

АКТУАЛЬНІ ПРОБЛЕМИ ЛІНГВІСТИКИ

УДК 811.111

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BUSINESS ENGLISH TERMINOLOGY SEMANTIC NAME-GIVING

The paper provides theoretical basis for considering English business terminology an integral part of general terminology theory. The author analyses the processes of terminologization, transterminologization and reterminologization and their role in terminological semantic name-giving.

Key words: terminology, general theory of terminology, business terminology, term, terminological semantic name-giving, semantic transfer, synecdoche, terminologization, transterminologization, reterminologization.

The theme of the present paper concerns some problems of English business terminology. As indicated by the title, attention has been concentrated largely, but by no means exclusively, on terminological semantic name-giving that is primarily represented by the process of terminologization, transterminologization, reterminologization.

The reason for this choice was to confirm the idea of validity of general terminological theory to the tendencies of English business terminology development.

The following aspects are to be considered:

1. Theoretical evaluation of English business terminology as part and parcel of general terminology theory, bearing in mind that terminology as a constituent part of any language wordstock may be considered as a lexical universal.

2. Semantic name-giving in terms of different processes, such as terminologization, transterminologization and reterminologization, and its linguistic representations in English business terminology, some peculiar tendencies being taken into consideration.

English has become the language for conducting international business. A lot of spheres of people's activity are considered to be of business nature: business correspondence, memoranda, documents, forms of business activities, advertising; basic terms of delivery, terms of payment; legal aspects, sales, the sphere of work of whole-salers, distributors, brokers, agents; markets, exchanges; banking; share capital. All spheres of the kind are being served by English for Special Purposes that is opposed to English for General Purposes. In linguistics we speak now about business discourse that is characterized on the lexical level by business terminology.

The term «terminology» has two meanings. First, terminology is the scientific field pertaining to the study of relations between concepts and their designations (terms; names and symbols, also called items of nomenclature) and the formulation of principles and methods governing these relations in any given subject field, in business, in particular; and the task of collecting, processing, managing and presenting terminological data in one or more languages.

Secondly, terminology is also understood as the set of terms belonging to the special language of a scientific subject field.

In business terminology fundamentals of terminological theory are followed, and first of all, the distinction between **objects**, i.e. entities in the external world, called **concepts**, which are units of knowledge, that constitute the mental representations of objects, and **designations of concepts**, which can be terms, names and symbols. Concepts are further determined by means of the relations they have with other concepts, as well as by **definitions**, which constitute the descriptive, metalinguistic denotations of concepts.

Business terminology in terms of the general theory of terminology is also defined with relation to three different dimensions: the cognitive, linguistic and communicative ones.

The **cognitive** dimension examines the concept relations and the way they constitute structured sets of knowledge units or **concept systems** of the everyday area of human knowledge, as well as the representation of concepts by definitions and terms [6].

Linguistic dimension examines or deals with existing linguistic forms as well as potential linguistic forms that can be used in order to name new concepts.

The communicative dimension covers *the use of terms* as an important means of disseminating knowledge to different categories of recipients in a variety of communicative situations and covers the activities of communication, processing and dissemination of terminological data in the form of specialized dictionaries, glossaries or terminological databases, etc.

Having in mind the multidimensional character of terminological entities (concept – term – communication unit) in the context of conveying specialized knowledge one should pay attention to significant influences of contemporary theory and practice of terminology on the contemporary linguistics.

The theory of terminology and modern linguistics work hand in hand to reduce the differences between terminology and linguistics, though some theoretical aspects concerning the status of a term as a special word, that, ideally, should be monosemantic, stylistically neutral, devoid of synonyms, independent of the microcontext, be of systemic nature, should have a scientific definition, be concise, euphonic, sometimes appears contradictory to the real state of things.

Nowadays the increasing tendency to analyze terminology in its communicative, i.e. linguistic context, leads to a number of new theoretical assumptions and also to new methods of compilation and representation. Differences between terminology and linguistics can be summarized on the one hand in the prescriptive approach of terminology with respect to selecting one single correct linguistic form to represent a concept, and on the other hand in the descriptive approach of linguistics with regard to the identification of all possible linguistic variants of a single linguistic form [6].

