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THE ROLE OF IDIOMATIC EXPRESSIONS IN AUDIOVISUAL MEDIA: A LINGUISTIC AND PRAGMATIC ANALYSIS

Keywords: *idioms, audiovisual media, pragmatics, film-based learning, cultural context, linguistic competence*

Açar sözlər: *idiomlar, audiovizual media, pragmatika, film əsaslı öyrənmə, mədəni kontekst, lingvistik səriştə*

Ключевые слова: *идиомы, аудиовизуальные медиа, прагматика, обучение на основе фильмов, культурный контекст, языковая компетенция*

Abstract

Idiomatic expressions constitute an integral part of natural language, enhancing discourse by enriching meaning, conveying cultural values, and facilitating pragmatic communication. Their presence in audiovisual media – particularly in television programs, cinematic productions, and radio broadcasts – plays a crucial role in language acquisition, offering learners exposure to authentic speech, contextualized usage, and sociocultural nuances. This study investigates the integration of idiomatic expressions in audiovisual media, focusing on their linguistic, cognitive, and cultural dimensions. Through an in-depth examination of idioms in film dialogues, the research explores their impact on speech fluidity, audience comprehension, and pragmatic competence.

Furthermore, the study critically analyzes film titles containing idiomatic expressions, assessing their semantic function, translational challenges, and potential role in generating new idioms within the target language. By evaluating twelve prominent examples, the research highlights how idiomatic film titles influence audience perception, contribute to linguistic innovation, and pose challenges for interlingual adaptation. The findings of this study aim to contribute to the broader understanding of idioms as dynamic linguistic units that shape both language learning and media discourse.

Introduction

Idiomatic expressions present a challenge for language learners due to their figurative meanings and cultural specificity. Language learners often struggle with idiomatic expressions due to their figurative nature and cultural specificity. Since idioms do not always have a literal meaning, they can be challenging for learners to grasp. Many idioms are deeply rooted in cultural contexts, making them even more complex to understand. Films, as authentic sources of spoken language, offer a practical means to expose learners to natural idiomatic usage. Unlike

standard vocabulary, idioms require contextual understanding to be interpreted correctly [Brown, 2019]. Films, television programs, and advertisements offer natural linguistic environments where idioms are used dynamically, making them an effective resource for language acquisition [Carter, 2017]. Despite these differences, exposure to both varieties is beneficial for learners. By watching films, students develop a better understanding of pronunciation, tone, and context.

Media exposure provides learners with idiomatic expressions in real-life contexts, enhancing comprehension. Research suggests that watching movies in their original language significantly improves linguistic skills, as learners engage with pronunciation, tone, and cultural references [Smith, 2018]. Animated films and advertisements also play a crucial role in familiarizing learners with colloquial language and cultural idiomatic patterns.

This study examines how idioms function in audiovisual media and their impact on language acquisition. Particular attention is given to idiomatic expressions in films and their relevance in shaping both native and non-native speakers' understanding of language.

Research Methods

The study was conducted in several stages:

- Selection of media sources, including films, animated series, and advertisements, based on language learners' proficiency levels (Pre-Intermediate to Intermediate).
- Screening of selected media with subtitles to identify idiomatic expressions.
- Compilation and categorization of idioms based on frequency, context, and pragmatic function.
- Analysis of idioms in film scripts, advertising slogans, and animated dialogues.
- A survey conducted among high school students to assess idiom comprehension before and after exposure to audiovisual media.

During the screening, idiomatic expressions were noted and categorized based on their frequency and context of use. The idioms were then analyzed to determine their figurative meanings. Survey participants provided feedback on their understanding of idioms before and after watching the film. The survey results indicated that students who engaged with idiomatic expressions through film showed higher comprehension rates than those who studied idioms through textbooks alone. The selected film, "Fantastic Beasts and Where to Find Them," served as the primary case study, supplemented by idioms found in animated films such as "Shrek" and advertisements from well-known brands.

