

## ENGLISH IDIOMATIC WORDS AND THEIR EQUIVALENTS IN LITHUANIAN AS TERMS IN TRADITIONAL MEDIA

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The current article reviews the issue of idiomaticity and the role it plays in communication. The paper presents the survey of English media idiomatic terms and their Lithuanian equivalents. The mass media like newspapers, radio and television have a significant impact on the lives and behaviour of communities as well as individuals, and to avoid any linguistic failures a person should have sufficient knowledge of idiomatic media terms. The analyzed terms were classified into four groups according to their meaning. The key problem encountered was that certain English idiomatic media terms lacked Lithuanian translation equivalents, thus, whenever possible, translation recommendations were given.

**Keywords:** idiom, idiomaticity, formulaic expressions, media terms, idiomatic terms, polysemy, equivalent.

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### Introduction

In present day and age, when new technologies are being developed very quickly and there is a need for an urgent access to any information, the importance of terminology comprehension has grown considerably. Terminology is means to acquire specific knowledge and information (Marina 2006: 98).

The primary aim of any communication is to share and obtain information. However, communication may be aggravated by the speakers' use of a big load of specific, idiomatic expressions. Idioms and idiomatic expressions may still present greater difficulties and inconvenience for non-native speakers who have to communicate with native speakers professionals.

According to Kitkauskienė (2009: 52), the selection of right words as well as finding "*grammatically correct and proper linguistic forms of their expression*" is essential for communicators. Therefore, people pursuing a

degree in any speciality should be professional-language-savvy and be aware of the problems both written speciality texts and spoken intercourse might present in terms of lexical units and syntactical structures. For a person to become more fluent in the language it is not enough to have a good command of grammar and vocabulary. Idiomatic competence is also necessary as it makes language more real, colourful and vivid.

**The object of the research** is the issue of idiomatic terms in the traditional media, i.e. Press (newspapers, magazines, books), Radio and Television.

**The aim of the present paper** is to review the idiomatic terms in the traditional media and choose the best and the most appropriate equivalents for these terms in Lithuanian. In addition, the paper seeks to clarify the meaning of idiom and idiomaticity.

**The material** for the analysis has been taken from:

1. *Special and general dictionaries*: Collins Cobuild Dictionary of Idioms (2003), Oxford Advanced Learner's Dictionary of Current English (Hornby 2000), English Idioms (Morris 1995), *Didysis anglų–lietuvių kalbų žodynas* (Piesarskas 2000), English Idioms (Seidl, McMordie 1988), Cambridge Idioms Dictionary (Walter 2006);

2. *Course books*: Cambridge English for the Media (Ceramella, Lee 2008), English for Creative Industries (Baranovskaja, Skorupa 2011), Collins Cobuild Key Words in the Media (Mascull 2005);

3. Electronic sources and texts related to the traditional media.

4. Examples for the illustration of idiomatic terms were taken from British National Corpus at <http://www.natcorp.ox.ac.uk/>.

Linguistic research was made to provide some theoretical background to the problem. The research was based on the theory of idiomaticity and idiomatic lexical units. The descriptive method was used to define, explain, and clarify the meaning of the analyzed terms.

## Theoretical Background

The problem of idioms and idiomaticity became the center of linguistic interest only in the second half of the previous century. Before that, as Henk Barkema (1996: 127) holds it: *“For more than a century the majority of linguists have used the term ‘idiom’ to refer to lexicalized expressions with idiosyncratic meanings”*. According to the scholar, the standard and the most commonly used definition of the term ‘idiom’ is that of Henry Sweet (1889), whereas the essence of the later definitions *“boil[s] down to the same two things: (a) idioms are expressions which contain at least two lexical items and (b) the meaning of an idiom is not the combinatorial result of the meaning of the lexical items in the expression”* (Barkema 1996: 127).

Taking a look at the history of the idiomaticity issue, various scholars present different

approaches to the problem. Some of them (Hockett 1958; Katz, Postal 1963; Gläser 1988; etc.) claim that single words and even morphemes can be given the status of ‘idiom’ and carry the idiomatic meaning. From Hockett’s (1958) definition of the idiom it can be implied that even morphemes should be called idioms as their meaning is not clear from their structure. As Hockett (1958: 172) puts it, the idiom is *“any grammatical form whose meaning is not deducible from its structure”*. In his work, Gläser (1988) suggests that despite the fact that single words cannot be called phraseological units, they can, to certain extent, be idiomatic. However, other scholars (Fraser 1976; Cuddon 1999; Листунова 2003; Wray 2005; etc.) argue that only collocations or longer lexico-grammatical structures are idiomaticity-affected and can be called “idioms”.

