

**Realization of readers' impact function in print media (based on
British, American and Russian newspaper articles)**

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Main parts: Contents, Introduction, two Chapters, Conclusion, Bibliography

Keywords: phraseology, business communication, impact function, stylistic features.

Abstract: Significance of Researched Topic is based on the study of language in the framework of general scientific problems «language and culture», «people and language». This is also due to the considerable interest of linguists to identify national structural peculiarities and anthropocentric nature of phraseology.

The subject of the research paper is English idioms, functioning in the sphere of business communication.

The goal of this paper is to identify and to determine semantic and functional features of phraseological units used in business English discourse.

The main **objectives** of this research are:

- to analyze the available classifications of idioms and set expressions in linguistic literature ;
- to determine structural, semantic and grammatical specific features of modern English idioms. ;

- to analyze the prototypes of phraseological units used in business communication; ;
- to identify semantic , stylistic and etymological features of phraseology used in business discourse .

The theoretical and practical significance of the research is in development of the positions that prove the functioning of business idioms as language units, which most brightly reflect national cultural features of native speakers. This research also appears significant on the background of developing business contacts. and possibilities of using the results obtained in English language teaching practice.

Conclusion. Most of business idioms are terms which used metaphorically went beyond one's profession. Phraseological units in business discourse are mainly professional expressions taken from sports, military sphere, marine terminology. Idioms help to enrich business communication with bright and colorful expressions.