Discussion and Analysis

Authentic films provide an immersive environment for language learners. Unlike traditional textbooks, which often lack real-world conversational flow, films expose students to idiomatic phrases, phrasal verbs, and cultural references. This exposure is crucial for language acquisition. Learners are more likely to remember idioms when they hear them in meaningful conversations. Films also allow learners to observe non-verbal cues that accompany idiomatic expressions, such as facial expressions and gestures.

Films present a rich source of idioms that enhance conversational English. For instance, in *Fantastic Beasts and Where to Find Them*, several idiomatic expressions appear naturally in dialogues:

- **"Let the cat out of the bag"** – to reveal a secret [Johnson, 2020].
- **"A piece of cake"** – describing an easy task [Brown, 2019].
- **"Hit the nail on the head"** – describing an accurate or precise statement.
- **"Under the weather"** – indicating illness [Smith, 2018].
- **"Burning the midnight oil"** – working late into the night [Carter, 2017]
- **"Pull someone's leg"** – meaning to joke with someone.

These idioms are frequently encountered in conversational English, making their comprehension crucial for language learners.

Additionally, many film titles themselves contain idioms, reinforcing their significance in popular culture.

Exposure to these idioms in authentic settings allows learners to understand their pragmatic function and conversational appropriateness.

Idioms in Animated Films

Animated films provide another effective means for language acquisition, as they often include idioms in simplified, visually supported contexts. *Shrek* (2001), for example, incorporates idiomatic expressions in humorous dialogues:

- **"Hold your horses"** – meaning to be patient.
- **"Break a leg"** – wishing someone good luck.
- **"In hot water"** – being in trouble [Thompson, 2021].

Since these phrases are used alongside exaggerated gestures and contextual cues, they facilitate better comprehension among learners.

Idioms in Advertisements

Advertising slogans frequently use idiomatic expressions to create memorable messages. Consider the following examples:

- **Nike: "Just do it."** – Encourages immediate action, linked to the idiom "Do or die."
- **McDonald's: "I'm lovin' it."** – A colloquial expression reinforcing positive sentiment.
- **KFC: "Finger-lickin' good."** – An idiom emphasizing deliciousness [Carter, 2017].

Such slogans integrate idiomatic language into everyday discourse, making them familiar and easy to recall.

Idiomatic Film Titles and Cultural Influence

Film titles often contain idiomatic expressions that reflect cultural perspectives and linguistic patterns. A few notable examples include:

1. *La La Land* (2016)

The term *La La Land* is a colloquial expression referring to Los Angeles as well as to a state of dreamy detachment from reality. The film, centered around aspiring artists in Los Angeles, embodies both meanings, making the title an apt representation of its themes. The phrase itself is commonly used to describe someone who is lost in daydreams or disconnected from practical concerns.

2. *Orange Is the New Black* (2013-2019)

This title plays on the idiomatic phrase *[X] is the new black*, which signifies that something has become fashionable or trendy. In this case, the reference to the color orange alludes to prison uniforms, as the show is set in a women's correctional facility. This clever wordplay reinforces both the show's thematic content and its cultural commentary on prison life and societal perceptions of crime and punishment.

3. *Silver Linings Playbook* (2012)

Derived from the idiom *every cloud has a silver lining*, which suggests that there is something positive in every difficult situation, this title encapsulates the film's central theme of optimism in the face of adversity. The protagonist, dealing with personal struggles, seeks a way to rebuild his life, making the title metaphorically significant. However, the Russian translation "*My Boyfriend is a Psycho*" deviates from this optimistic tone, prioritizing marketability over linguistic accuracy.

4. *Breaking Bad* (2008-2013)

The phrase *breaking bad* originates from Southern American dialects and means to deviate from socially acceptable behavior, often with criminal implications. This title is particularly effective as it encapsulates the protagonist's transformation from a law-abiding chemistry teacher to a drug kingpin. The Russian adaptation, "*Во все тяжкие*" (loosely meaning *Into the Thick of It*), captures the essence of moral descent but lacks the nuanced regional connotations of the original.

5. *The Bucket List* (2007)

The term *bucket list* refers to a list of things one wishes to accomplish before dying, derived from the idiom *kick the bucket*, meaning *to die*. The film follows two terminally ill men fulfilling their dreams before their deaths, making the title both literal and figurative. This phrase has gained widespread popularity, illustrating how media can reinforce and popularize idiomatic expressions.

