play an important role in creating effective and unforgettable advertising. The aim of this thesis was to study the functioning of idioms in modern English-language media discourse.

As a result of the study on the functioning of idioms in modern English-language media discourse, it was established that the use of idioms is a common and effective way to attract audience attention and create an emotional connection with potential consumers. The research revealed the main functions of idioms in advertising: creating emotional appeal, enhancing memorability, conveying specific information, and establishing empathy with the audience.

Different types of idioms present in advertising and media space (newspapers, magazines) were considered, such as phrasal verbs, comparisons, metaphors, allegories, idiomatic expressions, and others. Each type of idiom has its characteristics and is used depending on the goals of the advertising campaign. Examples of idiom usage in advertisements from various industries such as the automotive industry, food industry, tourism, and others were considered. In each example, idioms were used to create an emotional appeal, establish empathy with the audience, and strengthen memorability.

During the analysis of advertising texts, it was found that idioms can be used to convey key messages, create images and concepts of the brand, and even establish an emotional connection with the target audience.

The research methodology was reviewed, including literature analysis and examples of idiom use in advertising. A qualitative content analysis was conducted, which allowed the identification of the main functions of idioms in advertising.

It was established that the use of idioms in media discourse requires certain caution, as some idioms may have cultural, historical, and social connotations that may not align with the values or perceptions of the audience in different regions of the world. Therefore, when selecting idioms for use in advertising campaigns, it is important to consider the cultural and social characteristics of the target audience.

Idioms in advertising can serve different functions, such as creating emotional attachment to the product, enhancing memorability, and creating associations with significant events and characters. The use of idioms in advertising can have both positive and negative effects, depending on how appropriately and effectively they are used.

For idiom usage in advertising to be effective, it is necessary to consider the context, audience, goals, and features of the product or service. Advertising campaigns that use idioms can be successful and effective if they are correctly applied and align with the campaign's objectives. Idioms allow for the creation of unforgettable and emotionally appealing advertising, which can be used in various industries and on different platforms, including television, radio, print, and online advertising.



Thus, the use of idioms in modern English-language media discourse is an effective tool for establishing an emotional connection with the audience and conveying key messages. However, for a successful advertising campaign, it is important to consider the cultural and social characteristics of the target audience and choose idioms that align with the audience's values and perceptions. Further research in this field may lead to the creation of new methods for using idioms in advertising and improving the effectiveness of advertising campaigns.

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