The current tendency in the theory of terminology is to allow the existence of synonymic expressions and term variations, thus rejecting its narrow prescriptive attitude of the past, which insisted on connecting one concept to one term. This newly-born tendency is being justified by assuming the fact that one concept above and beyond the narrow context of standardization can correspond to a variety of linguistic representations, which can serve various communication needs.

Terminology today has adopted an approach to collecting lexical data that is based on corpora. Corpora is a collection of materials that has been made for a particular purpose [8, p. 88].

The linguistic aspects of term formation in the sphere of business have much in common with other domains of knowledge and are of interest not only to terminology specialists, terminologists and subject field specialists, but also to translators and interpreters, in particular, when the latter, due to a lack of dictionaries and glossaries in less widely used languages, are obliged to go beyond the call of duty as a translator and become namers and/or neologists.

Usually term formation, or name-giving, can be carried out in a specific environment: in a research laboratory, in a manufacturing company, at a conference, in a small enterprise, at the presentation, in mass media, etc. In business term formation is influenced by the subject field in which it is carried out, by the nature of persons involved in the process of designation, by the stimulus causing the term formation and by the phonological, morpho-syntactical and lexical structures of the language in which new concept finds its linguistic expression.

Linguists that are busy in the process of term formation consider two types of term formation in terms of pragmatic circumstances of their creation: **primary term formation and secondary term formation**. Primary creation accompanies the formation of a concept and is monolingual.

Primary term formation presupposes no pre-existing linguistic entity, even though appropriate term formation rules exist. Primary term formation is quite often spontaneous.

Secondary term formation occurs when a new term is created for an existing concept in the following two cases: firstly, as a result of the revision of a term in the framework of a single monolingual community, e.g. creation of a term in the context of a normative document (standard) or **rebaptism** of a term as a result of the discovery of a new entity in the same subject field (e.g. telephone is now referred to as «fixed telephone» following the discovery of «the mobile telephone»). Secondly, as a result of transferring knowledge to another linguistic community in which corresponding term needs to be created. Secondary term formation presupposes an already existing term, which is the term of the source language, and which can serve as the basis for secondary formation. Secondary term formation is more frequently subject to rules and can be planned.

Semantic nature of a term has been investigated by many linguists and terminologists. Many modern definitions of a term represent it as a special word having substantial and functional inner nature [2, p. 61].

G.O. Vinokur's point of view is characterized by a functional approach to a term. He considers that a term has a major differential feature functionally expressed by special professional notion, i.e. it is understood by him not as a special word or a phrase but as a word or a phrase (word combination) in its special function [2, p. 61].

Without going deep into theoretical problems of terminological name-giving the process may be represented in the following way: motivator → classifier → word-building pattern → concept (notion) → a term.

Zhuravlyova T.A. considers that there are three types of terminological name-giving in English: semantic, word-building (morphological) and syntactic. Though, a chapter in her monograph deals with a borrowed name-giving.

Semantic terminological name-giving is peculiar to business English. In general semantic name-giving bases itself on semantic transfer within a special language, and in business English in particular. This is the process by which an existing term in a special language is used in order to designate a different concept, by analogous extension. Semantic transfer can be expressed by designation of a concept by analogy with a different more well-known or familiar concept. Similes, metaphors, synecdoches, etc. participate in the process of terminological name-giving.

