WORD FORMATION MECHANISMS IN THE ENGLISH ECONOMIC TERMINOLOGY

I.F. Loschenova, Doctor of Philosophy, Candidate of Education, Associate Professor
K.A. Shapochka, Candidate of Education, Associate Professor
I.V. Usachenko, Lecturer
F.O. Loschenov, Master’s Degree Student
The Mykolaiv V.O. Sukhomlynsky National University, Ukraine

The authors describe the influence of industry-related, professional, national and gender factors in formation of names, serving as economic terms. Efficiency levels of different morphological ways to build these terms are analysed.

Keywords: economic terminology, productivity, word-building model, morphological ways to build terms.

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The rapid social and economic development of many countries, globalization and informatisation of the society have encouraged linguists to comprehensively study the features of English economic terminology, which in recent decades has undergone significant changes and renewal [1, P. 9], [2, P. 71]. It is necessary to note that the interest to disclosure of the cognitive aspect of creation of British economic terms has grown [3; 4; 5; 6; 7], as linguistic studies today are closely related to the study of language-based representation of human experience. This allows determining the influence of cognitive processes on the formation and functioning of language units. At the present stage the cognitive activity of a native English speaker is ego-centred, that is directed at himself - aimed at meeting one’s needs and preserving one’s life in difficult survival conditions [7, P. 13], [8, P. 14]. More egocentric direction of human cognitive activity, on the one hand, and the growing role of British economic terms in the society, on the other, both determine the relevance of the subject of our study. We tracked the cognitive factors affecting the formation of names of persons using the morphological method (by affixation, compounding and shortening) in modern English economic terminology. Achieving this goal required the selection of names of persons fulfilling the function of economic terms resulting in morphological terminology formation; description of the structural and semantic features of selected names; establishing the link between social-economic and formation processes; identification of key cognitive factors affecting the creation of names in modern economic terminology.

The results of scientific studies based on lexicographical sources of English economic terminology and periodicals made it possible to determine the influence of industry-related, professional, national and gender factors in the formation of names serving as economic terms [9; 10; 11; 12; 13; 14; 15; 16].

An industry-related factor is predetermined by specific economic knowledge. Definitions of the economy and its subsystems (marketing, management, finance, etc.) indicate the existence of certain relationships between economic agents – consumers, producers, suppliers, employees, managers. So, the economy is defined as “the study of how society decides to use resources to produce goods and services and distribute them for use among various competing groups and individuals” [17, P. 44]. Management is “the process of getting something already done, efficiently and effectively, through the support of others” [18, P. 5]. Marketing is “a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging of products and values with others” [19, P. 3]. Managing of personnel refers to “a series of integrated solutions that form labour relations” [20, P. 2]. These definitions indicate that a person who is an expression of economic relations at the individual and social levels is the centre of the economy as a naturalistic science. That is why English economic terminology is represented by a significant number of names: names of professions, specialities, followers of certain beliefs, professional activities in finance, marketing, customs and banking, management, accounting, manufacturing, service areas, etc. According to scientists, the most efficient way of formation of economic terms is affixation [21]. It is represented by prefixation and suffixation, but only suffixation demonstrates the high level of productivity in formation of names of persons in the English economic terminology. Suffixal stems of economic terms with the meaning of names of persons are formed by such suffixes as -er, -man, -al, -ic, -ate, -ive, -crat, -ary (-ory), -ant (-an), -ist / -ent, -eur. The high level of efficiency is peculiar to the suffix -or / -er due to the fact that the significant number of verbs is used to characterize the relationship between economic operators in the process of purchasing, sales, financial transactions, auditing, insurance. Almost 80% of the verbal stems in English economic terminology is the basis of formation of names of persons with the suffix -or / -er. These are derivative nouns with the following meanings:

1) the names of professions and professional activities: importer – импортёр, importer – импортёр, forger – фальшивомонетчик, investor – инвестор, taxer – фінансовий чиновник, auditor – бухгалтер-ревізор;

2) qualification: villager – житель села, poneriter – торговец живностью, staffer – працівник апарату, treasurer – казначей, управляючий фінансами

It should be noted that the suffix -er / -or is often used to build names of persons from the stems of compound words and phrases, such as: copyrigth – власник авторського права, part-time – part-timer – робітник, зайнятий неповний робочий день, supply-side – supply-sider – прибічник економіки пропозиції.

Scientists point to the high productivity of word-building models with suffixes -ant / -ent, -ist, -ian ( -an) and -man. Most terms with -ist suffixes denote types of professional activities: monopolist –
Compounding which saves linguistic resources demonstrates high productivity in formation of names of people in the function of economic terms. According to the structure, the identified compound names of persons form three groups:

1) complex words formed from simple stems: salesclerk – продавець, deadbeat – неплательщик, landlord – землевласник;

2) compound derivatives with the suffix -er / -or, which constitute the largest group (68 terms): taxpayer – плательщик податків, storekeeper – завідувач складом, price-fixer – службовець, який займається контролем цін, leaseholder – орендодавець.

3) lexicalised syntactic formations: in-and-outers – робітники, які займаються переобладнанням, stock-farmer, stockkeeper, stockjobber – спекулянт з земельних ділянок;

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of clipping and abbreviation in modern English economic terminology. The survey demonstrates that blending is unproductive way to build names of persons functioning as economic terms, e.g.: paytriot (pay + patriot) – продажный патриот, workaholic (work + alcoholic) – энтузиаст, кто борется с длинными захватами. Unproductiveness of clipping in formation of names of persons can be explained by the fact that many clipped words are situational and their meanings depend on the context, which is why they are often not registered in the dictionaries [23]. The analysis of the names of the economic terms proves that the specificity of economic science (which presupposes different relationships between economic agents and therefore involves a significant number of verbs to describe these relations) determines the productivity of morphological method in formation of names that are usually built from verbal stems. Professional factor that is closely associated with the industry-related one, also significantly affects the formation of names in English economic terminology.

Thus, the morphological ways of creating names fulfilling the function of economic terms are affixation (prefixation and suffixation), compounding and shortening (clipping, abbreviation and blending). Suffixation is the most productive way. A future prospect of our research is to study methods of translation of English economic terminology into Ukrainian taking the mechanisms of its creation considering into account.

References:


Information about authors:

1. Iryna Loshchenova – Doctor of Philisophy, Candidate of Education, Associate Professor, Mykolayiv National University named after V.O. Suhomlinskiy; address: Ukraine, Mykolayiv city; e-mail: loshchenova@yandex.ru
2. Kateryna Shapochka - Candidate of Education, Associate Professor, Mykolayiv National University named after V.O. Suhomlinskiy; address: Ukraine, Mykolayiv city; e-mail: e_shapochka@mail.ru
3. Irina Usachenko - Lecturer, Mykolayiv National University named after V.O. Suhomlinskiy; address: Ukraine, Mykolayiv city; e-mail: usachenkoiv@yandex.ru
4. Felliks Loshchenov - Master’s Degree Student, Mykolayiv National University named after V.O. Suhomlinskiy; address: Ukraine, Mykolayiv city; e-mail: razor1239@rambler.ru