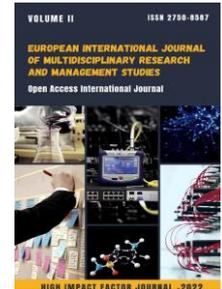


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STRUCTURAL ANALYSIS OF MARKETING TERMS IN ENGLISH AND RUSSIAN

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ABOUT ARTICLE

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Abstract: The article is devoted to the structural analysis of marketing terms in English and Russian. It reflects the types of terms and the main structural methods of their presentation. Also, the structure of terms and main lexical units are analyzed.

INTRODUCTION

In our study, we consider the marketing term as a unit. Lexical units are represented by a non-terminological lexicon consisting of terms, professionalisms, eponyms, jargon ("abbreviated style lexicon"), abbreviations, and general scientific idioms. During the analysis of marketing terms, the following types of terms were identified:

-marketing terms: assets, liabilities, investor capital, accountability, target market, growth cycle, expense, liquidity, financial management, target market, balance sheet, income, treasury securities, credit, stock market, share, trade deficit, corporate management, fund, investment policy, economy system, dividend, clearing bank, tax, gross profit, joint venture, cash flow, stakeholder, value added tax, etc.

- legal terms: plaintiff, lawsuit, litigation matter, sanction, imprisonment, judgment, crime, legislation, pending litigation, fiduciary duty, regulation, pact, copyrights, piracy, intellectual property, etc.

Terms related to the social sphere: interpersonal communication, population, culture, public, social system, demography, birthrate, labor units, strike, behavior, survival rate, gender gap, etc.

-Terms related to the field of technology: machine, tool, engine, equipment, semiconductor, trailer-mounted system, etc.

- Political science terms: democracy, socialism, communism, 21st century capitalism, political contest, democracy, seismic political change, etc.

- Terms related to the field of education: graduate, student, profession, education, preparatory school, mid-level institution, faculty, nurse-educator, tuition, mathematics, diploma, school, faculty, etc.

Affixal word formation models:

- prefixation models: reconciliation, reassignment, reimbursement, restatement, unavailability, unfunded, imbalance, undiscounted, underpayment, multibuyer, multicurrency, inpayment, inconvertibility, co-creditor, co-debtor, cooperation, ex-dividend, exchange, hypermarket, hyperinflation and others.

Prefixes play an important role in deriving the studied terminology, they are used to define the initial structure, for example, the negative category of "events and concepts": unemployment (the model bears value of "lack of work"), nonpayment (the model bears value of "lack of payment").

The use of prefix Co- can be found in word formation models of derivational terms in the field of management, for example: cooperation, coordination, co-management; - has the meaning of joint action.

The prefix re- is used very quickly and represents a repeated action (restatement – repeated submission of financial statements, reconciliation – coordination, verification of accounts; reimbursement – compensation).

"Multi" means "volume, multiplicity" (multinational – multinational company).

Un - negative, expresses a negative meaning "lack or absence of something":

unavailability – absence of availability; imbalance – discrepancy.

- terms formed using suffixes: settlement, investor, accounting, accountability, marketing, management, financial, planner, discounter, competitiveness, recruiting, corporation, reporting, economist, managerial, economic, entrepreneurial, organizational, monopolistic, compensation, negotiation, and others.

The most commonly used additions in the formation of the studied terminology related to the economic field are:

- er/or (discounter, distributor),
- ion (commodization, corporation), -ing (accounting),
- ic (economical),
- ant (accountant),
- ment (management), -able (marketable), -ive (competitive),
- al (entrepreneurial, beneficial), -ship (partnership).

The analysis shows the terms belonging to the derivational family: manage, manager, management, managerial; invest, investor, investment; account, accountant, accountability, accounting, etc. The semantics of such derivatives and combined terms is composite and reflects different professional categories, for example: manage – category of management process, manager – category of the subject, management – category of economic area. Composition models: cross-marketing, marketplace, world-changing, stakeholder, risk-management, salespeople, headquarters, trademark, businessman, union-management, community-based organization, home-based business, etc.