In many scholars’ view (Weinreich 1972; van der Linden 1992; Kavka, Zybert 2004; Wray 2005; etc.), idiomaticity is the quality or aspect that enables complex expressions to take on meaning other than the meaning of their constituents. For instance, Weinreich (1972: 89) perceives idiomaticity as a *“phenomenon which may be described as the use of segmentally complex expressions whose semantic structure is not deducible jointly from their syntactic structure and the semantic structure of their components”*. In his work, van der Linden (1992) presents a similar definition of idiomaticity:

Idiomaticity is a property of aspects of the meaning of complex (multi-lexemic) expressions. Idiomaticity implies that these aspects are exclusively a part of the meaning of the expression as a whole (van der Linden 1992: 8).

The view expressed by van der Linden presents one of the characteristics of lexicalized expressions, i.e. compositionality. According to Barkema (1996: 136), compositionality is based on the notion of ‘sense’, which in its nature can be threefold (has three types), i.e. it can be ‘basic’, ‘extended’ and ‘derived’. The scholar uses the term ‘sense’ for all the concepts a lexical item can denote. First, ‘basic sense’ of an item is its most explicit and the most exact sense, as seeing or

hearing the item as an individual word the person knows exactly what the word really means without paying attention to the context surrounding it. Second, the 'extended sense' of the word occurs only in context and is kind of extension of the 'basic sense' of the lexical item. Third, the 'derived sense' of the word is less clear or obvious to the speaker as the 'basic sense' is, as this is the second, third, or any other following meaning that the speaker might think of when they encounter the lexical item as a simplex/ single word (Barkema 1996). Thus, the compositionality of a structure, as Barkema (1996: 138) concludes, "*is the extent to which its meaning is the combinatorial result of the basic or derived senses of the lexical items in the construction and the syntactic relations in the constituent that contains these lexical items*". In other words, compositionality is the property of the meaning of a certain phrase that is derived from the meaning of all the constituent parts of that phrase also including the grammatical relations within the phrase.

In their article "Glimpses on the History of Idiomaticity Issues" (Kavka, Zybert 2004), Kavka and Zybert support the definition of idiomaticity which is accepted by most linguists. The definition holds that idiomaticity is truly a quality of an expression, but Kavka and Zybert propose that an expression does not necessarily need to contain an idiom to be idiomatic. The scholars maintain that "*an expression is 'idiomatic' [...] if it is judged intuitively by native speakers as usual, natural, and commonly acceptable*" (Kavka, Zybert 2004: 55) and conclude proposing an idea that idiomaticity is present in all the aspects of any natural language "*[...] from phonology through word formation up to syntax and semantics, including also sayings, proverbs, even literature and culture*" (Kavka, Zybert 2004: 63).

As it can be seen from the theoretical background, scholars present opposing views on what idioms are, as some of them (Hockett 1958; Gläser 1988; etc.) claim that single words can be idiomatic; others propose that only multi-word grammatical structures are such. Nevertheless, the above-mentioned scholars

agree that idiomaticity itself is the mechanism affecting the change of the literal meaning of the lexical units to the figurative one in certain contexts. In the current paper, we will adhere to the idea that idiomaticity affects both simplex words and complex units.

## Discussion and results

Communities and individuals are being constantly bombarded by an infinite number of messages from various sources including TV, newspapers, advertising, and the Internet, to name a few. Using mass media, people's attitudes and habits can be easily changed. As a result, the importance of the media today is immense and to correctly understand and interpret the incoming data, certain linguistic knowledge, i.e. knowledge of lexical elements, and recognition of grammatical structures are required to avoid possible difficulties.

Nowadays, entertainment and news are communicated in a number of ways which include different types of media. The word "media" refers to print media (newspapers, magazines, journals, trade journals, etc.) and electronic media (radio, television, and the Internet). "Media" is most often used to refer to the communication of news, and in this context means the same as "news media". The power of modern communication is often discussed using the words "media" and "mass media".

Now, after a short revision of theoretical literature, let us turn to the practical side of the problem. The idiomatic terms in the media were classified according to their meaning into four general groups: general media, press (newspapers, magazines, books), television, and radio idiomatic terms. Each lexical item in all of the above mentioned categories was defined, exemplified, and the dictionary translation into the Lithuanian language, whenever possible, was provided. In the absence of adequate dictionary translation of an English term, possible Lithuanian translation/equivalent (translation recommendation) was suggested.

## General media idiomatic terms

1. Media coverage – an extent to which information is reported on by the media; an expression referring to what the media give or show if they talk about something – Lit. (*įvykių nušvietimas spaudoje, per radiją ir pan.*). E.g. Week after week, Fulani attracts impressive *media coverage*, from respectful CNN interviews to a front-page story in New York's Daily News.

2. Media circus – a large gathering of reporters at the scene of a news event; an expression showing disapproval describing an event dominated by the presence of the media – Lit. (translation recommendation) *per didelis žiniasklaidos dėmesys (tam tikram įvykiui)*. E.g. Organizers have an understandable desire to avoid a *media circus* and the sort of misguided demonstration which occurred when the Harris statue was unveiled.

3. Media pundit – someone who offers to mass media his or her opinion or commentary on a particular subject area (most typically political analysis, the social sciences or sport) on which they are usually knowledgeable – Lit. *žiniasklaidos žinovas*. E.g. Many people who appear as *media pundits* are recognized for having serious academic and scholarly experience in the subject at hand.

