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IDIOMS IN ARTICLES ON MARKETING
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BACHELOR THESIS

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ANOTĀCIJA

Šis bakalaura darbs sniedz padziļinātu analīzi par idiomām rakstos par tirgvedību. Lai veiktu pētījumu, kvalitatīvā un kvantitatīvā analīze tika izmantota. Praktiskās daļas rezultāti liecina, ka pārsvarā vienā rakstā ir viena idioma. Lielākā daļa idiomu funkcionē kā darbības vārdi un lietvārdi. Mazāk ir idiomās kas funkcionē kā īpašības vārdi un apstākļa vārdi. Vismazāk idiomu funkcionē kā prievārdi. Korpusa analīze norāda, ka idiomās galvenokārt tiek izmantotas, lai padarītu angļu valodu krāsaināku, bet mazāk parādījās idiomās, kas tiek izmantotas, lai teksts šķistu interesantāks. Mērķis ir veiksmīgi sasniegts. Tālākam pētījumam teorētiskajā daļā ir nepieciešama padziļināta analīze kā atšķiras idiomās un sakāmvārdi. Praktiskajā daļā ir ieteicams analizēt rakstus ne tikai no The Daily Mail un Forbes.

Atslēgas vārdi: idiomās, angļu, raksti par tirgvedību, kvalitatīvā analīze, kvantitatīvā analīze.

ABSTRACT

The Bachelor paper provides an in-depth analysis of idioms in articles on marketing. In order to carry out the research, qualitative and quantitative analysis were applied. The results of the empirical part showed that mainly per one article are one idioms. Majority of idioms are functioning like verbs and nouns. Less are idioms functioning like adjectives and adverbs. The least appeared idioms functioning like prepositions. The analysis of the corpus showed that the idioms mainly are used to make English a more colourful language while less appeared idioms are used to sound a text more interesting. The enabling objectives has been reached. The goal has been successfully reached. For further investigation in theoretical part is necessary to have in-depth analysis of the difference between idioms and proverbs. In the empirical part it is recommended to analyse articles not only from the Daily Mail and Forbes.

Key words: idioms, English, articles on marketing, qualitative analysis, quantitative analysis.

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INTRODUCTION

The Bachelor paper focuses on the use of idioms in articles on marketing.

Since language is how people communicate, it is crucial to understand each detail of language not causing misunderstanding. The use of idioms is very important, especially when it comes to writing. The reason is that languages are rich in idioms.

To make a text more exciting, entertaining and unique to the reader some authors use idioms to make text sound very creative. In addition, articles are a good way to communicate with a large audience. Native English speakers use idioms in everyday speech without even being aware of it. Most of the users are *in the dark* as regards to the origin of the idiom, but that is a *horse of a different colour*. In some conversations it is possible to face with such idioms as: *24/7, behind the scenes, big picture, get down to business, golden handshake, a foot in the door*, etc. In order to have a deeper insight into idioms, the Bachelor paper is aimed at investigation and analysis of idioms in articles on marketing.

This research is performed with **the goal** to find out the main patterns and functions of idioms in articles on marketing.

The following **research questions** are posed:

- 1) What are the main patterns of idioms in articles on marketing?
- 2) What is the purpose of idioms in articles on marketing?
- 3) What is the frequency of idioms used in articles on marketing?

To attain the research goal and answer the research questions, the following **enabling objectives** are set:

- 1) to study and analyse theoretical literature on idioms and marketing;
- 2) to select articles on marketing for analysis;
- 3) to do analysis of idioms in the selected corpus;
- 4) to draw relevant conclusions.

The main method of research in the theoretical part is review of existing study results on idioms. It is necessary for a better understanding of the research topic. The used method in theoretical part are study of literature, analysis of relevant sources, and drawing conclusions. In the empirical part the used methodologies are analysing available English idioms and considering the main patterns, purpose and frequency.

This Bachelor paper consists of three chapters; each of the chapters exposes the research issue from different angles. Focusing more closely on the content of this paper, a short description of each chapter is provided below:

Chapter 1 “The Concept of Idioms” provides eight definitions suggested by specialists of the field and one that is concluded by the author of this paper. The second subchapter discusses the main features of idioms and the third provides classifications of idioms provided by different authors. The most significant authors referred to in the Chapter are: Fraser (1970), Galperin, (1977) Fernando (1981), Cacciari (1993), McCarthy (2010), Burke (2014).

Chapter 2 “The Concept of Marketing” provides a definition of marketing, the main types, the main challenges, and the main categories of marketing. The most important authors in the chapter are Gordon (2011), Godin (1999), Jones (2014), and Olenski (2013).

Chapter 3 “Analysis of Idioms in Articles on Marketing” begins with the explanation of the applied methods and provides the process how the analysis is done. Next subchapter contains description of the material analysed, i.e., providing the title, precise date of publishing, the author, place where the article can be found, what the article is about and the reason for selecting the particular article for analysis of idioms. The last part of the chapter contains the findings of the analysis and answers to the research questions.

At the end of the Bachelor Thesis relevant conclusions are drawn and recommendations for further research are provided.

1 THE CONCEPT OF IDIOM

As the present study deals with idioms in articles on marketing, this chapter begins with investigation of the definitions of idioms provided by different linguists. Taking into consideration what other authors have said, at the end of the subchapter a working definition of an idiom is provided by the author of the Bachelor paper. The paper continues with the main semantic and syntactic features of idioms. Later on the chapter suggests a general classification of idioms based on their semantic and syntactic structure. At the end of the chapter, the challenges of non-native speakers are presented, the reasons for them, and the ways how to deal with the problems.

1.1. Definitions of Idioms

This subchapter is about numerous definitions of *idiom* provided by specialists of the field. At the end the author of the Bachelor paper provides a definition of *idiom* to be applied in the present research. The main authors are: Crystal (1997), Glucksberg (2001), Philip (2011), Rahimi (2012), etc.

Before analysing the classification of idioms, it is crucial to investigate the notion of idioms and to realize what idioms are. According to Rahimi (2012: 10-11) the meaning of some idioms may not be clear because a lot of idioms have been derived from traditional British activities (for instance, fighting, sailing, hunting, gathering, and playing games) and some idioms were actively used at least two hundred years ago but nowadays appear very rarely and the meaning might be obvious. The author states that idioms often come from jargon. In other words, the technical language is used by a group of specialists. The most common groups are soldiers, and sportsmen. Some idioms are more logical and the meaning of the idiom is clear (ibid.). Furthermore, *Webster's New World Dictionary* (1997) explains that the word *idiom* was known already in 1588. The word *idiom* originates from Middle French (*idiome*). The Middle French borrowed from Late Latin (*idioma*) and Late Latin borrowed from Greek (*idiōmat-*, *idiōma*), Greeks borrowed from *idiousthai* but *idiousthai* borrowed from *idios*.

In addition, despite of numerous linguistic works relating on idioms, the authors have not agreed upon exact definition of idiomatic expressions. This part of the sub-chapter will provide definitions of idioms that are given in different dictionaries or by various authors.

- As in Seidl and Mordie claim that: ‘idiom is a number of words which, taken together, mean something different from the individual words of the idiom when they stand alone’ (1979: 20).
- *The Longman Dictionary of Language Teaching and Applied Linguistics* give the explanation as an idiom is: ‘an expression which function is a single unit and whose meaning cannot be worked out from its separate parts’ (1992: 198).
- Curry suggests that ‘an idiom is the assigning of a new meaning to a group of words which already have their own meaning’ (1995: 49).
- Crystal offers the following definition ‘an idiom is a phrase or a fixed expression that has a figurative, or sometimes literal meaning’ (1997: 28)
- A detailed description of idiom is suggested in *Webster’s New World Dictionary* (1997: 670) an idiom is ‘a phrase, construction, or expression that is recognized as a unit in the usage of a given language and either differs from the usual syntactic patterns or has a meaning that differs from the literal meaning of its parts taken together’.
- Glucksberg (2001: 68) introduces that ‘idioms are a subset of the fixed expressions in a language community’ and ‘a construction whose meaning cannot be derived from the meanings of its constituents’ highlighting that idioms have “non-logical nature”.
- Philip (2011: 16) adds that an idiom is an ‘established item of vocabulary with an established meaning attached’ and ‘an idiom expresses an idea which cannot normally be inferred from the meaning of its constituents’ (ibid. 24).

The author of the Bachelor thesis has concluded that there are no conflicts between the authors and provided dictionaries as regards defining idioms. The above-mentioned definitions introduce similar explanations of *idiom* and idioms can be understood as an expression with their specific meaning. The meaning of the idiomatic phrase differs from the meaning of its constituents.

Taking into consideration the above mentioned definitions, **a fixed expression whose meaning cannot be derived only by knowing the meaning of separate constituents of the expression, is called an idiom.**

1.2. Typical features of idioms

The second subchapter is about typical features of idioms, i.e., the main spheres, the main functions, and the fixed aspects of idioms. The main authors of the subchapter are: Fernando (1996), McCarthy (2010), and Savchenko (n.d.).

