

DOI: <https://doi.org/10.18454/RULB.2020.21.1.29>**СПОСОБЫ ОБРАЗОВАНИЯ ТЕРМИНОВ В СОВРЕМЕННОМ АНГЛИЙСКОМ ЯЗЫКЕ ДЕЛОВОГО ОБЩЕНИЯ**

Научная статья

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Аннотация

В данной статье рассмотрены наиболее часто используемые словообразовательные модели, формирующие термины в деловом дискурсе современного английского языка: семантический, синтаксический и морфологический методы словообразования. Приводится определение бизнес-дискурса, а также предоставляются понятия и описания каждого из способов образования терминов с их классификациями и примерами. Англоязычная бизнес-терминология рассматривается в связи с широким применением английского языка во время деловых переговоров.

Ключевые слова: терминообразование, деловой дискурс, бизнес-терминология, словообразовательные модели.

METHODS OF TERM FORMATION IN MODERN ENGLISH BUSINESS DISCOURSE

Research article

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Abstract

The present article discusses the most commonly applied word-building models that are used in term formation processes in business discourse of modern English: semantic, syntactic, and morphological methods of term formation. The research includes the explanation of business discourse, descriptions and definitions of each term formation method with their classifications and examples. The English language business terminology is considered in connection with the widespread use of the English language during business negotiations.

Keywords: term formation, business discourse, terminology, word-forming methods.

Introduction

The relevance of the present article is that due to the implementation of global innovative technologies, active word-creating processes are taking place in the field of business terminological discourse in the English language. Thus, the aim of the present research is to study the peculiarities of word formation models, which create terms in the English business language. According to Litvinov (2004), business discourse includes verbal texts that are used in standard business communication processes: acquaintance, preliminary conversation about possible cooperation, negotiations, disputes, conclusion of contracts and agreements. As for written texts, only business correspondence is considered.

The object of the research: terminological system of English business language.

The subject of the research: methods of word formation in business terminology.

Methods of term formation

According to V.P. Danilenko (1976), the most productive methods of creating words in term formation are the following: semantic, syntactic and morphological.

The semantic method was one of the first word-building techniques for creating terminological system. It is based on giving the existing word a new meaning or new shades of meaning, as a result of what the common word is transformed into a term. Thus, in semantic method, 'the terms are built on the basis of existing words' and 'the word gets a very definite content, i.e. it takes a new meaning in addition to the previously registered meaning' (Lotte, 1968, 37 — 38). For example, the word 'spiral' in the term 'advertising spiral' means 'the process of advertising a new product'; 'field' is a term in the collocation 'advertising field'; 'history' with the meaning of 'chronology of a trademark' in the collocation 'brand history' is also an economic term. The word 'profile' in the combination 'buyer profile' denotes characteristics of customer group; 'mature' in the phrase 'mature industries' emphasizes that the demand for its products does not tend to grow, or that it uses old technologies; 'mass' in the term 'critical mass' indicates the number of retail outlets or the amount of advertising necessary to attract buyers to a product in a particular market.

The next method of term formation in English business language is Syntactic. It is based on compounding or on stem joining — a solid combination of two or more morphemes acting as roots in separate words. As a result, the so-called composite word is formed by combining two or more bases.

Such terms can be spelled together ('solid' or 'closed' forms), separately, or with a hyphen (hyphenated forms). In English business terminology, composite words consist of a modifier, and the nuclear element (head). The most frequently used models of composite structure with their examples of business terms are presented in Table 1.

Table 1 – Composite business terms

Model	Examples
noun + noun	<i>storehouse</i>
noun + abbreviation	<i>B2B exchange</i>
noun + verb	<i>bull run</i>
noun + gerund	<i>software engineering</i>
verb + noun	<i>return fare</i>
verb + verb	<i>write protect</i>
verb + preposition	<i>hold-up</i>
verb + preposition + noun	<i>go down market</i>
preposition + noun	<i>outsourcing</i>
adjective + noun	<i>flexible price</i>
abbreviation + noun	<i>e-money</i>

Morphological way of term formation is the crucial method aimed at the creation of new words by means of affixation, conversion, contamination, truncation, and abbreviation.