4. Media guru – an expert on using the media – Lit. *žiniasklaidos vadovas, vadas, patarėjas*. E.g. It was Marshall McLuhan, the Canadian *media guru*, who said that the great revolutions in history had not been political or military, but the communication revolutions which altered the relationship between people in society.

5. Media tycoon – a wealthy or powerful person in the media – Lit. *žiniasklaidos magnatas*. E.g. Alan Bond, the embattled Australian beer and *media tycoon*, was the underbidder at the first great trophy auction: for Van Gogh's Sunflowers.

6. Media mogul – an important and powerful person in the media world – Lit. *žiniasklaidos magnatas*. E.g. *Media mogul* Rupert Murdoch's five UK newspapers have helped his News Corporation group more than double profits.

7. Watchdog – a person or organization responsible for making certain that media companies obey particular standards and do not act illegally – Lit. *sergėtojas, saugotojas; kontrolierius*. E.g. When Mr Major gave an unhappy press conference late on the Sunday night, his permanent secretary and other FO officials sat at the back of the room, suggesting either moral reinforcement or a *watchdog* role.

8. Watchdog committee – an organization that works to stop people from doing illegal things in the media – Lit. *stebėjimo ir kontrolės komitetas; kontrolės/revizijos komisija*. E.g. Then we threaten to hand over the negatives to the City Squad or the Stock Exchange or its *watchdog committee* – it's bound to have one.

9. Chinese whispers – any situation where a message or piece of information (especially gossip, rumours or scandalous news) is passed on from one person to another, and changes along the way, so that the final version is often very different from the original – Lit. (translation recommendation) *gandai*. E.g. The *Chinese whispers* the next day were even claiming that Paul Smith stormed out of the awards in disgust.

10. Newswires – a service used for the transmission of breaking news or up-to-the-minute information to the media or to the public – Lit. *žinių agentūra/tarnyba*. E.g. When the *newswires* are holding back information, or altering information, to conform to political biases, then that is a problem and people are right to complain.

11. Breaking news – news that has either just happened or is currently happening; breaking news articles may contain incomplete information, factual errors, or poor editing because of a rush to publication – Lit. (translation recommendation) *karščiausios naujienos*. E.g. They were increasingly good and fast at *breaking news*, but their coverage was only a fraction of the newspapers's.

12. Home (news) – news about the country the newspaper is published in/ the news programme is shown/broadcast in – Lit. *vidaus, savo šalies žinios*. E.g. Foreign news was preferred over *home*, news about things unfamiliar to the reader over the familiar.

13. God slot – a religious programme: a time in a television or radio schedule traditionally reserved for religious broadcasts – Lit. *religinė laida*. E.g. This week ITV announced that it is dropping the *God slot* due to lack of interest.

14. Bush-telegraph – the rapid unofficial communication of news or gossip – Lit. *greitas naujienų/gandų plitimas*. E.g. Europe's *bush-telegraph* spread the news of the abdication crisis long before the British public got to hear of it.

15. Doorstepping – a journalist's waiting outside the house of (someone) to obtain an interview, photograph, etc., when he or she merges – Lit. (translation recommendation) (*apie žurnalistus*) *ižymybių tykojimas*. E.g. The BBC have been *doorstepping* his home in Fife, but Brown has not responded.

16. Hatchet job – a malicious or devastating verbal or written attack in the media – Lit. *neobjektyvus šmeižtas, kritika spaudoje ir pan.* E.g. He did a *hatchet job* on the mayor's reputation.

### Press idiomatic terms (newspapers, magazines, books)

17. Fleet Street – a) British journalism – Lit. *Anglijos spauda*. E.g. The Mirror titles made him a *Fleet Street* figure to match his other interests. b) a street in central London where many newspaper offices were formerly situated – Lit. *Londono gatvė, kurioje buvo įsikurusios laikraščių leidyklos*. E.g. To him, as he flatly declared, *Fleet Street*, in the midst of the hurry of London life, was the most interesting place in the world.

18. Small press – small publishers; a term often used to describe publishers with annual sales below a certain level. Commonly, in the United States, this is set at \$50 million, after returns and discounts. Small presses are also defined as those that publish an average of fewer than 10 titles per year, though there are a few who manage to do more. – Lit. (translation recommendation) *nedidelė spaustuovė/ tipografija/ leidykla*. E.g. As many *small-press* (and even *large-press*) magazines are now, they are falling on rough times and need the support of readers.

19. Large press – big publishers; a term often used to describe publishers with annual sales above a certain level. Commonly, in the United States, this is set at more than \$50 million, after returns and discounts. Large presses are also defined as those that publish more than 10 titles per year. – Lit. (translation recommendation) *didelė spaustuovė/ tipografija/ leidykla*. E.g. The retail price is \$99, so you save 14% when you buy a *large press*.