As Savchenko (n.d.: 579) state that idioms are often based on everyday issues (things and ideas). The main spheres/themes are: parts of the body, work and school, money, animals, love, sport, colours. In addition, McCarthy (2010: 6) claims that many idioms are quite informal, but they can appear in formal register as well, for instance, in lectures, academic essays and business reports. Idioms mainly are used to: emphasize something, to agree with a previous speaker, to comment on a situation, to make an anecdote more interesting, to make a text sound more interesting, and to indicate membership of a particular group (ibid. 8). Idioms are common in both spoken and written variety. In addition, idioms are very frequent in everyday conversation and in popular journalism (ibid.).

As Fernando (1996) states, the aim of using idioms may differ. The most common aims are: to express something that is not possible otherwise, to fill the gaps in the vocabulary, to make English a more colourful language, to bring a clear mental picture to a person's mind and to use an image to describe it as clearly as possible. Idioms are a subcategory of figurative language.

Moreover, McCarthy (2010) in the book *English Idioms in Use* provides the main spheres of idioms. The author of the Bachelor paper summarized the main information, *Table 1.1* was made.

Table 1.1. The main spheres of idioms based on McCarthy (2010)

Sphere	Idiom and meaning
Health	<i>A bitter pill to swallow</i> – used for something unpleasant but has to be accepted.
Happiness and sadness	<i>Something makes your day</i> – something that makes a person feel very happy.
Anger	<i>Rub someone up the wrong way</i> – to make someone annoyed.
Knowing and understanding	<i>To know the stuff</i> – when a person has a very good knowledge about something.
Experience	<i>Got the message</i> – when someone finally becomes aware of a fact.
Success	<i>To go from strength to strength</i> – when a situation gets better and better.

Having problems	<i>Face the music</i> – to accept criticism or punishment for what has been done.
Expressing opinion	<i>To have the edge over</i> – to be slightly better than other.
Danger	<i>On a knife-edge</i> – when a person is in a very difficult situation and the person worries about the future.
Money	<i>To spend money like water</i> – to spend money too much.

Table 1.1. presents the main spheres of idioms. McCarthy (2010) states that the spheres of idioms are around 60, but in the table are included only the main spheres. So the main spheres are: health, happiness and sadness, anger, knowing and understanding, experience, success, having problems, expressing opinion, danger and money. All these spheres are based on everyday life.

In addition, McCarthy (2010) presents the fixed aspects of idioms. The author states that majority of idioms are fixed in their form and cannot be changed/varied, but the grammar can be varied slightly. The subtypes of variation are:

1. Occasionally an idiom can be shifted from the active voice to the passive voice. For instance, *pass the book* (active voice) can be changed to *book has been passed* (passive voice).
2. When an idiom that is verb-based also has noun-compound form. For example, *buck-passing*.
3. When at least one word in the idiomatic expression can be varied. As an example, *acting the fool/goat*. In this example, it is not mandatory to have either the first option or the second because the meaning (acting stupidly) is not changed.

This subchapter was about the main spheres, the main functions, and the fixed aspects of idioms. McCartney mentions various spheres of idioms but the most common were *health, happiness and sadness, anger, knowing and understanding, experience, success, having problems, expressing opinion, danger, and money*. The main authors of the subchapter were: Fernando (1996), McCarthy (2010), and Savchenko (n.d.).

1.2.1. Semantic features of idioms

This subsection is more specific in features. It focuses on the semantic features of idioms. Moreover, it is about the main obstacles of understanding the meaning of idioms. Later on,

a division of idioms are provided, according to the semantic features. At the end of the subchapter, ways how to understand the meaning of idioms are provided.

According to *Cambridge International Dictionary of Idioms*, the crucial problem is guessing the meaning of an idiom. It is mentioned in the dictionary that often people do not understand the meaning of an idiom from the words it contains. It is explained that the reason is that idioms often have a stronger meaning than non-idiomatic phrases (1998: 88). For this reason, it can be concluded that meaning is very important semantic aspect of idioms. In addition, in the dictionary it is mentioned that figurative meaning is the basis how to characterize whether a particular fixed expression is an idiom (ibid. 86). On the other side of the coin, Makkai (1975: 74) explains that the meaning of an idiom can be either *partly* or *completely* different from the meaning of its constituents. In partial difference, the meaning of an idiom can be guessed from the meaning of their constituents. The figurative meaning and literal meaning may only slightly differ. In completely different idioms, the figurative meaning is far from the literal meaning, so the meaning of the idioms cannot be guessed.

Fernando et al. (1981: 30) acknowledge that idioms can carry positive, neutral or negative meaning. Some examples of idioms of positive meaning are: *a fair grandmother* (meaning a person who helps others when they need it the most), *the fruit of something* (used to talk about good result of an activity or a situation), *in a good shape* (used to describe people or things that is in a good condition). Examples of neutral idioms are: *in somebody's shoes* (be in someone's position), *bring something home to somebody* (used to convince someone how important, difficult or serious something is), *think on your feet* (adjusting quickly to changes and making fast decisions). Examples of negative idioms are: *monkey business* (dishonest behaviour), *a mummy's boy* (a boy or a man that is controlled and influenced by his mother) (1981: 18-48).

Cooper (1999: 233-262) claims that conventionalized meaning is the one that divides idioms from other figurative expressions. Moreover, the author continues that the distinction is not always precise. The reason is that many idioms are dead or frozen metaphor-figurative expressions that have acquired conventionalized meaning. Moreover, Langlotz (2006:4) explains that idioms can be understood depending to their literal meaning and idiomatic meaning. Literal meaning is the meaning that can be understood from the sum of the constituent elements while the idiomatic meaning is the meaning of the whole phrase. (ibid. 5).

Based on the theoretical review in this subchapter, the author of the Bachelor paper has concluded that the meaning of idioms can be partly or completely different from the meaning of the constituents' meaning. The main authors of the subchapter were: Fernando (1981), Cooper (1999), and Langlotz (2006).

1.2.2. Syntactic features of idioms

This subsection is more specific of syntactic features. This part focuses on the *frozenness hierarchy* provided by Fraser (1970). Based on the information provided by Fraser (1970), a table with explanation and examples has been made.

Fraser (1970: 39-41) has researched that idioms can be arranged into a *frozenness hierarchy*. Based on Fraser's theory, the author of the Bachelor Thesis has made a *table* (Table 1.2) summarizing the information.

Table 1.2. The hierarchy of frozenness according to Fraser (1970)

The hierarchy of frozenness	Explanation and examples
Completely frozen	These idioms do not admit any transformation. For instance, <i>to bleed one white, to build castles in the air, to face the music, to turn a deaf ear to</i> , etc.
Adjunction	These idioms do not permit adjunction of a constituent not belonging to the idiom. For example, <i>to kick the bucket, to stand for, to give ear to, to catch fire</i> , etc.
Insertion	Idioms do not permit insertion of constituent not belonging to the idiom, such as, <i>to bear witness to, to lend hand to, to fish for, to run into</i> , etc.
Permutation	These idioms do not permit two of their sequent constituents to be permuted. In particular, <i>to put on some weight, the cat has someone's tongue, to turn back the clock</i> , etc.
Extraction	These idioms do not permit one of their constituents to be exchanged. For instance, <i>to break the ice, to close up, to ask for, to pay attention to</i> , etc.
Reconstitution	These idioms do not allow any change in their syntactic function. For example, <i>to lay down the law, to pop the question, to spill the beans</i> , etc.

According to Fraser (1970: 39-41), *Table 1.2.* has been created by the author of the Bachelor paper. In the table there are six types of transformation ranging expressions that undergo nearly all traditional transformations without losing the meaning to those expressions that will not undergo even the simplest transformations and still maintain their idiomatic interpretations.

1.3. Classification according to their syntactic features by Vinogradov

The subchapter is about Vinogradov's (1977) general classification of idioms based on the semantic and syntactic structure. The Bachelor paper provide a subdivision of each structure, an explanation and examples.

English consists of lot of idioms. For this reason, in the language exist numerous ways how to classify idioms. One of the categories is provided by Vinogradov (1977: 145):

1. Idioms based on semantic structure – includes three subtypes. These are:
 - 1.1. Phraseological fusion – semantical phraseological unit that cannot be divided and whose meaning is not influenced by the meanings of its components. It is the highest stage of integrating together. The meaning of idioms can be understood only when a person studies the idiom as a whole unit. For instance, *once in a blue moon*. As it can be expected, it has no reference to colour. The meaning is once in a very long time.
 - 1.2. Phraseological unities – these are phraseological units that cannot be semantically divided but the meaning if the whole unit may be perceived through the meaning of its components.
 - 1.3. Phraseological combination – the meaning of the whole can be understood from the meaning if its components.
2. Based on syntactic features – these idioms are classified into:
 - 2.1. Idioms functioning like nouns. For example, *common folder*.
 - 2.2. Idioms functioning like verbs. For instance, *give and take*.
 - 2.3. Idioms functioning like adjectives. For example, *high and low*.
 - 2.4. Idioms functioning like adverbs. Namely, *first and foremost*.
 - 2.5. Idioms functioning like prepositions. As an example, *on the ground of*.

