

TEACHING IDIOMS CONNECTED TO BUSINESS ENGLISH AND COLORS

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Abstract: *It is widely acknowledged that metaphors and idioms play a key role in understanding the ways in which people from various cultures construct and envisage the world via their mother tongue. Having in view the tight interconnections between language and culture, the ESP teaching process should develop the students' linguistic and (inter)cultural competences as well, especially when it comes to the teaching of metaphoric and idiomatic expressions. The literature has highlighted the importance of teaching idioms and metaphors also in specialized languages, such as economics, law and medicine; for instance, in business, color symbolism and idioms can be employed in order to communicate the key features of a product. This paper tackles several aspects related to the concept of metaphor and idiom, the meanings conveyed by various color idioms in business English, the importance of teaching idioms to ESP students (with a focus on business English), and briefly presents several recommended activities that can be employed when teaching (business) idioms.*

Keywords: *English for Specific Purposes, idioms, metaphors, colors, business English, teaching activities*