20. *Vanity press* – a printing house that specializes in publishing books for which the authors pay all or most of the costs – Lit. *leidykla, leidžianti knygas autoriaus lėšomis*. E.g. Because *vanity presses* are not selective, publication by a *vanity press* is typically not seen as conferring the same recognition or prestige as commercial publication.

21. Gutter-press – those newspapers which specialize in scandal and sensation, crime, sex, etc. to promote their sales – Lit. *bulvarinė spauda*. E.g. He was tempted to tell her to hire someone from the *gutter press* if she wanted more earthy writing.

22. The fourth estate – the Press; the other three estates being the Monarchy, Parliament and the Church – Lit. (translation recommendation) *ketvirtoji valdžia (informacijos priemonės)*. E.g. The model set out above relates the mass media to 'power relations' but, at the same time, retains core elements of the '*fourth estate*' concept, namely, that the media can, and sometimes do, act autonomously and are not completely subservient to the state or political institutions.

23. Gag – an official order that prevents a person, newspaper, etc. from talking about or publishing something; government's limits on press freedom – Lit. (*vyriausybės*) *spaudos nutildymas*. E.g. The new law will effectively *put a gag on the free press*.

24. House style – a set of rules concerning spellings, typography, etc. observed by editorial and printing staff in a particular publishing or printing company – Lit. (*spaustuovės, redakcijos*) *instrukcija, (skyrybos ir pan.) taisyklių rinkinys, stilių lentelė*. E.g. Journalists need to know the *house style* of their newspapers.

25. Local rag – the local newspaper; local newspapers, especially in London, are rightly or wrongly looked down on – Lit. *vietinis laikraštपालािकis*. E.g. According to *local rag*, Wilko has denied he will be signing a contract next week that will keep him at the club until 1999.

26. Back number/back issue – an earlier issue of a publication or newspaper – Lit. *laikrašćio ir pan. senas numeris*. E.g. In the envelope she found a photocopied article from a *back number* of an American academic journal.

27. Nameplate – a newspaper's name as it appears on the front page – Lit. *laikrašćio pavadinimas (pirmame puslapyje)*. E.g. The *nameplate*, carrying the paper's title and emblem, will be unveiled by the editor, Magnus Linklater.

28. Piece – an article in a newspaper or magazine – Lit. *straipsnis*. E.g. Someone interviewed her for an Italian magazine – they're doing a *piece* about her family, or so she says.

29. Column – a regular newspaper or magazine article on a particular subject or by a particular reporter – Lit. (*laikrašćio/žurnalo puslapio*) *skiltis, rubrika, grafa*. E.g. He writes a weekly *column* for USA Today.

30. Columnist – someone who writes articles that appear regularly, usually in the same place in the paper, and often with powerfully expressed opinions – Lit. (translation recommendation) (*laikrašćio, žurnalo*) *straipsnių autorius (turintis pastovų skyrelį); skyrelio redaktorius; feljetonistas*. E.g. The *columnist* Peter Simple tells us most about the British, each Sunday in this newspaper.

31. Agony column – a section or column in a newspaper containing advertisements by individuals seeking missing relatives or lost pets or possessions, announcing the end of a marriage, etc. – Lit. (*laikrašćio*) *skiltis su skelbimais apie dingusius artimuosius, skyrybas ir pan.* E.g. The cheap and cheerful rag has become a glossy, colourful and stylish girls' magazine, complete with the pin up and the *agony column*.

32. Leader (column) – a newspaper article in which the editor gives their opinion on an issue in the news – Lit. *redakcijos straipsnis, vedamasis straipsnis*. E.g. In the *leader column*

last week, on the same day Young Group's shares were suspended, the newspaper felt sufficiently confident of Mr Young's expertise to write: 'He is a man who has until recently made a great success of his business and it would be sad for the North-East if he did not continue to have a part to play.'

33. Leader writer – a member of the editorial staff of a newspaper who writes leaders or editorial articles. A senior journalist in a British newspaper who is charged with writing the paper's editorial either in the absence of the editor or in cases where the editor chooses not to write editorials because their editorial skills may rest more in management of the company than in writing daily editorials. – Lit. *vedamųjų (straipsnių) autorius*. E.g. When he next turned his attention to the matter, The Times *leader writer* had to explain to his readers that the law of debtor and creditor was as yet only in a transitional state and that a very unsatisfactory one.

34. Scoop – an exciting or important news story that one news organization publishes or broadcasts before anyone else – Lit. *sensacinga žinia (atspausdinta anksčiau negu kituose laikrašćiuose)*. E.g. It should also be remembered that newspaper people work very fast – the very latest news is always the most desirable, as is instanced by the occasional 'scoop' of the event which has not yet even happened.

35. (Highly) coloured report – a report that is exaggerated or biased – Lit. (translation recommendation) *neobjektyvus/šališkas straipsnis/pranešimas*. E.g. Readers quickly learned to recognize *coloured reports* by those unconvincing headlines.

36. Hot button issue – an issue that elicits strong emotional reactions – Lit. (translation recommendation) *svarbus visuomenei klausimas/problema (sukelianti daug diskusijų)*. E.g. Readership grew steadily, and spiked whenever she took on *hot-button issues*.