Based on the classification of Vinogradov (1977), the author of the Bachelor paper will analyse the idioms from the perspectives of syntactic features in the English language. The information will help to understand which type of idiom appears the most.

1.4. Classification according to their syntactic features by McCartney

The subchapter explains more closely the classification of idioms depending on their syntactic features. McCartney (2010) provides the most common 7 types of idioms, their explanation and examples.

McCarthy (2010: 6) in the book *English Idioms in Use* mentions the main types of idioms. These are:

1. **Verb + object** (and/ or adverbial). For example, *kill two birds with one stone*. The meaning of the idiom is to produce two beneficial results by just doing one action.
2. **Prepositional phrase** (often with “of”). For instance, *in the blink of an eye*. The essence of the idiom is in an extremely short time period.
3. **Compound**. As an example, a bone of contention. The sense of the idiom is something which people argue and disagree over.
4. **Simile** (“as as”, or “.... like.....”). For example, as dry as a bone. The meaning of the idiom is very dry indeed.
5. **Binominal** (word + and + word). For instance, rough and ready. The essence of the idiom is crude and lacking sophistication.
6. **Trinominal** (word + word + and + word). As an example, cool, calm, and collected. The meaning of the trinomial is relaxed, in control not nervous.
7. The last but not the least type is **whole clause and sentence**. For example, to cut a long story short. The essence of the clause is to tell the main points, but not all the fine details.

This part of the sub-chapter deals with the classification of idioms depending on their syntactic features. McCartney (2010) provides the most common 7 types of idioms (verb + object; prepositional phrase, compound, simile, binominals, trinominals, and whole clause and sentence), their explanation and examples.

1.5. Idioms and non-native speakers

The last subchapter is about difficulties that non-native speakers are having while facing the idioms. Irujo (1986) mentions the main reasons why it happens. Sornig (1988) holds that the only way to deal with the problem is to study the idioms and the meaning of them.

Idioms are quite easy to comprehend for native speakers of the English language. Johnson–Laird (1993: ix) explains that idioms cannot be composed in a conventional way. The author adds that idioms often cause problems to those for whom English is not their mother tongue. As a reason, the author suggests that in most cases idioms do not have

simple equivalents in another language. So, idioms make their teaching process also problematic. This paper will analyse only English idioms.

Irujo (1986: 236-238) has listed some of most common reasons why idioms are so challenging for non-native English speakers. As one of the main causes the author mentions *the non-literality of idioms*. The reason is that the non-native speakers shall reveal whether the phrase has its literal or idiomatic meaning. The author continues that native speakers do not face such problems, i.e. they usually know instantly which meaning the phrase holds. Irujo (1986: 236) as the second problem listed *the lack of exposure of idioms*. The reason was mentioned that native English speakers use simplified language avoiding idioms while talking to person that is not English native speaker. The author continues that even though idioms are very often used in television, the non-native speakers do not have a possibility to find out the meaning of the idiom and any feedback on their usage. And this problem leads to the next problem, that is *know-how*. In other words, non-native English speakers usually do not realize the correct use of idioms in appropriate situations in correct forms. The last but not the least problem is *the lack of sufficient teaching materials*.

Idioms are so unique that no simple rule can be given in order to help people understand them. According to Sornig (1988: 285) “whilst anything can be learned, not everything can be taught”. The author states that in order to understand the meaning of an idiom, it is necessary to study idioms by heart. Moreover, the author does not agree that idioms are used to call things in a simpler way or to express thoughts in a crisp way. Sornig (ibid.) states that the main functions of idioms are to bring colour to communicative interaction and to express things in a vivid way.

The chapter was about defining idioms and providing the typical features of idioms. The chapter continued with the main semantic and syntactic features of idioms. Later on the paper suggested a general classification of idioms based from the semantic and syntactic structure. At the end of the chapter, the obstacles of idioms and non-native speakers are presented, the reasons for them, and the ways how to deal with the problems. The main authors referred in the chapter are: Crystal (1997), Glucksberg (2001), Philip (2011), Rahimi (2012), Fernando (1996), McCarthy (2010).

2 THE CONCEPT OF MARKETING

The paper continues with an insight in the marketing concept, i.e., the definition of marketing, the main types of marketing, the main challenges of marketing, and the main categories of marketing.

2.1. The notion of marketing

This subchapter provides a definition of marketing, the division of marketing, and the difference between *marketing* and *advertising*. The subchapter continues with the biggest marketing problems that companies face with and the solution that companies can choose. The main authors are Gordon (2011) and Godin (1999).

According to Gordon (2011: 2012) ‘marketing is the process of communication between a company and the customer audience. It is the accommodation of the commercial activities and used by institutions/organizations with the aim to include behavioural change on a short-term or permanent basis’.

Godin (1999:15) holds that a lot of people mix up marketing and advertising. In order to understand the difference, the author has provided that marketing is divided into: advertising, community involvement, customer support, distribution, market research, media planning, product pricing, publicity relations, and sales strategy (ibid.) . From the previous mentioned information, the author of the Bachelor paper has concluded that *advertising* is one of the concepts of marketing.

In addition, the author claims that the biggest obstacle in marketing is the overload of information. Godin holds that it is almost impossible to reach a customer due to the reason that all of the available communication channels (TV, internet, radio, booklets, billboards, etc.) are full of information and it takes a huge effort to come up with something unique (ibid. 5-7). The author continues that for this reason, nobody is paying attention to the information of goods or services provided. As a solution, the author mentions that companies should deliver only the core information. In addition, Godin (ibid.) state that nowadays it is a crucial problem that companies want to deliver too much information in one message. As another solution the author provides instead of mass media use Nichee media. In other words, Godin (ibid.) suggest to catch a customers’ eye via small headlines. Another thing that shall be taken into consideration is that powerful advertising need to be anticipated, personal, and relevant. (ibid. 9).

This subchapter presents a definition of marketing and the division of marketing. At the end the subchapter holds that it is very difficult to reach a customer because the market is overloaded with information.

2.2. Philosophical orientations of marketing

The second subchapter deals with providing the types of marketing concept. Based on the information by Kotler, the author of the Bachelor paper has summarized the provided information, and visual materials are provided.

According to Kotler (2000: 45), in marketing exist five marketing orientations, that are based on their functions. Through the times the market has changes, for the reason, the concepts have changes as well. Based on the Kotler's provided information, the summary is presented in the table below.

Table 2.1. Types of Marketing Concept according to Kotler (2000: 45)

No.	Type of concept	Description
1.	Production concept	The ideology of this concept is that each company is advised to focus on the products they have or can have the most. The core is based on high production efficiency, low costs and it will lead to mass production.
2.	Product concept	Companies are providing well-made products that are high in quality, performance and with innovative features.
3.	Selling concepts	In this concept companies are promoting their products aggressively to the customers.
4.	Marketing concept	The concept is based on making own company or brand so powerful, that from all the available market providers, the customer will be willing to purchase the product provided from the particular company.
5.	Societal Marketing concept	Deals with understanding what exactly the target market wants or need and deliver better than competitors.

Table 2.1. is about five types of marketing concept. The information is summarized according to Kotler (2005). The table shows that production concept is based on providing products that are production efficiency, low in cost and mass production, while product concept focuses on providing well-made goods with high quality, performance and with innovative features. The selling concept is when companies tend to promote their products in an aggressive way and social marketing concept is when companies understand what their clients need the most and deliver them better than others. On the other side of the coin, marketing concept focuses on making own brand so powerful, that customer will be willing to use or purchase only the one particular product from the particular company.

This subchapter provides five types of marketing concepts according to Kotler (2000). The types of marketing concepts are: production concept, product concept, selling concept, marketing concept, and social marketing concept.

2.3. The Categories of Marketing

The third subchapter is based on the division of marketing, according to Jones (2014). On the other hand, Olenski (2013) states, that the main type of marketing is *text message marketing*.

According to Jones (2014) marketing can be divided into a lot of categories but the author of the Bachelor paper will focus only to the main four. These categories provided in table below.

Table 2.2. The Categories of Marketing according to Jones (2014)

Category of marketing	Description
Internet marketing	As already the meaning of the title can be predicted, this category of marketing is online based. The most common forms are video advertisement, search engine marketing, and e-mail marketing. Since technologies are developed and improved day-to-day, this type of marketing is considered to be very successful.
Promotional marketing	This marketing category is used only by companies with the aim to motivate people to purchase the products provided by the company. The most popular ways how companies promote a product/service are: <ol style="list-style-type: none"> 1. holding contests to win a prize;

	<ol style="list-style-type: none"> 2. offering coupons for purchasing a product at a discount; 3. provide samples of certain product so that people can try the product before the product is purchased.
Personalised marketing	The marketing category deals with creating a unique and special offer for particular customer separately. Since the Internet is suitable place for marketing, companies track a customer's specific interests and send them suggestions that they might like. The situation can be seen especially in Facebook.
Text message marketing	This marketing category is a tool used in order to reach a large audience and to do it instantly. Dealing with this type of marketing, it is crucial to receive a customer's permission to contact them via text message in advance. If the permission is not received in advance, it may lead to bad reputation and goodwill.