6. *Pushing Daisies* (2007-2009)

The phrase *pushing (up) daisies* is a euphemism for being dead, making it a fitting title for a series about a man who can bring the dead back to life. The Russian title, "*Мёртвые до востребования*" (*Dead Until Claimed*), conveys the show's morbid humor but does not directly translate the idiom's floral imagery.

7. *Six Feet Under* (2001-2005)

Referring to the depth at which bodies are traditionally buried, *six feet under* is a well-known euphemism for death. The series, which follows a family operating a funeral home, aptly employs this idiom in its title. The Russian translation, "*Клиент всегда мёртв*" (*The Customer is Always Dead*), creatively adapts the meaning while maintaining the dark humor inherent in the original.

8. *The Whole Nine Yards* (2000)

This idiom, meaning *to go all the way* or *to do something completely*, is humorously applied to this crime comedy about a hitman. The literal Russian translation, "*Девять ярдов*" (*Nine Yards*), loses the idiomatic nuance, demonstrating the challenges of translating culturally specific phrases.

9. *Coyote Ugly* (2000)

The term *coyote ugly* refers to someone waking up next to an unattractive person after a night of drinking, implying that they would rather chew off their own arm than wake the other person. While the film is named after a real bar, the phrase itself contributes to the title's layered meaning. The Russian version, "*Бар*

'Тадкуй койом' (The Ugly Coyote Bar), retains the essential elements while focusing on the film's setting.

10. Groundhog Day (1993)

Originally referring to a North American tradition where a groundhog's behavior supposedly predicts the weather, *Groundhog Day* has since become synonymous with monotonous repetition. The film's plot, in which the protagonist relives the same day endlessly, helped cement the phrase's modern usage, illustrating how media can influence language.

11. Sophie's Choice (1982)

This title, referring to a heart-wrenching moral dilemma faced by the protagonist, has since entered common usage to describe any choice with equally devastating consequences. This phenomenon demonstrates how literature and film can contribute to linguistic evolution.

12. Straw Dogs (1971, 2011 – remake)

This phrase originates from ancient Chinese rituals where straw dogs were used in ceremonies and later discarded, symbolizing something initially valued but ultimately deemed worthless. The film, which deals with themes of dehumanization and brutality, aligns with this metaphor. However, the meaning of the idiom may not be immediately apparent to modern audiences unfamiliar with its origins.

The translation of such titles poses challenges, as linguistic and cultural nuances may not always align across languages. For example, *Silver Linings Playbook* was translated into Russian as *My Boyfriend is a Psycho*, altering its original meaning.

Findings

The study's results indicate that exposure to idiomatic expressions through audiovisual media enhances language learning. Based on the study, it was observed that idioms play a significant role in authentic communication within films. Learners who engage with films featuring idiomatic expressions improve their listening skills, comprehension, and vocabulary retention.

Key findings include:

- Learners retain idioms more effectively when presented within contextualized dialogues rather than as isolated phrases.
- Film-based learning improves comprehension, pronunciation, and cultural awareness [Smith, 2018].
- Advertisements reinforce idiomatic expressions in everyday language, making them more accessible to learners.
- Idiomatic film titles contribute to linguistic evolution and cultural dissemination.

Conclusion

The integration of idiomatic expressions in audiovisual media plays a significant role in language acquisition and cultural learning. Films, animated series, and advertisements provide authentic contexts in which idioms are naturally embedded, enhancing comprehension and retention. The use of idiomatic expressions in film titles demonstrates how language, culture, and media intersect. While some idioms remain confined to linguistic subcultures, others gain widespread recognition through film and television. These titles serve as a linguistic bridge, offering language

learners opportunities to explore expressions within meaningful contexts. However, translating these titles into other languages poses challenges, as cultural nuances and idiomatic meanings may be lost or altered in the process.

By analyzing the role of idioms in film titles, we gain insights into how language evolves through media, how idiomatic expressions become embedded in popular culture, and how translation choices impact meaning across linguistic landscapes. Understanding these dynamics can enrich language learning and deepen appreciation for the interplay between words and their cultural significance.