37. Tall story – a story that is so improbable that it will not be believed by the readers of the newspaper – Lit. *neįtikėtina istorija, pasakos (spaudoje)*. E.g. That's a *tall story*! Show me your evidence.

38. Stringer – a reporter who reports local news for one or several newspapers, magazines, or news organizations – Lit. (*laikraščio ir pan.*) *neetatinių korespondentas*. E.g. That's where you need to find, or become, an informed *stringer* who can answer questions about strings with knowledge and enthusiasm.

39. Hack – a journalist (writer for newspapers or magazines) whose work is low in quality or does not have much imagination – Lit. *samdomas rašeiva; kompiliatorius*. E.g. So why did (tabloid *hack's* name withheld for legal reasons) write that article about you being horrible womanisers?

40. Literati – people who know a lot about books or whose job is writing or publishing books – Lit. *literatai, intelektualai*. E.g. She began to write and gained attention (even notoriety) as the most prominent woman among the black *literati* ('niggerati', she called them) of the Harlem Renaissance of the 1920s.

41. Ghost – a person who writes one or numerous speeches, books, articles, etc., for another person who is named as or presumed to be the author – Lit. *autorius, rašantis kito vardu*. E.g. I would like to have a *ghost* writer, not for my speeches but for my letters and statements, and he would be the kind of person who could take the Ministry's policy and translate it into the kind of words I would use.

42. Budding writer – a writer who is just beginning to make a name for himself – Lit. *pradedantysis rašytojas*. E.g. The *Budding Writers League* (BWL) is a community-based organisation set up to promote interaction, support, and learning between writers in Singapore.

43. Grub Street (hack/writings/books) – a) inferior writers, inferior writing; literary hacks (Grub Street near Moor fields in the East End of London (now Milton Street) was inhabited in the 17<sup>th</sup> century by a group of inferior writers and literary hacks) – Lit. *rašeivos, kompiliatoriai (pagal Londono gatvės, kurioje XVII-XVII a. gyveno neturtingi literatai, pavadinimą)*. E.g. He made a living by journalism, in the 1960s version of *Grub Street* eventually landing the job of drama critic for *Town* magazine.

b) any mean production – Lit. *pigios kompiliacijos*. E.g. This was the London of *Grub Street*, not yet filled with scribblers for the press, but with the diseased poor.

44. Pot-boiler – work that is well below the level of the writer's ability, done for the sake of making money quickly. Pot-boilers are often produced by well-known writers to capitalize on their reputation. – Lit. *chaltūra (apie knygą, filmą)*. E.g. The film's central weakness was that it was adapted from a book by Indian diplomat-novelist Vikas Swarup called Q and A, which is itself "a corny *potboiler* with a plot that defies belief."

45. Swansong – the last achievement of a writer, painter, musician, and so on. According to legend, the swan only sings when it is about to die. – Lit. *gulbės giesmė (paskutinis rašytojo ir pan. darbas)*. E.g. Let's hope this proves to be an introduction to her writing career rather than her *swansong*.

46. Royalty – a payment that someone such as a writer or musician gets each time their work is sold or performed – Lit. *autorinis honoraras (procentai už kiekvieną parduotą knygos egzempliorių)*. E.g. Sometimes *ghostwriters* reduce their flat fee in return for a percentage (perhaps 25-50%) of the royalties.

47. Golden opinions – the highest praise for one's achievement – Lit. (translation recommendation) *aukščiausias įvertinimas*. E.g. Peter's first book won *golden opinions* from the critics.

48. Backlist – a list of all the books that a company has published in the past that are still available – Lit. (*leidyklos*) *išleistų ir dar turimų knygų sąrašas*. E.g. Pearson also admitted that US sales of *backlist* titles, ranging from classics to last year's bestsellers, had eased.

49. Sleeper – a book that becomes very popular although it was not expected to – Lit. *kas nors, netikėtai susilaukęs plataus pripažinimo (daug triukšmo sukėlusi knyga ir pan.)*. E.g. The book "Not without my daughter" was the *sleeper* of the season.

50. Dog-eared book – a book with folded down corners on the pages – Lit. *knyga su užlankstytais kampais*. E.g. This library book must be good. It's *dog-eared*, so it's obviously been borrowed plenty of times.

51. Hairy story – an uncouth story – Lit. *keista istorija, pasakojimas*. E.g. Nobody believed in that *hairy story* – too many discrepancies.

52. Hairy-raising story – a horror story, one that shocks you – Lit. *siaubinga istorija*. E.g. He was unrivalled in finding the the most *hair-raising stories* – causing terror, full of excitement and astonishment.

### Television idiomatic terms

53. (News) Blackout – a situation in which reporters are officially prevented from reporting news about something – Lit. (*informacijos pateikimo sustabdymas*). E.g. Other demands included the resignation of television director-general Pavel Pisarev, whom the students accused of maintaining a *news blackout* over the election irregularities and over protest demonstrations.