Table 2.2. is about four main categories of marketing according to Jones (2014). The most common is internet marketing where all the information is delivered online in the form of video advertisement, search engine marketing, and e-mail marketing. The second category is promotional marketing where companies motivate customers to buy the particular products provided by the particular company. The next category is personalised marketing where companies are creating unique offers to particular customer based on the information each person has been interested in the most. The last category is text message marketing where companies send text messages to a large audience and the audience receive the message instantly.

Olenski (2013) mentions that 'mobile text messaging, the same 160-character dispatches first popularized by nimble-fingered teenagers, may be the closest thing in the information-overloaded digital marketing world to a guaranteed read.' Summarizing what Olenski (ibid.) has stated, it is concluded that text message marketing is very popular because there is a guarantee that a customer will read the message sent and it is not important that the potential customer might not purchase the provided goods or services. The core is that the customer is informed about the existence of particular product.

This chapter was based on three subchapters. The first subchapter defines marketing, suggesting the division of marketing, and the biggest problems that companies are having. The second subchapter presents the division of marketing, and explains why text message marketing is often used.

3 ANALYSIS OF IDIOMS IN ARTICLES ON MARKETING

The chapter begins with a detailed description of the methodology that will be applied to analyse idioms in articles on marketing and explains that the main methods are quantitative and qualitative analysis. The second subchapter describes the material that were selected, providing the following information of the articles: the title, precise date of publishing, the author, place where the article can be found, what the article is about and the reason for selecting the particular article for analysis. The last subchapter contains the findings of the analysis. The provided information is the number of idioms per each article, the results of the main patterns and the functions of idioms in the particular context. The subchapter end with providing which pattern appeared the most.

3.1. Research methodology

The empirical part begins with a detailed description of how the investigation was done. Moreover, it is described how it is planned to answer to research questions. The main research methods are qualitative and quantitative.

This paper focuses on answers to the research questions set out in the Introduction. According to Clarke (2005:4), research is usually undertaken to analyse an idea, to examine an issue, and to solve a problem. This Bachelor paper is aiming to answer such research questions: what are the main patterns of idioms in articles on marketing, what is the purpose of idioms in articles on marketing, and what is the frequency of idioms used in articles on marketing. In order to investigate idioms in articles on marketing, the used methods are: analysing available English idioms, considering the main patterns, the purpose of used idioms and the frequency of used idioms in articles on marketing. Quantitative analysis is applied in order to answer research questions on the frequency of idioms.

Thomas states that

quantitative research [italics added] uses numbers and statistic methods. It tends to be based on numerical measurements of specific aspect or phenomena; it abstracts from particular instances to seek general description or to test causal hypothesis; It seeks measurements and analyse that are easily replicable by other researchers. (2003: 2)

In addition, the author mentions that quantitative researchers are aiming to seek explanations and predictions. In other words, according to Creswell (2003: 14), quantitative data is the analysis that tries to understand behaviour by measures and statistical modelling. Idioms were counted to suggest the frequency of the used idioms in each article and the most common types of idioms used in the articles on marketing is provided. In order to analyse the patterns of idioms and the function of them, qualitative data is applied.

Thomas holds that

qualitative research [italics added] is multimethod in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative researchers study things in their natural setting, attempting to make sense of, or interpret phenomena in terms of the meanings people bring to them. Qualitative research involves the studied use and collection of variety of empirical materials, personal experience, life story, interview, etc. [etc. added] (2003: 1-2)

In other words, Creswell (ibid. 15-16) holds that qualitative analysis is the analysis that consists of subjective judgements. Moreover, the author explains that the research methodology is based on the information that can be quantifiable, such as, management expertise, strength of development or labour relations.

The classification of syntactic features of idioms will be applied according to Vinogradov (1977: 145). The author's classification will be used in order to analyse whether an idiom is functioning like nouns, verbs, adjectives or adverbs. To see how each idiom is functioning, first of all, will be taken into account the context where the idiom is presented. Secondly, the author of the Bachelor paper will look at the constituents of the idiom and the parts of speech. In cases where a phrase seemed to be an idiom (based on the previously mentioned steps of analysis) but the form of an idiom provided in dictionary differed from the ones that are presented in article, the author of the Bachelor paper looked at the variation of idioms according to McCarthy (2010: 24). More closely, the author of the paper looked at the grammatical structure provided in Table 3. 2.

In order to analyse the purpose of idioms in articles on marketing, the reasons for using idioms will be given according to McCarthy (2010: 6) and Fernando (1996: 12-14). The authors provide that idioms mostly are used:

- to emphasize something;
- to agree with a previous speaker;

- to comment on a situation;
- to make an anecdote more interesting;
- to make a text sound more interesting;
- to indicate membership of a particular group;
- to express something that is not possible otherwise
- to fill the gaps in the vocabulary;
- to make English a more colourful language;
- to bring clear mental picture to an individual's mind;
- to use an image to describe something as clearly as possible.

The author of the Bachelor paper will use the previously mentioned reasons of using idioms in order to analyse whether the idioms used in articles on marketing correspond to the reasons of use according to McCarthy (2010:6) and Fernando (1996: 12-14).

For analysing the frequency, quantitative research will be applied. To conclude the frequency of idioms per article, the author of the Bachelor paper counted the number of idioms per each article.

The information of classification will help to understand which type of idiom appears the most. This paper consists of 20 scanned articles. These articles are used to analyse the patterns of idioms, the purpose of the used idioms and the frequency. In order to make sure a particular word combination is an idiom, the author of the Bachelor paper used *Oxford Dictionary of English Idioms* (2006), *The Wordsworth Dictionary of Idioms* (2010), and *Free Dictionary by Farlex* online (Online 1). A phrase or expression was considered to be an idiom, if the expression was marked in the dictionaries as idiom and/or the phrase correspond to the definition the author of the Bachelor paper has concluded.

3.2. Description of analysed materials

After having an insight in research methodology, it is crucial to have a precise information on the articles selected. The main information provided per each article – the title, precise date of publishing, the author, place where the article can be found, what the article is about and the reason for selecting the particular article for reviewing. All of the articles are online based, are different in length, are related to selling marketing and these articles is the corpus selected for analysis. The selected articles are published between June 2011 and May 2016. As an important issue for selecting the article for analysis is that the article should not contain less than 300 words and the article should be published not later

than June, 2011. The articles were selected only if they were from the Daily Mail or Forbes. For a deeper analysis were chosen only those articles that contained at least one idiom. A description of each article is provided below.

The first article is *Why Trust is the New Core of Leadership* (hereinafter Article 1) is published on 3rd of April, 2012. The author of the article is Green. The article is available on the homepage of Forbes and consists of 909 words. The reason why the article was selected is because the article corresponds the preferred date of publication, contains the minimum amount of numbers, is published in the preferred homepage and because of the wish to know about the topic. The article is about comparison how business was made long time ago, and how it shall be done now in order to gain success.

The second article is *The Greatest Obstacle To Making Money In Financial Markets* (hereinafter Article 2) written by Steenbarger. The date of publishing is 16th of May, 2016 the article is published in the homepage of Forbes and consists of 638 words. The reason why the article was selected is because the article corresponds the preferred date of publication, contains the minimum amount of numbers, is published in the preferred homepage and explained what is the most important in the market. The article provides information with the problems that new entrepreneurs face with and explains how other companies have managed to overcome the difficulties.

The third article is *6 TED Talks You Should Watch To Up Your Mindset* (hereinafter Article 3). The author of the article is Stahl and the date of publish is March 30, 2016. The amount of words is 550. Article 3 is available in the homepage of Forbes. The article is about the marketing tricks that companies use in order to motivate customers to buy their products, and the tips how to handle such situations. The reason why the article was selected is because the article corresponds the preferred date of publication, contains the minimum amount of numbers, is published in the preferred homepage and the article explains how to interact on person's mind in order to make the customer willing to buy certain product.

The fourth article is *Rare 12-Carat 'Blue Moon' Diamond To Be Unveiled At L.A. Natural History Museum* (hereinafter Article 4). The author of the article is DeMarco. The article is published on August 24, 2014 and is available in the homepage of Forbes. The amount of words is 821. The reason why the article was selected is because the article corresponds the preferred date of publication, contains the minimum amount of numbers, is published in the preferred homepage and the article explains the importance of blue gems.

The article is about the diamond and the intentions of Natural History Museum to attract huge amount of customers with the 12-carat diamond.