Synecdoche is the most productive technique of utilizing existing forms, which is referred to as systematic polysemy in the contemporary linguistic theory of semantics: the whole is used for the part, and vice versa, the material for the object and vice versa, the building for the people who are in it, etc. Synecdoche can be regarded as a horizontal mechanism, influencing terminologization and interdisciplinary borrowing (so called transterminologization). Terminologization of every word in the sphere of business English is a very productive way of terminological name-giving: e.g. BRIDE, Finance: an arrangement to borrow money for a short time until you can make more long term financial arrangements [8, p. 59]; BUCCANEER – someone who succeeds in business by taking risks and using skills and determination, and sometimes cheating if necessary [8, p. 61]. In general English the word has the meaning of «someone who attacks ships at sea and steals from them» [9, p. 109]; COOK, v. informal, to dishonestly change official records and figures [8, p. 116]. in general language – someone who prepares and cooks food as their job [8, p. 116]; COOKIE, n. Computing: a file containing information that is sent to your computer when you visit a website will recognize you when you visit it again [8, p. 116]. in general English: Br.E, biscuit [9, p. 346]; COWBOY, BrE, informal – someone who is dishonest in business or bad quality work, usually because they want to make money quickly [8, p. 213]. General English: in USA – a man who rides a horse and whose job is to care for cattle [9, p. 363]; DOG, n. MARKETING: a product with low market share in a low-growth market. HEDGE, n FINANCE: something that gives you protection against a financial risk [8, p. 248]. General English: a row of small bushes or trees, growing close together, usually dividing one field or garden from another.

GHOST: people who are listed as workers on a company books and PAYROLL, but who do not do any work for the company [8, p. 932]. General English – the spirit of a dead person that people think they can see or feel in a place [9, p. 678].

Some proper names or names of literary characters may be also terminologized:

e.g. Goliath – disapproving an organization that is very large and powerful [8, p. 236].

Goliath – the giant warrior of Philistines whom David killed with a stone from a sling [7, p. 608].

Ginnie Maes (pl.) – bonds sold by the Government National Mortgage Association. Ginnie Maes are backed by the full faith and credit of the US government [8, p. 233].

Fannie Mae – informal name for the Federal National Mortgage Organization. In plural: Finance: bonds issued by the Fannie Mae [8, p. 200].

Motivation has always been a great importance in terminological name-giving. There are different types of motivation in English business terminology. In business terminology types of motivation correspond to three types of name-giving. Thus, there are semantic, word-building and syntactic types of motivation [20, p. 123].

There are two (lexical and structural) types of interaction between the word-stock of the national literary language and terminological spheres of different domains of knowledge. Terminologization and determinologization are phenomena of this interaction.

Terminologization of everyday words is a productive way of creating terms. It is the result of semantic derivation within the ready-made language signs, based on the narrowing the meaning of words or on the transfer of meaning, the latter processes being influenced by certain linguistic surrounding [2, p. 124].

The emergence of new terminological meanings is happening within oppositions; direct meaning – figurative meaning; general meaning – specialized meaning [2, p. 125].

Terminologization may cover not only single words, but also phrase consisting of two elements (words).

The most influencing terminological phrases are represented structurally by Adj + N, N + N, Participle I + N, Participle II + N structures.

In Adj + N terminological phrases one can trace a riot of colors that take on terminological connotations peculiar to different aspects of business activity. We can find there the following terminological phrases: **Grey trade** – involves buying goods from someone abroad who is not official supplier and selling them at a price which is lower than that charged for goods from an official supplier [8, p. 239].

WHITE KNIGHT, finance: someone who buys in a company to prevent another company taking it over completely [8, p. 528].

BLACK KNIGHT, finance: a company that tries to take control of another company by offering to buy larger of its shares [8, p. 48].

BLUE LAWS – laws in some US states preventing shops from opening on Sundays [8, p. 296].

PINK SHEETS FINANCE: in the US, information on shares in very small companies that are not traded on a stock market or on NASDAQ [8, p. 894].

NASDAQ Trademark National Association of Securities Dealers Automated Quotations; a system giving the prices of shares in small and newer companies that are traded OVER THE COUNTER (= directly between dealers on a national computer network rather than on a stock market) in the US. NASDAQ is officially known as NASDAQ Stock exchange [8, p. 345].

GREEN AUDIT, Economics: an official examination of the effects of a company's activities on the environment [8, p. 30].

RED GOODS, Economics: goods, such as food, that consumers use quickly after buying them and that produce a low profit [8, p. 236].