54. Grapevine – gossip spread by spoken communication – Lit. *slaptas žinių perdavimo būdas (t. p. grapevine telegraph); netikros žinios, gandai*. E.g. Hearing on the grapevine that Island Records' in-house Fallout Shelter studios were in need of a trainee engineer, he pestered them for an interview that afternoon and began work the next day.

55. Ratings battle/war – competition between the networks (broadcasting organizations) – Lit. *kova dėl reitingų*. E.g. British broadcasters fighting a *ratings battle* at home want shows guaranteed to appeal to British audiences.

56. Tube/box – the television – Lit. *televizorius*. E.g. It was the young con's first time in the *box*.

57. Host – a person who acts as presenter at formal occasions such as programmes or shows (makes an introductory speech and introduces other speakers) – Lit. *vadovaujantysis (pristatantis svečius, imantis interviu)*. E.g. To be a show *host* takes as much preparation and skill as any other form of public performance.

58. Anchor – someone who presents a television or radio programme, especially the

news – Lit. *diktorius (ypač žinių pranešėjas)*. E.g. WBTV's (Channel 3) Paul Cameron was the latest local *anchor* to get an interview with President Barack Obama.

59. Newsreader – someone whose job is to read the news on television or radio – Lit. *diktorius ((naujausių) žinių pranešėjas)*. E.g. Unafraid to pose even the most awkward questions to MPs, she was a respected political interviewer and *newsreader*.

60. Newscaster – someone who broadcasts the news – Lit. *diktorius (pranešėjas, žinių laidos vedėjas)*. E.g. Reporters handed their just completed text to the news editor, who edited the stories and telephoned any alterations in the programme to the *newscaster*.

61. News gatherer – someone who collects and reports the news (reporters, correspondents, camera operators) – Lit. (translation recommendation) *žmogus, renkantis informaciją žinių laidai*. E.g. So what will the experienced local *news gatherers* do if they're not reporting for their erstwhile stations?

62. Talking heads– (on television) a person, such as a newscaster, who is shown only from the shoulders up, and speaks without the use of any illustrative material. Informal expression used to show disapproval of what can be a boring form of television – Lit. (translation recommendation) *kalbančiojo atvaizdas, rodomas nuo pečių į viršų*. E.g. One or sometimes two newsreaders or reporters present straight to the camera, and these “*talking heads*” often have some form of visual “headline” behind them.

63. VJ (video jockey/veejay/VDJ–Video DJ/MVJ–Mobile VJ) – an announcer whose job is to introduce short music videos on commercial music television – Lit. (translation recommendation) *muzikinės televizijos programos vedėjas*. E.g. The *video jockey* in general, adopts a unique style and delivery, which often determines its popularity among the general public.

64. Voice-over – a recorded explanation or summary in a movie, television programme, advertisement, etc. by someone who is not seen on the screen – Lit. *balsas už kadro*. E.g. It also has this melodramatic *voice-over* which tells the story.

65. Fixer – a freelance journalist who sets up interviews and gets permission to film on locations before the crew arrives; also acts as a translator and provides up-to-date information – Lit. (translation recommendation) *neetatiniis žurnalistas, organizuojantis filmavimą, atliekantis vertėjo funkciją*. E.g. If you can afford one, a good plugger can benefit both the artist and the radio station by acting as a *fixer* for guest appearances, or providing news and creative ideas.

66. Thin audience – not many spectators, viewers – Lit. (translation recommendation) *maža auditorija, mažai žiūrovų*. E.g. What a pity that there was such a *thin audience* on the first night of our reality show.

67. Slot – any short period in broadcasting reserved for a specific purpose – Lit. *pastovus laikas laidų programoje*. E.g. Heaven and hell - live was created primarily for a single live broadcast in a late-night *slot*.

68. Spot – a commercial on radio or TV – Lit. (translation recommendation) *(trumpa) komercinė reklama (per radiją arba televiziją)*. E.g. Running national TV *spots* can be an effective way to launch a national brand.

69. Piece – a part of a television or radio programme – Lit. *TV/radijo laidos dalis*. E.g. Someone interviewed her for an Italian magazine – they're doing a *piece* about her family, or so she says.

70. Sound bite – short, interesting sequences (excerpts) from politicians' speeches or interviews that can be used on their own usually on radio or television – Lit. *(politiko kalbos įrašo) trumpa ištrauka, skambi frazė*. E.g. In the past week any number of interested parties have been granted the 30 second television *sound bite* in order to voice an opinion or two about the way English should be taught in our schools.

71. Story arc – a continuing storyline in a television series that gradually unfolds over several episodes – Lit. *pagrindinė siužeto linija*. E.g. It also lured viewers in with the mystery of the ongoing *story-arc* similar to what shows like *The X-Files* and *Firefly* had done.

72. Soap (opera) – a popular TV or radio series often of many years' duration about the

life and fortunes of a family or community, e.g. 'Dallas', 'Dynasty', 'Coronation Street' (frequently sponsored by a company advertising soap products) – Lit. (translation recommendation) *muilo opera (serialas buities temomis); šnek. sentimentalios pjesė, melodrama*. E.g. Soap opera watchers don't just stick to some sort of naive interest in characters and plot.