The fifth article is *BHS's £571m pensions black hole: Pressure mounts on the retailer to produce plan to help plug the shortfall* (hereinafter Article 5). The article is published on March 26, 2016 by Craven. The author published the article in the Daily Mail homepage, under the section *market* and it consists of 504 words. The main idea of the article is to inform readers that the owner of BHS sold millions worth business to a group of little known investors last March for £1. In addition, the author of the article provided the causes that have occurred due to the reason. The reason why the article was selected is because the article corresponds the preferred date of publication, contains the minimum amount of numbers, is published in the preferred homepage and because of the wish to know more about the reasons why a wealthy business shall be sold so cheap.

The next article is *Report Says Sony Is Working On A More Powerful 'PlayStation 4.5'* (hereinafter Article 6) written by Tassi. The date of publish is 18th March, 2016. The article is available in the homepage of Forbes and consists of 742 words. The article is about innovative features of PlayStation and the plans of Sony to attract customers with the features. The reason why the article was selected is because the article corresponds the preferred date of publication, contains the minimum amount of numbers, is published in the preferred homepage and the article informs about how Sony is planning to attract the market.

The seventh article is *Google RankBrain: What Does It Mean For SEO* (hereinafter Article 7) and is composed by Templeman on October 27, 2015. The article is available in Forbes home page under the section *entrepreneurs* and consists of 806 words. The main idea of the article is to inform the readers that Google has planned to make innovations in algorithms and technology. These algorithms will help to machine learn. The reason why the article was selected is because the article corresponds the preferred date of publication, contains the minimum amount of numbers, is published in the preferred homepage and because of the wish to find out more about the development of modern technologies.

The next article is *10 Reasons To Use Email Marketing (As Told By Small Businesses)* (hereinafter Article 8). The article was published by Pinkham on September 17, 2015 in the home page of Forbes, in the subsection *entrepreneurs* and consists of 1170 words. The author in the text listed the main reasons why businesses should use email marketing. The reason why the article was selected is because the article corresponds the preferred date of publication, contains the minimum amount of numbers and is published

in the preferred homepage. Since to sell goods and services is a big issue, it is crucial to understand the best ways how to do it. For this reason, this article was chosen for reviewing.

The next article is *What Corners Are You Cutting?* (hereinafter Article 9) and is written by Jasper. The date of publish is June 13, 2011 and the article is available in the homepage of Forbes. The total number of words are 775. The article is about the importance of time and that event though the drive-through has been invented, people still claim that the offer of food is too slow. The reason why the article was selected is because the article corresponds the preferred date of publication, contains the minimum amount of numbers, is published in the preferred homepage and due to the wish to find out more of the experience of Starbucks coffee.

The article Article 10, with the original title *Delta Flyers Get a Break, as Airline Axes Telephone Booking Fee*. The author of the article is Bender. The date of publish is April 15, 2016 at www.forbes.com under the section *business*. The amount of words is 341 words. The article is about the possibility to book for a flight in America to a Delta airlines paying 25 dollars per ticket and providing the reasons why the flight are so cheap. The reason why the article was selected is because the article corresponds the preferred date of publication, contains the minimum amount of numbers, is published in the preferred homepage and because of the wish to understand how other people plan to attract customers.

The next article *Fintech Is Hot, But The Demise Of Traditional Banking Has Been Greatly Exaggerated* (hereinafter Article 11) is published by Myers on April 8, 2016 in the homepage of Forbes. The amount of words is 757. The article informs how successful the financial technology sector is. The author of the article provides statistics, incomes and expenditures in the technology sector. The reason why the article was selected is because the article corresponds the preferred date of publication, contains the minimum amount of numbers, is published in the preferred homepage and due to wish to realize the importance of financial technology sector.

The twelve article is *Dud Isa season saw investors put £326m less into funds, as stock market worries and tax changes weigh on minds* (hereinafter Article 12) and is published in 28th of April, 2016 by Lawrie. The article is available at The Daily Mail homepage in the section *money* and contains 594 words. The article is about Dud Isa the tax increase for pension contributions and dividends. For this reason, the company cannot invest into funds and income decreases. The reason why the article was selected is because

the article corresponds the preferred date of publication, contains the minimum amount of numbers, is published in the preferred homepage and due to the wish to understand whether investment funds pay-off.

The next article is *Lloyds avoids any more PPI charges and claims 'good progress' but profits tumble as it buys back bonds* (hereinafter Article 13) and is published in the Daily Mail homepage under the section *money*. The article is composed by Smith and contains 781 word. The text is available from the 28th of April and is about Lloyds skyrocket of the profits that occur avoiding payment protection insurance charges. The reason why the article was selected is because the article corresponds the preferred date of publication, contains the minimum amount of numbers, is published in the preferred homepage and since Lloyds is one of the biggest bank in United Kingdom, the article was reviewed to find more about the bank and the ways how the bank boosted the profits.

The fourteenth article *Britons stash over £1bn in teapots, piggy banks and freezers at home as interest rates on savings dwindle* (hereinafter Article 14) is published by Denton on April 28, 2016 in the homepage of the Daily Mail, under the section *money*. The amount of words is 420. The article is about people tendencies to save money and the interest charges that banks provide. The reason why the article was selected is because the article corresponds the preferred date of publication, contains the minimum amount of numbers, is published in the preferred homepage and because of the wish to understand what is the best place to save money.

The next article is *The Donald, The Bern And The Cell Phone: How Mobile Is Changing Politics* (hereinafter Article 15) and was written by Lecick. The date of publishing is 27th of April, 2016 in www.forbes.com under the section *leadership*. The article is about how mobile phones are influencing politics. The reason why the article was selected is because the article corresponds the preferred date of publication, contains the minimum amount of numbers, is published in the preferred homepage and because of the interest to find out how it is possible that mobile phone is changing politics.

The sixteenth article is *Hopes Boosted at Tata UK as the Price of Steel Goes up* (hereinafter Article 16). The author of the article is Rees and the date of publish is 7th of May, 2016. The article can be found in the Daily Mail homepage under the section *money* and consists of 334 words. The article is about the prices of steel and the intention provided by Stace to increase profits. The reason why the article was selected is because the article corresponds the preferred date of publication, contains the minimum amount of

numbers, is published in the preferred homepage and due to the wish to understand what is happening in the market.

The next article is *Lloyds and ITV Face New Backlash as Investor Groups Demand Action to end 'Excessive' Executive Wage Hikes* (hereinafter Article 17). The article is available in the homepage of the Daily Mail, under the section *money* and the date of publish is 7th of May, 2016. The author of the article is Hawkes and consists of 865 words. The text is about the problems that Lloyds and ITV are having. In addition, the article continues that Lloyds should reject payouts to executives and provides the main reasons. The reason why the article was selected is because the article corresponds the preferred date of publication, contains the minimum amount of numbers, is published in the preferred homepage and since Lloyds is one of the biggest bank in United Kingdom, so it was considered to be important knowing more about the bank.

The eighteenth article is *Boss of Online Retailer Notonthehighstreet Turns to Shops as a 'Aaste of Future'* (hereinafter Article 18). The article is available in the Daily Mail homepage, under the section *money* and the author of the text is Owen. The date of publish is 7th of May, 2016 and contains 863 words. In the article Article 18, the chief executive of Tesco reveals the company's intentions how to guide customers what they want and how to give the intention that Tesco is the best option to choose in the market. The reason why the article was selected is because the article corresponds the preferred date of publication, contains the minimum amount of numbers, is published in the preferred homepage and because of the wish to find out more about the key tips how to make business work.

The next article is *Get £216 for Having a Bank Account: Co-Operative Offers £150 Sweetener on top of Monthly Reward Deal of £5.50 - but is the Current Account Any Good?* (hereinafter Article 19). The article is published on the 7th May, 2016 and is available in the homepage of the Daily Mail, under the section *money*. The author is Gunn, and the text consists of 586 words. The article is about the latest tendencies how banks tend to attract customers. In this case, it is giving a benefit in the form of money. The reason why the article was selected is because the article corresponds the preferred date of publication, contains the minimum amount of numbers, is published in the preferred homepage and due to the wish to know more how to catch customers' eye. Another reason is due to the wish to know what is happening in the banking sector.

The twentieth article is *Amazon to Offer Flexible Prime Membership for £7.99 a Month - but That's £96 if you Stay for a Year* (hereinafter Article 20). The article is available in the homepage of the Daily Mail under the section *money* from the 7th of May,

2016. The author of the article is Rutt and the text consists of 622 words. The article is about ways how Amazone is planning to have long-term relationship with clients, as well as, the company is planning to receive extra money if a person wants to have the delivery in one day. The reason why the article was selected is because the article corresponds the preferred date of publication, contains the minimum amount of numbers, is published in the preferred homepage and because of the wish to understand the intentions of the biggest companies, and learn how to attract customers.

The subchapter presents detailed information on each article selected for analysis. The information includes: the title, precise date of publishing, the author, place where the article can be found, what the article is about and the reason for selecting the particular article for reviewing.