Composite models, the main content of which is equal to an independent word, are an effective method of term formation, which allows combining concepts from different fields of knowledge in one text. Expressions in economic terminology are structured according to the following models: N+N; Adj+N; Wing +N; (Adj, V-ing)+N. Most of the terms in economic speech are binary terms (1126 units): institutional investor, financial management, financial state, consumer loyalty, consumer acquisition, consumer detention, selling innovations, practice of business relations, selling skills, the target market, the control tool, management institution, market statistic, junk bond, multinational corporation, economic forces, entrepreneurial leader, economic world, national economy, economic power, economic game, service sales, commercial risk, letter of credit, transparent export, international trade, corporate entity, balance of payment, annual growth, market research, primary business, specific market, manufacturing transfer, joint venture, offshore partner, labor shortage, independent business, leading firm, trading firm, economic development, business community, economic motivation, entrepreneurial institution, export strategy, treatment management, organizational management, export opportunity, consume resources, benefit package, deal breaker, supplier partnership, contract fulfillment, purchasing departments, manufacturing/delivery process, marketing opportunity, development costs, non-competitive plant, product line, financial image, brokerage house, financial foundation, fiscal year, cash leaks, business formation, etc.

Such terminological expressions have more possibilities for expressing conceptual content than single-word terms. The following part - 173 terminological units - consists of multi-component terms. (Three-word terms and terms consisting of four words and a sea). Multicomponent terms are distributed according to the following structural models: 1) Adj +N + N (recruiting boom cycle, financial service firm, mutual fund owner, absolute cost advantage, overall market strategy, actual product performance, current business crunch); 2) Adj + Adj +N (unipolar economic world, substantial secondary market, low direct expenses, severe economic pressure); 3) N+N+N (exchange rate guarantees, vendor selection process, bed-and-breakfast venture, product development group, job sharing team, database management system, non-profit subsidiary corporation); 4) Adj + (Adj, V-ing) +N (financial reporting period, collaborative working partnership, ideal marketing strategy, daily trading limit); 5) Adj+N +N+N (common market entry strategy, accrual basis income statement); 6) (V-ed, Adj)+(V-ing, Adj)+N (non-employed working style, self-employed working style); 7) (V-ed, Adj)+Adj+(V-ing, Adj)+N (detailed realistic marketing plan); 8) (V-ed, Adj) +N + Adj (accrued taxes payable); 9) Adj +N+ Adj + N +N (global network discriminatory tax policy); 10) Adj + Adj + N +N (strategic financial management issues); 11) Adj + Adj + Adj +N (chief strategic financial planner); 12) N to N +(V-ing, Adj)+N (face-to-face working meeting).

It is not a sum of terms with two, three or more components, but reflects the value of each component that makes up the nominative complex, but the result of the integration of the cognitive process occurs in the formation of such a composite meaning. It should be added that abbreviations (95 units) play an important role in economic computer speech and can be divided into 2 groups: 1. Terminological abbreviations. For example: GAAT (General Agreement on Tariffs and Trade), WTO (the World Trade Organization), NASA (Newspaper Advertising Sales Association), UAW (United Auto Workers), GM (General Motors), SBA (Small Business Administration), OEM (Original Equipment Manufacturer). 2. Common abbreviations, for example ASAP (as soon as possible), IMHO (in my humble/honest opinion). The use of abbreviations in the economic field aims not only at the goal of language economy, but also at saving the place and time of the register and the goal of economy. Another characteristic feature of term formation in economics is semantic derivation.

The analysis showed a number of lexical units, which can be different depending on the communicative environment used and the role they have to play there. The analysis showed that the largest part of the terms of the economic speech of the forums refers to the economic terms reflecting the main concepts and categories (economy, management, , accounting, etc.). In conclusion, it should be noted that the non-terminological lexicon occupies an important place in the economic discourse along with the terms

of various scientific fields. Non-terminological units help to create speech, function as a form of address (as you noticed, etc.), help to form a logical structure of speech. Such units perform tasks that are unattainable according to the conditions, but necessary for the formation and development of a successful communicative action, expressed in words in speech.

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