73. Star – the main actor or performer in a movie, play, television programme, etc. – Lit. *įžymybė, „žvaigždė“*. E.g. The dog was undoubtedly the *star* of the show.

74. Mayhem – scenes of fights, assault, murder shown on TV – Lit. (translation recommendation) *smurto scenos*. E.g. Viewers are already so sick of night movies full of murder and *mayhem*.

75. Gore – violence on TV or in films, especially when blood is visible – Lit. (possible translation) *kruvinas smurtas (rodomas per televiziją)*. E.g. There are horror movies and there are Japanese horror movies and without being remotely racist it is a proven fact that in the Land of the Rising Sun they like their severed limbs, blood and *gore* with knobs on.

76. Clipspotter – someone who speaks the language that the interviewees use and is brought in to translate and identify exactly the clips that the reporter wants to use to illustrate the script – Lit. (translation recommendation) *vertėjas, padedantis žurnalistui atrinkti užsienio kalba įrašytas interviu dalis*. E.g. Reporters' work would be much harder but for *clipspotters'* abilities to easily see what is exactly needed for a particular script.

77. Couch potato – a viewer who watches a lot of television without caring what they watch – Lit. *namisėda (leidžiantis laiką prie televizoriaus)*. E.g. If there was a prize for the best *couch potato*, my husband would win it.

## Radio diomatic terms

78. Dead air – an unintended interruption in a broadcast during which there is no sound – Lit. (translation recommendation) *tyla*

(*transliacijos dingimas*). E.g. His presence was not a bad one to bestow, and his words carried across *dead air* with a kind of comfort.

79. Air time – the time during which a (radio or television) broadcast (e.g. advertising, news programmes) takes place – Lit. *laidos laikas/trukmė*. E.g. The *airtime* for the new show is from 10 to 10:30 p.m.

80. DJ/Disc jockey – a person who announces and plays popular recorded music on the radio – Lit. *radijo programos, sudarytos iš įrašų, vedėjas*. E.g. And as a *DJ* it means you can pace the night better, play a lot of different sorts of music and try and create a rave atmosphere in the club.

81. Call sign/call letters – the identifying code letters or numbers of a radio or television transmitting station, assigned by a regulatory body – Lit. *raidės ir skaičiai radijo siųstuvui nustatyti*. E.g. Toward the end he tried to put CDs into closed trays, banged his head on the microphone and forgot his station's *call letters*.

82. Jingle – a short phrase, usually with music, that is easy to remember, used for advertising something on the radio or television – Lit. *lengvai įsimenamas posmelis, dainelė (pagrįsta aliteracija)*. E.g. I can hear the *jingle* now: 'Wonderful Radio 2: Derek and Julian.'

83. Hotline (service) – a usually toll-free telephone service available to the public for some specific purpose (as to receive advice or information about a particular subject or to talk confidentially about personal problems to a sympathetic listener) – Lit. *speciali telefono linija (kam pranešti, ką sužinoti)*. E.g. The programme, which is being managed by consultants Touche Ross, will combine a series of promotional activities – workshops, exhibitions, production of a range of reference literature and a *hotline service*.

As it can be observed in the case study, a considerable proportion (i.e. 25%) of the described idiomatic media terms either lack Lithuanian equivalents (i.e. there is no entry in the English-Lithuanian dictionary) or the translation provided by the dictionary is not precise and the meaning of the word is not

fully disclosed. Thus possible translation into the Lithuanian language was suggested: media circus – (possible Lit. translation) *per didelės žiniasklaidos dėmesys (tam tikram įvykiui)*; Chinese whispers – (possible Lit. translation) *gandai*; breaking news – (possible Lit. translation) *karščiausios naujienos*; doorstepping – (possible Lit. translation) *(apie žurnalistus) įžymybių tykojimas*; small press – (possible Lit. translation) *nedidelė spaustuvė/ tipografija/ leidykla*; large press – (possible Lit. translation) *didelė spaustuvė/ tipografija/ leidykla*; fourth estate – (possible Lit. translation) *ketvirtoji valdžia (informacijos priemonės)*; columnist – (possible Lit. translation) *(laikraščio, žurnalo) straipsnių autorius (turintis pastovų skyrelį); skyrelio redaktorius; feljetonistas*; (highly) coloured report – (possible Lit. translation) *neobjektyvus/šališkas straipsnis/pranešimas*; hot button issue – (possible Lit. translation) *svarbus visuomenei klausimas/problema (sukelianti daug diskusijų)*; golden opinions – (possible Lit. translation) *aukščiausias įvertinimas*; news gatherer – (possible Lit. translation) *žmogus, renkantis informaciją žinių laidai*; talking heads – (possible Lit. translation) *kalbančiojo atvaizdas rodomas nuo pečių į viršų*; VJ (video jockey/veejay/VDJ-Video DJ/MVJ-Mobile VJ) – (possible Lit. translation) *muzikinės televizijos programos vedėjas*; fixer – (possible Lit. translation) *neetatinis žurnalistas organizuojantis filmavimą, atliekantis vertėjo funkciją*; thin audience – (possible Lit. translation) *maža auditorija, mažai žiūrovų*; spot – (possible Lit. translation) *(trumpa) komercinė reklama (per radiją arba televiziją)*; soap (opera) – (possible Lit. translation) *muilo opera (serialas buitines temomis)*; *šnek. sentimentalūs pjesė, melodrama*; gore – (possible Lit. translation) *krūvinas smurtas (rodomas per televiziją)*; clipspotter – (possible Lit. translation) *vertėjas, padedantis žurnalistui atrinkti užsienio kalba įrašytas interviu dalis*; dead air – (possible Lit. translation) *tyla (transliacijos dingimas)*.