3.3. Discussion of findings

The sub-chapter presents findings and discussions of the findings. In 20 articles, 39 idioms were found. Idioms that repeated more than once in the same article were not counted. The subchapter will begin with the number of idioms per each article. Then, this paper will continue with the analysis of the main categories of idioms and the function of them in the particular article.

Before starting to analyse the use of idioms, it is crucial to understand how many idioms appeared in each article. In order to understand the frequency, the articles were reviewed, and the number of idioms counted in each article. During the reviewing process, when a phrase or expression was considered to be an idiom, the phrase/ expression was checked in the dictionary of idioms. Based on the number of idioms found in each article, Table 3.1. was made.

Table 3.1. The number of idioms per article

Article	Number of idioms	Article	Number of idioms
Article 1	1	Article 11	5
Article 2	1	Article 12	1
Article 3	1	Article 13	1
Article 4	1	Article 14	1
Article 5	3	Article 15	2
Article 6	1	Article 16	1
Article 7	2	Article 17	1

Article 8	1	Article 18	1
Article 9	1	Article 19	2
Article 10	3	Article 20	3

Table 3.1. provides the number of idioms found per each article. One idiom per article can be found in Article 1, Article 2, Article 3, Article 4, Article 6, Article 8, Article 9, Article 12, Article 13, Article 14, Article 16, Article 17, and Article 18. The biggest amount of idioms are in Article 11 (five idioms), while little bit less idioms are in Article 5, Article 10, and Article 20 (three idioms). Two idioms per article are in Article 15 and Article 19.

In some cases, the idiom form used in articles differs from the idiom provided in dictionaries. The reason is that the authors of the article has adopted to a particular context and tense. For example, the idiom *cut corners* occurred in the form *cutting corners*.

Nevertheless, the phrase was considered to be an idiom, based on the theory in Chapter 1 provided by McCarthy (2010: 24). The author holds that idioms are fixed and cannot be changed. The only thing that can be varied is grammar but only slightly. In order to decide whether a phrase is contextual form of idiom or different part of speech, the author of the Bachelor paper looked at the information suggested by McCarthy (ibid.). The summarised form of the provided variation by the author is suggested in the table below.

Table 3.2. The variation of idioms by McCarthy (2010: 24)

Variation of idiom	Description
Active voice VS passive voice	When an idiom can be transferred from active voice to passive voice. For example, <i>pass the book</i> (active voice) -> <i>book has been passed</i> (passive voice).
Verb-based idiom can be in a form of noun-compound.	This is when an idiom is verb-based but has noun-compound form. For instance, <i>buck-passing</i> .
A part of idiom can be changed	In this situation a word from the whole idiomatic expression can be changed, but the meaning of the phrase is not changed. For instance, <i>acting the fool</i> can be changed to <i>acting the goat</i> .

Table 3.2. is about the variation of idioms according McCarthy (2010: 24). The information provided in the table was used in order to find out whether a phrase is an

idiom that is changed because of contextual need or to conclude that the phrase is different party of speech and is not relevant for this reseach.

After the analysis of the frequency of idioms, this subchapter will focuss on close analysis of the idioms. In order to better understand the types of idioms and the use of idioms, a sentence with the idiom is provided. The type of idiom will be provided according to the types of syntactic features suggested by Vinogradov (1977: 145). In order to find out why the idioms are used in the particular text according to McCarthy (2010: 6) and Fernando (1996: 12-14) provided reasons.

The first idiom is *it takes two to tango* and is available in Article 1. The context where the idiom is used is as such: ‘trust is a relationship established between a trustor and a trustee. It takes two to tango, and two to trust (this is true not only of interpersonal trust, but of trust between people and institutions)’. The word classes of the idiom are as folows: it is a pronoun, take is a verb, two is an adjective, to tango is a verb. All together the idiom is functioning like a proverb. The meaning of the idiom is that both involved parties are responsible for a certain situation. Based on the context, it has been concluded that the idiom is used to express something that is not possible otherwise.

The second idiom is *in the heat of the moment* and is in Article 2. The context is as follows: ‘to be sure, all of us can make poor decisions in the heat of the moment when we are emotionally aroused’. The word classes of the idiom are: in is an adjective, the is definite artice, heat is a noun, of is preposition, moment is a noun. All together the idiom is functionatng like adverb and the meaning of the idiom is to do something with anger or excitement without thinking. Taking into consideration the context, the author of the Bachelor paper has concluded that the idiom is used to make English a more colourful language.

The third idiom is *best of both worlds* and is available in Article 3. The sentence where the idiom is available is as such: ‘Tali believes, however, that we can indeed have the best of both worlds—we can protect ourselves from the pitfalls of optimism while still remaining hopeful’. The word classes of the constituents are: best is an adjective, of is a preposition, both is an adjective, worlds is a noun in a plural form. All together the idiom is functionatng like noun and the meaning of the idiom is a situation where one can enjoy two seemingly different benefits. Based on the context, it has been concluded that the idiom is used to make English a more colourful language.

The fourth idiom is *once in a blue moon* that is available in Article 4. The context of the idiom is such: ‘appropriately named the “Blue Moon” (as in “once in a blue moon”), the diamond will make its first and likely only public appearance at the Natural History Museum of Los Angeles County in an exhibition from September 13 – January 6’. The word classes of the constituents are: once is an adverb, in is a preposition, a is an indefinite article, blue is an descriptive attribute (adjective), and moon is a noun. All together the idiom means never or very very rarely and is functioning like adverb. Taking into consideration the context, the author of the Bachelor paper has concluded that the idiom is used to make English a more colourful language.

The fifth idiom *black hole* appears in the Article 5. The idiom is in the title of the article: ‘BHS's £571m pensions black hole: Pressure mounts on the retailer to produce plan to help plug the shortfall’. Taking into account the constituents of the idiom black is an adjective but hole is a noun. Since black is a descriptive attribute, the main word in the phrase is hole. The author of the Bachelor paper has concluded that the idiom is functioning like noun. According to McCarthy (2010: 6) and Fernando (1996: 12-14) provided reasons why idioms are used, the author of the Bachelor paper has concluded that this idiom is used as an image to describe as clearly as possible that the money is irretrievably lost.

The next idiom is found in the same article and is functioning like noun. It is concluded due to the reason that under is used as preposition indicating a place, while pressure is noun referring to a time limit. According to the Free Dictionary by Farlex, *under pressure* is considered to be an idiom. The idiom appears in such sentence: ‘the company’s board is under pressure to produce a plan that will help plug the £571million shortfall after the PPF tacitly supported a restructuring of the business by abstaining at a creditors meeting on Wednesday’. The author of the Bachelor paper has concluded that this idiom is used to bring a clear mental picture to a reader’s mind. The idiom *under pressure* means when a person is stressed, usually due to the deadlines.

The seventh idiom *shore up* is found in the Article 5. The idiom is presented in: ‘if the regulator decides to investigate it may wish to examine the terms of the sale of BHS by Green; what was done to shore up the pension in the years before that; and whether Green or the trustees could have done more’. Shore is a verb that means to support by a prop but up is an adverb meaning in a higher position. Based on the information, the author of the Bachelor paper has concluded that the idiom is functioning like verb. The meaning of the idiom is to strengthen the pension. According to McCarthy (2010: 6) and Fernando (1996:

12-14) provided reasons why idioms are used, the author of this paper has concluded that this idiom is used to sound the text more interesting.

The next idiom is *let the cat out of the bag* that is available in Article 6. The context is as such: ‘Suffice to say that Sony and Microsoft should probably let the cat out of the bag soon’. Let is a verb, the is definite article, cat is a noun, out is an adverb and bag is a noun. All together the idiom is functioning like verb and the meaning of the idiom is to disclose a secret. The author of the Bachelor paper has concluded that the idiom is used as a phrase to use an image to describe it as clearly as possible.

The ninth idiom is *big picture* and is found in the Article 7. It appears in the sentence: ‘they’re much faster than humans at almost everything, but they still struggle with recognizing patterns and understanding how those patterns interact with the big picture’. The idiom *big picture* stands for a complete view of something where big is a synonym adjective for *great* and picture is a synonym noun of *illustration*. Since big is a descriptive attribute, the idiom is functioning as noun. The author of the Bachelor paper has concluded that this idiom is used to make the text sound more interesting.

The next idiom is in the Article 7. *Matter of time* is in the sentence: ‘it’s just a matter of time before the machines are fully integrated and then finally they’ll be able to stay ahead of their human counterparts’. The idiom *a matter of time* means being sure that sooner or later something will happen in the future. Matter is a noun used to talk about a thing that is being dealt with or considered, of is a preposition and time is a noun that is used for an interval separating two points. Taking into account the part of speeches of the constituents of idioms, it has been concluded that the idiom is functioning like noun. According to McCarthy (2010: 6) and Fernando (1996: 12-14) provided reasons why idioms are used, the author of the Bachelor paper has concluded that this idiom is used to emphasize that sooner or later machines will as humans.

