



## PHRASEOLOGICAL UNITS USED IN ECONOMIC DISCOURSE: LINGUISTIC AND FUNCTIONAL ANALYSIS

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**Abstract:** *This article analyzes the linguistic and functional features of phraseological units used in economic discourse. It examines the role of phraseological expressions in economic texts and spoken communication, as well as their semantic, stylistic, and pragmatic characteristics. Additionally, a comparative analysis of English and Uzbek economic phraseological units is provided.*

**Keywords:** *phraseology, economic discourse, idioms, linguistics, semantics, pragmatics, business language*

Introduction. The development of modern economic relations significantly influences the language system. Economic discourse relies not only on precise terminology but also on expressive means of language, particularly phraseological units.

Phraseological units are stable expressions with figurative meanings that enhance the expressiveness and impact of speech. In economic discourse, such units help to explain complex processes in a simple and vivid way.

### Main Part

#### 1. The Nature of Economic Phraseological Units

Economic phraseological units are stable expressions that figuratively describe economic processes, financial conditions, and business activities.

For example:

- *the market is heating up* (demand is increasing)
- *prices are skyrocketing* (sharp increase in prices)
- *to fall into a financial crisis*



In English:

- *to break even* (to operate without loss)
- *cash cow* (a stable source of income)
- *to tighten one's belt* (to reduce expenses)

## 2. Semantic Features

Phraseological units in economic discourse have the following semantic characteristics:

- **Figurative meaning (metaphorical expression):** *the market has frozen* — economic activity has slowed down

- **Imagery:** *cash flow* — comparing financial movement to the flow of water

- **Emotional and expressive coloring:** Instead of simply saying *bankrupt*, expressions like “*collapsed into crisis*” may be used

## 3. Stylistic and Pragmatic Features

*Stylistic aspects:*

- Phraseological units add expressiveness and vividness to speech
- They are widely used in mass media and advertising

*Pragmatic aspects:*

- They have a strong impact on the audience
- They simplify complex economic concepts
- They help attract and engage listeners or readers

For example, in advertising:

- “*Hot deals!*”
- “*A golden opportunity to earn money!*”

## 4. Areas of Usage in Economic Discourse

Phraseological units are widely used in:

- mass media
- business negotiations
- advertising and marketing texts
- everyday spoken communication



This demonstrates their versatility and importance.

Conclusion. Phraseological units used in economic discourse are an essential part of language, helping to express economic processes in a vivid and impactful way. These units are rich in semantic, stylistic, and pragmatic features and play a significant role in communication. In the future, economic phraseology is expected to continue evolving and expanding with new expressions.

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