Affixation involves adding suffixes and prefixes to a word for creating a different form of that word or a new word with a different meaning (Yakovleva, 1998).

The most frequently used suffixes for creation of new words are the following:

-tion- (*'administration', 'devaluation', 'competition', 'quotation', 'promotion'*);

-ing- (*'marketing', 'factoring', 'advertising', 'leasing', 'consulting', 'holding'*);

-er- (*'barter', 'manager', 'promoter', 'copy writer'*);

-or- (*'auditor', 'distributor', 'investor'*).

In English language business discourse, prefixation is also observed in the process of term formation, i.e. the prefix de- (*'decentralization', 'depopulation'*); dis- (*'disintegration'*); re- (*'recession'*); un- (*'unemployment'*).

The next word-building model is conversion (lat. 'conversio' — transformation) which means the formation of a new word by transferring its base into another paradigm of a word change. For example, the formation of a verb from the base of a noun is a common way for the English language due to its analytical structure. From researchers' point of view, this method is considered the most productive way of word formation. For example, the verb is transformed into a noun: 'to check' — 'a check'; 'to test' — 'a test'. The transformation of an adjective into a noun: *'international'* — *the International'*; *'professional'* — *'a professional'*. One of the latest trends in the formation of business terminology in the English language is the emergence of nouns from phrasal verbs (Brians, 2013). For example, *'to lay off'* means to reduce, *'lay off'* — reduction; *'intake'*, (consumption), *'upturn'* (growth, improvement), *'output'* (production, release), *'pay-out'* (payment).

Another derivational model is contamination (lat. 'contaminatio' — displacement), or crossing, which is understood as the interaction of linguistic units interfacing with an associative meaning, that leads to their semantic or formal change or to the formation of a new linguistic unit, i.e. the words *'sea' + 'laboratory' = 'sea-lab'*.

Among the word-building models of English business terminology, there is also truncation or apocope — the formation of new words by clipping of one or more unstressed sounds at the end of a word. For example, *'agrobased interprise'* is reduced to *'agro'*, *'information' – 'info'* (Danilenko, 1976).

The next widespread morphological way of term formation in the English language business discourse is abbreviation. Abbreviation is a word made up of shortened initial elements (morphemes) of a word combination. In English terminology, the most common abbreviations are alphabetic or initial ones. For example, the English term *'payment on delivery'* has the abbreviated form *'POD'*. The term *'AIDA'* is decoded as *'attention, interest, desire, action'* (the model of consumer behavior describing the sequence of events leading to making a decision whether it is worth to shop or not). Abbreviations should not be mixed up with nomenclature units that are not terms (for example, *'FTSE' — Financial Times Stock Exchange*).

In Figure 1, it is possible to see the frequency of morphological term formation models' usage.

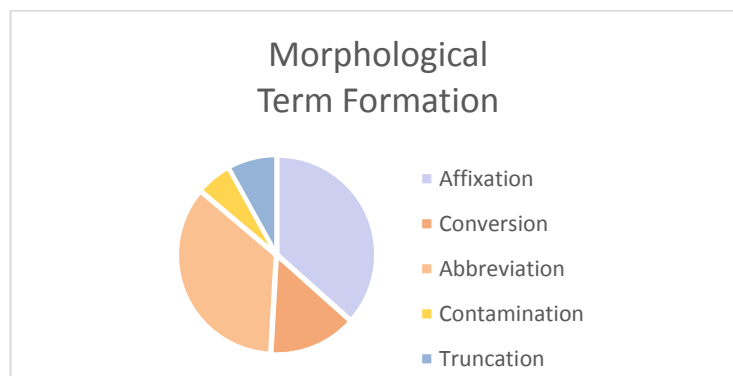


Figure 1 – Morphological Term Formation

Conclusion

As a result, it was revealed that the usage of terms plays an essential role in business discourse that is why the negotiator has to be aware of peculiarities of their formation. Hence, three main methods of business term formation are semantic,

syntactic, and morphological. The studied research helps to determine that most commonly used models of term creation are affixation and conversion. Thus, it is crucial to take into account the morphological and syntactic features of the language and utilize the gained knowledge while using business terms since they can ultimately affect the course and quality of business cooperation.

Конфликт интересов

Не указан.

Conflict of Interest

None declared.

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