The eleventh idiom is *to back up* and can be found in the sentence: ‘there’s plenty of data to back up the benefits of email marketing’. The sentence is available in the Article 8. To back is a verb and up is an adverb. Since up is a descriptive attribute, the idiom is functioning like verb. The meaning of the idiom is to copy data as a security measure. According to McCarthy (2010: 6) and Fernando (1996: 12-14) provided reasons why idioms are used, the author of the Bachelor paper has concluded that this idiom is used to express something that is not possible otherwise.

The next idiom is *cutting corners* in Article 9. The idiom is in such context: ‘however, the “smarter” from that motto never included cutting corners. Actually, cutting

corners was considered foolish and completely counterintuitive to the motto'. The word classes of the constituents are as such: cutting is a verb in a form of gerund, and corners is a noun in a plural form. All together the idiom is functioning like verb. The meaning of the idiom is to do something poorly. Taking into consideration the context, the author of the Bachelor paper has concluded that the idiom is used to emphasize something.

The thirteenth idiom is *get a break* and it appears in the headline of Article 10. The headline is: "Delta Flyers get a break, as airline axes telephone booking fee". The idiom *get a break* stands for receiving a special treatment or favourable deal regarding a reduced price on something. The meaning of the constituents are: get is a verb used as a synonym for 'receive', a is an indefinite article, break is a verb used as a synonym for *smash*. The idiom is functioning like verb. According to McCarthy (2010: 6) and Fernando (1996: 12-14) provided reasons why idioms are used, the author of the Bachelor paper has concluded that this idiom is used to express something that is not possible otherwise.

The next idiom is in the article A10. The present context is: 'now tell me: when's the last time you've heard of an airline getting rid of a fee'. The idiom is *get rid of*. The meaning of the constituents are: get is used as synonym verb to 'receive', rid is to get free of something, and of is a preposition. The idiom is functioning like verb and means to remove something that is not necessary any longer. Based on McCarthy (2010: 6) and Fernando (1996: 12-14) reasons why idioms are used, the author of the Bachelor paper has concluded that this idiom is used to emphasize the removing process.

The fifteenth idiom is *big picture* that can be found in the Article 10, in the sentence: 'big picture: Delta probably isn't taking too big a hit on this move.' The meaning of the constituents, the meaning of the whole idiom and the reason for usage is the same as in the Article 7.

In the Article 11 such idiom is found: *cutting edge*. The idiom is in the sentence: 'in the article, he argues that some of the cutting edge technologies in the market could fall short of their goal of disrupting banking due to acquisitions and partnerships with the very organizations they're looking to change'. The meaning of the constituents are as such: cutting – a verb in a form of a gerund, edge – a noun used to talk about thin and sharpened side. The idiom *cutting edge* stand for the leading part of greatest advancement and is functioning like adjective. Based on the context, it has been concluded that the idiom is used to make English a more colourful language.

The next idiom is *to have the guts* that is available in the Article 11. The sentence is as follows: 'in technology, money talks, and very few entrepreneurs (or investors, for that

matter) have the guts to walk away from a major buyout'. The idiom *have the guts* is used to describe a person that is brave. The word classes of the constituents are: have is a synonym verb used for 'own', the is definite article, and guts is a noun used to talk a part of a stomach. The idiom is functioning like verb and based on the context, it has been concluded that the idiom is used to comment on a situation.

The eighteenth idiom is *a matter of time* and is used in the Article 11. The sentence where the idiom is present is: 'It's only a matter of time before someone figures out how to improve this decades-old process by helping banks adopt some of the approaches pioneered by organizations like Lending Club, Kabbage, and CAN Capital'. The meaning of the constituents, the meaning of the whole idiom and the function is the same to the idiom that occurred the first time.

The next idiom is *to figure out*. The idiom appeared in the same article and in the same sentence as the previous idiom. The meaning of constituents are: figure – a synonym noun for *statistic*, out – an adverb used to talk about a direction away from the inside. The meaning of *figure out* is when a person has found a solution of a problem and the idiom is functioning like verb. Taking into consideration the context, it has been concluded that the idiom is used to make English a more colourful language.

The twentieth idiom is *foot in the door* and is present in the Article 11. The idiom is used in the sentence: 'historically, it has been difficult for small companies to get their foot in the door, but the fear that exists in the banking industry right now is making that process easier'. The meaning of the constituents are as such: foot is a noun that is a part of a leg, in is a preposition, the is definite article, door is a synonym noun for an *entry*. The meaning of the whole idiom is talk about the first step in working goal oriented. It has been concluded that the idiom is functioning like noun and is used to comment on a situation.

The next idiom is *weight on mind* and is found in the Article 12. The context of the idiom is: 'Dud Isa season saw investors put £326m less into funds, as stock market worries and tax changes weigh on minds.' The meaning of the constituents are: weight is a verb, on is a preposition and mind is a noun. The meaning of the whole idiom is to bother someone to think. The idiom is functioning like verb and is used to make English a more colourful language.

The twenty-first idiom is *set aside*, presented in the Article 13. The sentence with idiom is as follows: 'in a further boost to shareholders, the bank did not set aside any further provisions for PPI in the first quarter, for which it has earmarked a total of £16billion to date'. The meaning of the constituents are: set is a verb and aside is an

adverb. The idiom stands for placing something out of the way and the idiom is functioning like verb. Based on the context, the author of the Bachelor paper has concluded that the idiom is used to make a text sound more interesting.

The next idiom appeared in the Article 14 in the form *squirreling away* while in the dictionaries the provided form is *to squirrel away*. The sentence with the idiom is: ‘drawn by the convenience of having cash to hand and dismayed by dismal interest rates, British adults are squirreling away sizable sums at home, according to Virgin Money’. The word classes of the constituents are: squirrel is a verb and away is adverb. Since away is a descriptive attribute, the idiom is functioning like verb. The meaning of the whole idiom is to hide. Taking into consideration the context, it has been concluded that the idiom is used to make the text sound more interesting.

The twenty-third idiom is *stand out* that is available in Article 15, in the sentence: ‘it is the ubiquity and far-ranging applications of mobile devices, and the speed and ease with which voters can access campaign messaging and media coverage, which make this cycle stand out’. The word classes of the constituents are: stand is a verb and out is an adverb. Since out is a descriptive attribute, the idiom is functioning like verb. The meaning of the idiom is to be prominent against the cycle. The idiom is used to describe as clearly as possible.

The next idiom is *back and forth* and appear in the article A15. The sentence where the idiom is present is: ‘it took years of back-and-forth, but a company called Revolution Messaging finally obtained permission from the Federal Election Commission to deploy direct text-to-donate tools’. The word classes of the constituents are: back is a noun, and is a conjunction, and forth is a noun. The idiom is functioning like noun. The idiom stands for the movement forward and later returning to the same position. Based on the context, the author of the Bachelor paper has concluded that the idiom is used to emphasize the process of obtaining the permission.

The twenty-fifth idiom is *benchmark* and is presented in Article 16, in a sentence: ‘the price of hot-rolled coil steel, a benchmark for the industry, soared from €320 (£252) a ton in January to €378 in April’. The idiom consists of one word (noun), so the idiom is functioning like noun. The idiom stands for standards by which the industry is measured. Taking into consideration the context, it has been concluded that the idiom is used make English a more colourful language.

The next idiom (*clamp down*) is found in Article 17. The sentence where the idiom is used is: ‘a resurgent shareholder spring is in the offing as investors in some of Britain’s

biggest and best known companies including Lloyds Bank and ITV are being urged to clamp down on huge handouts to bosses'. The word classes of the idiom are: clamp is a verb and down is an adverb. The idiom is functioning like verb and stands for taking measures in order to stop something. Based on the context, it has been concluded that the idiom is used to express the situation that is not possible otherwise.

The next idiom is *at the forefront* and is available in the Article 18. The context where the idiom can be found is: 'retail has always changed but it's unprecedented now. This business is well-positioned at the forefront of that change'. The word classes of the constituents are: at is preposition, the is definite article, and forefront is a noun. The idiom is functioning like noun and the meaning of the idiom is the importance to some activity. Based on the context, it has been concluded that the idiom is used to emphasize the business.

The twenty-eighth idiom is *sweetener* and is available in the Article 19. The idiom is present in the title of the article. The title is: 'Get £216 for Having a Bank Account: Co-Operative Offers £150 Sweetener on top of Monthly Reward Deal of £5.50 - but is the Current Account Any Good?'. The word class of the word is noun, so the idiom is functioning like a noun. The meaning of the idiom is additional encouragement in the form of money. Taking into account the context, it has been concluded that the idiom is used to make English a more colourful language.

The next idiom is *golden hello* that is used in the Article 19. The sentence where the idiom can be found is: 'the 'golden hello' is paid on top of the bank's existing Everyday Rewards scheme which will boost your bank balance by up to £5.50 each month if you fulfill certain everyday banking tasks - such as checking your online banking once a month'. The word classes of the idiom are: golden is adjective and hello is a noun. All together the idiom is functioning like noun (due to the reason that the adjective is a descriptive attribute). Based on the context, it has been concluded that the idiom is used to make English a more colourful language.