YELLOW BOOK, finance: informal Admission of Securities to Listing, a book produced by the LONDON EXCHANGE containing the rules that companies must follow if they want their shares to be traded there [8, p. 590].

The following N+N structures of Business terms are of interest. Their components, as a rule, function as elements that depend on each other, through the head word is the lead in the semantic structure of a phrase, the preceding noun being an attribute to the head word. E.g.

CUSTOMS AGENT, Commerce: a person or company that is paid to make the formal arrangements for imported goods to go through customs [8, p. 14].

PUMP PRICE, Economics: a price paid by car users for petrol [8, p. 411].

Compound adjectives having different grammatically oriented forms have been and are used in terminological name-giving in the business domain.

Linguists consider that three-element phrases in English do not participate in «pure» terminologization. E.g. CONSUMER CONFIDENCE INDEX – (usually singular) in the US, an index of whether people feel the economy will get better or worse [8, p. 263].

In the above-mentioned terminological phrase the two elements have undergone semantic transfer while the third element is used in its direct denotative meaning.

The process of terminologization in the sphere of English business is going on very actively in phrasal verbs and their derivatives [10].

The idea that all linguistic means in the domain of business are pragmatically-oriented, e.g. they serve the purposes of business discourse. Semantic resources of English are being used to achieve most productive results in disseminating business information in all spheres of the activity. It should be also underlined that different most emotional ways of conveying ideas are used in English business discourse, especially in presentations.

– All riches of English are employed to specify concepts of business English.

– Terminological business English dictionaries testify to the rise, development and stabilization of English business discourse [8, p. 10].

– Semantic name-giving is represented in English by the process of terminologization that is of great practical value and primarily incorporates single everyday words and also two-element phrases.

Transterminologization is also very productive. It reflects not only semantic components of some everyday words, but also of terms as well. Different types of stylistic phenomena participate in terminological name-giving: metaphors, synecdoches, similes, etc. that are used in the process of name-giving, but in which we can also in business texts very often find a purposeful usage of semantic transfers to make business information more accessible for differently prepared recipients.

Phrasal verbs and their derivatives are being used in English business very often because business activity, as it is, is closely connected with certain layers of English vocabulary that is defined as colloquial. Linguists have always considered the usage of verbs a distinguishing feature of English colloquial speech, some of them even pointed out that phrasal verbs are «the idiomatic heart of the English language». To be in the swim of events in the sphere of business a dictionary entitled «English phrasal verbs in the Language of Business» was compiled by K.A. Solodushkina for businessmen and economists [10].

Superanskaya A.V. and others [5] consider some semantically-based processes, such as transterminologization. Both processes are interdependent and interconnected.

Transterminologization is understood as a certain feature of a term to enter a terminological system of some other domain of knowledge due to semantic transfers.

Many grammatical terms are used as terms of Internet, e.g. syntax, verb, etc.

Reterminologization is defined as a kind of transterminologization.

A term that enters some different terminological system takes on additional or quite different semantic characteristics and having done so, «returns» to its previous terminological system, but having quite different meaning.

The above-mentioned semantic processes require further thorough investigations on the authentic English materials.

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У статті надається теоретичне підґрунтя для дослідження англомовної ділової термінології як складника загальної теорії термінології. Аналізуються процеси термінологізації, транстермінологізації та ретермінологізації, а також їх роль у термінологічній семантичній номінації.

Ключові слова: термінологія, загальна теорія термінології, ділова термінологія, термін, термінологічна семантична номінація, перенос, синекдоха, термінологізація, транстермінологізація, ретермінологізація.

В статье подводится теоретическая основа для рассмотрения англоязычной деловой терминологии как составляющей части общей теории терминологии. Анализируются процессы терминологизации, транстерминологизации и ретерминологизации, а также их роль в терминологической семантической номинации.

Ключевые слова: терминология, общая теория терминологии, деловая терминология, термин, терминологическая семантическая номинация, семантический перенос, синекдоха, терминологизация, транстерминологизация, ретерминологизация.

Надійшло до редакції 8.02.2011.