By analyzing idioms in cinematic dialogues and advertising slogans, this study underscores the importance of media exposure for linguistic development. Future research should explore the role of regional dialects in idiomatic expression comprehension and the effectiveness of multimedia-based learning tools.

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Xülasə

AUDIOVİZUAL MEDIADA İDİOMATİK İFADƏLƏRİN ROLU: LİŖQVİSTİK VƏ PRAQMATİK ANALİZ

İdiomatik ifadələr təbii dilin ayrılmaz hissəsini təşkil edir, nitqi mənacə zənginləşdirir, mədəni dəyərləri çatdırır və pragmatik ünsiyyəti asanlaşdırır. Onların audiovizual mediada – xüsusilə televiziya proqramlarında, kino əsərlərində və radio verilişlərində – işlədilməsi dilin mənimsənilməsi baxımından mühüm əhəmiyyət daşıyır. Bu, öyrənənlərə autentik danışiq nümunələrini, kontekstə uyğun istifadəsini və sosial-mədəni çalarları izləmək imkanı yaradır. Tədqiqat audiovizual mediada idiomatik ifadələrin inteqrasiyasını araşdırır və onların linqvistik, koqnitiv və mədəni aspektlərinə fokuslanır. Film dialoqlarında idiomların istifadəsi əsasında onların nitqin axıcılığına, tamaşaçıların anlama səviyyəsinə və pragmatik kompetensiyanın formalaşmasına təsiri təhlil olunur.

Bundan əlavə, araşdırmada idiomatik ifadələrdən ibarət film adları xüsusi diqqət mərkəzinə gətirilir: onların semantik funksiyası, tərcümə zamanı yaranan çətinlikləri və tərcümə dilində yeni idiomların formalaşmasında potensial rolu qiymətləndirilir. On iki seçilmiş nümunənin təhlili göstərir ki, idiomatik film adları tamaşaçı qavrayışına təsir edir, dilin yenilənməsinə töhfə verir və dillərarası uyğunlaşdırma zamanı müəyyən problemlər yaradır. Bu tədqiqatın nəticələri idiomların həm dil öyrənmə prosesini, həm də media diskursunu formalaşdıran dinamik dil vahidləri kimi daha dərinlənən anlaşılmasına xidmət edir.

Рукия Керимова

Резюме

**РОЛЬ ИДИОМАТИЧЕСКИХ ВЫРАЖЕНИЙ В АУДИОВИЗУАЛЬНЫХ
СРЕДСТВАХ МАССОВОЙ ИНФОРМАЦИИ: ЛИНГВИСТИЧЕСКИЙ И
ПРАГМАТИЧЕСКИЙ АНАЛИЗ**

Фразеологизмы представляют собой неотъемлемую часть естественного языка: они обогащают высказывание, придают ему выразительность, отражают культурные ценности и способствуют эффективной прагматической коммуникации. Их использование в аудиовизуальных средствах массовой информации – в телепередачах, кинофильмах и радиопередачах – играет важную роль в процессе овладения иностранным языком, поскольку предоставляет учащимся доступ к подлинной речи, контекстуализированному употреблению и социокультурным оттенкам значений. Настоящее исследование посвящено изучению интеграции фразеологизмов в аудиовизуальные медиа и рассматривает их в лингвистическом, когнитивном и культурном аспектах. На материале анализа идиом в кино-диалогах исследуется их влияние на беглость речи, понимание со стороны аудитории и развитие прагматической компетенции.

Особое внимание уделяется названиям фильмов, содержащим фразеологизмы: оценивается их семантическая функция, трудности перевода, а также потенциальная роль в формировании новых фразеологических единиц в языке перевода. На примере двенадцати наиболее показательных случаев показано, каким образом идиоматические названия фильмов влияют на восприятие зрителей, способствуют языковым инновациям и создают определённые сложности при межкультурной адаптации. Результаты исследования призваны углубить понимание фразеологизмов как динамичных языковых единиц, формирующих как процесс изучения языка, так и медиадискурс.

Rəyçi: f.ü.f.d. E.A.Hüseynova