The thirty idiom *hoodwinked into* is used in the Article 20. The context where the idiom is used is: 'Amazon attracted some criticism in the last couple of years for the way it marketed this one-month free trial, with many Amazon-users feeling they had been hoodwinked into paying the £79 annual fee, which they then had to argue hard to get back'. The word classes are such as: hoodwinked is a verb and into is a preposition. The idiom is functioning like verb and the meaning of the idiom is to deceive someone. Based on the context it is concluded that the idiom used to make a text sound more interesting.

The next idiom is *teething problems* that is used in following context: ‘Amazon has historically had teething problems with the way it charges customers’. The word classes of the constituents are: teething is noun and problems is a noun. The idiom is functioning like noun and the meaning of idiom is to talk about problems that have been experienced in an early stage. Taking into consideration the context, the author of the Bachelor paper has concluded that the idiom is used to make English a more colourful language.

The last idiom is *in hot water* that is present in the Article 20. The sentence where the idiom is used is as follows: ‘it found itself in hot water over pricing last year when scores of customers complained about being automatically charged £79 for the service’. The word classes are: in is a preposition, hot is an adjective, but water is a noun. All together the idiom is functioning like adjective. The meaning of the idiom is to be in trouble. Based on the context, it has been concluded that the idiom is used to make a text sound more interesting.

The types of idioms based on syntactic feature are: idioms functioning like nouns, idioms functioning like verbs, idioms functioning like adjectives, idioms functioning like adverbs, idioms functioning like prepositions. After the detailed analysis of the idioms table 3.3 has been made.

Table 3.3. The number of idioms per pattern

Type of idiom	Total amount
Idioms functioning like nouns	14
Idioms functioning like verbs	14
Idioms functioning like adjectives	2
Idioms functioning like adverbs	2
Idioms functioning like prepositions	1

Table 3.3. lists the types of idioms that appeared in the analysed material. The table shows that idioms functioning like nouns and idioms functioning like verbs appeared the most (14 times). Seven times less are present idioms functioning like adjectives and idioms functioning like adverbs (appeared only twice). The least idioms are those who are functioning like prepositions (is only one).

After performed the analysis of types of idioms, it is crucial understand what is the most often reason why the idioms are used. In order to answer this topic, the reasons provided in the text has been counted and table 3.4. has been made.

Table 3.4. The reason of using idioms

Reason why the idiom is used	How often
To express something that is not possible otherwise	4
To make English a more colourful language	10
To describe as clearly as possible	3
To bring a clear mental picture in a reader's mind	1
To sound the text more interesting	7
To emphasize something	6
To comment on a situation	2

Table 3.4. provides the main reasons why the idioms are used in the articles. The most are idioms that are used to make English a more colourful language (appeared ten times). Little bit less idioms are used to sound a text more interesting (seven times), while idioms used to emphasize something are present six times. Four times are idioms used to express something that is not possible otherwise and three times are idioms used to describe as clearly as possible. Two times idioms are used to comment on a situation while once idioms are used to bring a clear mental picture in a reader's mind.

The analysis of the present study provides in-depth findings of idioms that were found in articles on marketing and provide answers to research questions set out in the Introduction. The following research questions were possessed: what are the main patterns of idioms in articles on marketing, what is the purpose of idioms in articles on marketing, what is the frequency of idioms used in articles on marketing.

Altogether 20 articles were reviewed. The total amount of idioms found is 33. One idiom is found in 13 articles. Five idioms per one article appeared only once, but three idioms per one article appeared three times. Two idioms per article are in two articles. Based on the previous mentioned information, it has been concluded that in articles on marketing mostly are one idiom per article.

Based on the patterns provided by Vinogradov (1977), it is concluded that the most appeared idioms functioning like nouns and idioms functioning like verbs. Less are idioms functioning like adjectives and idioms functioning like adverbs. The least appeared those idioms that are functioning like prepositions.

Based on the findings, it is concluded that the most are idioms that are used to make English a more colourful language. Little bit less idioms are used to sound a text more interesting. In very similar amount are idioms used to emphasize something and idioms used to express something that is not possible otherwise, and idioms used to describe as clearly as possible. Very rarely are idioms used to comment on a situation while once appeared idiom used to bring a clear mental picture in a reader's mind.

The present study of frequency of idioms, the analysis how idioms are functioning, and the reason why the idioms are used is very important due to the reason that at least one idiom appears in articles on marketing.

CONCLUSIONS

After the theoretical material reviewing and the analysis of the corpus, the author of the Bachelor paper has drawn the following conclusions. The goal of the paper was to find out the main patterns and functions of idioms in articles on marketing. For reviewing the particular material corpus of articles, the main two online magazines were the 'Daily Mail' and the 'Forbes'.

The analysis of the literature showed that majority of idioms are fixed in their form and cannot be changed, but the grammar can be varied slightly, i.e. the shift from active voice to passive voice, when an idiom that is verb-based also has noun-compound form, and when at least one word in the idiomatic expression can be varied. The main reasons why idioms are used are: to emphasize something, to agree with a previous speaker, to comment on a situation, to make an anecdote more interesting, to make a text sound more interesting, to indicate membership of a particular group, to express something that is not possible otherwise, to fill the gaps in the vocabulary, to make English a more colourful language, to bring clear mental picture to an individual's mind, to use an image to describe something as clearly as possible.

Idioms have become a crucial topic for many specialists of the field such as: Cacciari, and Tabossi (1993), Curry (1995), Fernando (1996), Glucksberg (2001), and McCarthy (2010). These authors and many others have undertaken a lot of studies on idioms with an aim to identify and analyse idioms.

Altogether 20 articles were reviewed. The results of the research show that mainly one idiom is per one article. Little bit less are three idioms per article, but less are two idioms per article. Only once appeared five idioms per one article.

The research of this paper is mostly based on the classification of idioms provided by Vinogradov (1977). Based on the classification it is concluded that the the most appeared idioms functioning like nouns and idioms functioning like verbs. Less are idioms functioning like adjectives and idioms functioning like adverbs. The least appeared idioms functioning like prepositions.

The analysis of the corpus showed that the most idioms are used to make English a more colourful language. Less appeared idioms are used to sound a text more interesting. In very similar amount are idioms used to emphasize something and idioms used to express something that is not possible otherwise. Less are idioms used to describe as clearly as

possible. Very rarely are idioms used to comment on a situation while the least appeared idiom used to bring a clear mental picture in a reader's mind.

The present study of the frequency of idioms, the analysis how idioms are functioning, and the reason why the idioms are used helped to better understand that idioms are a very necessary issue to analyse because they appear in all articles on marketing that were selected for the analysis. By understanding the function of the idiom, it helped to better understand the text.

The enabling objectives and the goal has been successfully reached. For further research is necessary to have an in-depth analysis of the difference between idioms, proverbs, and phrasal verbs. In the empirical part it is recommended to analyse articles not only the articles for the Daily Mail and Forbes. The variety of the articles are necessary to conclude how the use of idioms varies according to the place of publish.

All the idioms were found by reading through the selected articles. For this reason, there may be cases when some idiom has not been identified or has been identified mistaken. This might be due to the lack of knowledge and experience. Nevertheless, words that seemed to an idiom were checked in the idiom dictionaries to make sure that they are regarded as idioms.

THESES

1) A fixed expression whose meaning cannot be derived only by knowing the meaning of separate constituents of the expression, is called an idiom.

2) The analysis of the literature showed that idioms can shift from active voice to passive voice, change when an idiom that is verb-based also has noun-compound form, and vary when at least one word in the idiomatic expression can be varied.

3) The biggest challenges of idioms are because of the non-literalness of idioms, the lack of exposure, and lack of sufficient teaching materials.

4) Marketing is the process of communication between a company and the customer audience. It is the accommodation of the commercial activities and used by institutions/organizations with the aim to include behavioural change on a short-term or permanent basis.

5) The analysis of corpus showed that mainly per one article are one idiom.

6) Based on the classification it is concluded that the the most appeared idioms functioning like nouns and idioms functioning like verbs. Less are idioms functioning like adjectives and idioms functioning like adverbs. The least appeared idioms functioning like prepositions.

7) The main reasons why idioms are used are: to make English a more colourful language, to sound a text more interesting, to emphasize something, to express something that is not possible otherwise, to describe as clearly as possible, to comment on a situation, and the least appeared idiom used to bring a clear mental picture in a reader's mind.

8) By understanding the function of the idiom, it helped to better understand the text.

9) The enabling objectives has been reached and the goal has been successfully reached.

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Dokumentārā lapa

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Ar savu parakstu apliecinu, ka pētījums veikts patstāvīgi, izmantoti tikai tajā norādītie informācijas avoti un iesniegtā darba elektroniskā kopija atbilst izdrukai.

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