In their article, Marina and Suchanova (2001: 11) suggest that Lithuanian equivalents of English terms can be classified as following:

a) word for word translation of English terms (e.g. *swansong gulbės giesmė, soap opera – muilo opera, star – žvaigždė*, etc.), b) borrowings (anglicisms) (e.g. *literati – literatai, DJ – didžėjus*), c) reconstructed equivalents of English “compressed” terms (e.g. *video jockey – muzikinės televizijos programos vedėjas, media circus – per didelį žiniasklaidos dėmesys tam tikram įvykiui, stringer – neetatiniis korespondentas, columnist – laikraščio arba žurnalo straipsnių autorius*, etc.), and d) metaphorical terms (e.g. Grub Street, Fleet Street). Metaphorical terms (in our view, idiomatic terms) are words and/or collocations that express the same concept in English and Lithuanian differently. This classification can be applicable to the all above-mentioned terms.

According to the scholars, Lithuanian translation of metaphorical (and, in our view, idiomatic) terms is often neutral and unemotional (Marina, Suchanova 2001: 12), e.g. *media tycoon – žiniasklaidos magnatas, watchdog – kontrolierius, Chinese whispers – gandai, hatchet job – neobjektyvus šmeižtas, God slot – religinė laida, dead air – tyla*, etc.

Although word for word translation of English terms is acceptable, in our opinion, in some cases, it is not and would not be appropriate (talking heads, hotline, etc.) as the translation will have a figurative meaning and thus will lack clarity and preciseness, i.e. it will be idiomatic. Idiomaticity (as well as metaphoricality) is unacceptable, although unavoidable (as it can be seen from the considerable list of English idiomatic media terms presented above) phenomenon in terminology as terms should bear a clear meaning and be relatively short.

## Conclusions

1. The issue of idiomaticity is a rather new field of investigation which now receives more and more attention from scholars and also teachers since the language native speakers use is largely idiomatic and a fluent non-native speaker should aim at that as well. Accordingly, the need for

greater idiomatic competence is evident and learners should be taught not only how to learn and recognize them, but also how to actively use them in spontaneous communication.

2. The definition of the idiom is still a debatable issue in the academic world, as many scholars do not agree on what the idiom actually is: some of the renowned scholars claim that an idiom is a phrase consisting of at least two words; others present an idea that single words can be idiomatic.
3. Idiomaticity (according to all the scholars mentioned in the theoretical background of the current paper) is a mechanism that affects the literal meaning of the lexical item, whether it be complex or simplex, which in certain contexts acquires the figurative meaning.
4. At the time of writing this paper, a considerable portion (almost 25%) of English idiomatic media terms either had no Lithuanian equivalents or the entry of the corresponding terms in the English-Lithuanian dictionary was not precise. Thus, possible translation of the terms was suggested.

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## ANGLŲ KALBOS IDIOMATINIAI ŽODŽIAI IR JŲ LIETUVIŠKI ATITIKMENYS KAIP TRADICINĖS ŽINIASKLAIDOS TERMINAI

Pavel Skorupa, Ivona Baranovskaja

Straipsnyje apžvelgiama idiomatiškumo problema ir jos svarba bendravimui. Straipsnyje pateiktas anglišku idiomatiškų žiniasklaidos terminų ir jų lietuviškų atitikmenų tyrimas. Žiniasklaidos priemonės, tokios kaip laikraščiai, radijas ir televizija, turi didelės įtakos bendruomenių ir individų gyvenimui ir elgsenai, o tam, kad išvengtų bet kokių lingvistinių nesėkmių, asmuo privalo suprasti idiomatinius žiniasklaidos terminus. Išanalizuoti terminai buvo suklasifikuoti į keturias kategorijas pagal jų reikšmę. Pagrindinė problema buvo ta, kad kai kurie angliški idiomatiniai žiniasklaidos terminai stokojo lietuviškų atitikmenų, dėl to buvo pasiūlytas galimas šių terminų vertimas.

**Reikšminiai žodžiai:** idioma, idiomatiškumas, šabloniškas posakis, žiniasklaidos terminai, idiomatiški terminai, daugiareikšmiškumas, atitikmuo.

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