


WORD FORMATION MECHANISMS IN THE ENGLISH ECONOMIC TERMINOLOGY

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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, specialties, 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), -ian (-an), -ist, -ant / -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* – *імпортёр*, *forger* – *фальшивомонетник*, *investor* – *вкладник*, *taxer* – *фінансовий чиновник*, *auditor* – *бухгалтер-ревізор*;

2) *qualification*: *villager* – *житель села*, *poulterer* – *торговець живністю*, *staffer* – *працівник апарату*, *treasurer* – *казначей*, *управляющий* *фінансами* [21]. 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: *copyright* → *copyrighter* – *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* –

монополіст, *technologist* – технолог, *agriculturist* – агроном, *industrialist* – промисловець [21]. However, a significant number of terms with the suffix -ist have the meaning of *follower of theories, opinions, political and economic trends* that is the result of the historical development of economics, during which different areas of research in economics appeared - from mercantilism in the XV-XVII centuries (which became a prerequisite for the selection of English economic terminology) to consumerism and technocracy of the late XX - the early XXI centuries, e.g.: *neo-malthusianist* – прибічник неомальтузіанства, *managerialist* – прибічник доктрини “менеджеризма”, *consumerist* – захисник інтересів споживача, *restrictionist* – прибічник демографічної політики, мета якої скорочення росту населення [21]. The terms which indicate the names of persons with the suffix -man usually have qualification-related meaning, e.g.: *committeeman* – член комітету, *dairyman* – робітник молочної промисловості, *deliveryman* – робітник, що доставляє покупки додому, *middleman* – посередник. The economic terms with the suffix -ant / -ent meaning “the type of professional activity” are also widely presented: *appellant* – апелянт, *complainant* – особа, яка подає рекламцію або претензію, *recipient* – отримувач, *subtenant* – суборендар [21]. The names of persons with the suffix -ian (-an) indicate the names of occupations or have qualification-related meaning, e.g. *agrarian* – аграрій, *contrarian* – інвестор, який діє наперекір тенденції ринку, *statistician* – статистик, *artisan* – кустар, реміслярник. Suffixes -ic, -ate, -ive, -crat, -ary (-ory), -eer, -eur are inefficient in formation of names of persons fulfilling the function of economic terms. We discovered less than 10 derivatives with these suffixes: *entrepreneur* – підприємець, *dispatcheur* – диспашер (спеціаліст з розрахунку розподілу збитків), *beneficiary* – бенефіціар, особа, що отримує економічну вигоду, *fiduciary* – довірена особа, *physiocrat* – фізіократ, *executive* – керівник, виконавча особа, *representative* – представник, *subordinate* – підлеглий, *rustic* – сільський житель, *mechanic* – механік,

auctioneer – аукціоніст (особа, що продає з аукціону), *bucketeer* – брокер фондової або товарної біржі, який займається незаконними операціями. As far as economic relationships usually involve two parties, one of which is active, and the other is passive, the suffix -ee in the meaning of reversing agentivity is also productive. In this case the names of persons with the suffix -ee are formed mainly from verbal stems that ensure the availability of active doer with the suffix -er / -or, for example: *to interview* → *interviewee* – особа, з якою проводять співбесіду, *interviewer* – особа, яка проводить співбесіду; *to lease* → *lessee* – орендар, *lessor* – орендодавець; *to mortgage* → *mortgagee* – кредитор по закладній, *mortgager* – боржник по закладній; *ray* → *rayee* – ремітент, отримувач платежу, *payer* – платівець за кредитними зобов'язаннями. However, the suffix -ee of newly formed terms of English economic terminology of recent decades can be joined to stems losing their passive meaning and acquiring the agentive meaning of an active doer, e.g.: *absentee* – прогульщик, *potinee* – отримувач (страховки) за довіреністю, *queequee* – особа, яка очікує в черзі, *retiree* – пенсіонер. Acquisition of agentive meaning by the suffix -ee is apparently based on cognitive reinterpretation of the role of a passive agent given the status of an active doer [21].

Prefixation is a less productive way to build names of persons fulfilling the function of economic terms than suffixation. As far as prefixes bring only a certain modification in the stem's semantics (locative, rank, phase, evaluation, quantitative, etc.), the prefixal names of persons have modified meanings similar to the suffixal ones:

1) the names of professions and professional activities: *vice-president* – віце-президент, *co-debtor* – один з боржників, *expropriator* – експропріатор, *remodeller* – особа, яка займається переобладнанням, *subpurchaser* – перекупиць, *underlessor* – суборендодавець;

2) qualification: *transmigrant* – іноземець, який знаходиться у країні проїздом, *superintendent* – директор, *out-migrant* – переселенець (у межах однієї країни), *non-respondent* – особа,

що не повідомила відомостей (при переписі чи опитуванні) [22].

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* – неплатник, *landlord* – землевласник; 2) compound derivatives with the suffix -er / -or, which constitute the largest group (68 terms): *taxpayer* – платник податків, *storekeeper* – завідувачий складом, *price-fixer* – службовець, який займається контролем цін, *leaseholder* – орендар, *breeder-feeder* – тваринник, що веде господарство з повним циклом (від розведення до відкорму), *landjobber* – спекулянт з купівлі та продажу земельних ділянок; 3) lexicalised syntactic formations: *in-and-outers* – робітники, що зайняті на підприємстві непостійно, *go-between* – посередник, *trade-outs* – клієнти, які перестали купувати в автолавках, *walkout* – покупець, який пішов з магазину, нічого не купивши [22]. Compound economic terms with the meaning of names of persons are often formed to express the systematic relations within such conceptual prototypes as *wage, tax, stock, price, sales, land, job, fund, trade, wealth*: *tax - tax-gatherer, tax- eater, taxpayer, tax-dodger, tax-collector*; *price - price-fixer, price-cutter*; *land - landowner, landlord, landlady, land-jobber, landholder, land-grabber*; *stock - stockbroker, stockholder, stock-farmer, stockkeeper, stockjobber etc.* [22]. The selected compound names of persons show that usually their first component is the primary mechanism of conceptualisation of the complex term. The second component of a compound term is usually a suffixal name of a person which is already functioning as a term in economic terminology. The most active in the formation of compound names of persons are such economic terms as: *owner, holder, worker, walker, jobber, broker, keeper*. High productivity of the terms *holder, owner, keeper*, indicating ownership of certain things, is based on the important role of the “property” concept in economic terminology, e.g.: *wealthholder, stockholder, stallholder,*

smallholder, shareholder, policyholder, noteholder, leaseholder, landholder, jobholder, householder, fundholder, bondholder, billholder, landowner, homeowner, storekeeper, stockkeeper, shopkeeper, cashkeeper, bookkeeper, beekeeper. Shortening becomes more productive way of terms formation in modern English economic vocabulary [1, P. 12], [3, p. 7]. This leads to emergence of names of persons resulting in shortenings (abbreviations, clipped words and blendings). Productivity of abbreviations is explained by the increasing role of syntactic formation of terminology in contemporary English economic terminology, which becomes the source of a large number of abbreviations denoting the names of persons. Formation of names of persons is conditioned by complication of people's experience (and therefore conceptual structures) in connection with the development of economic subsystems, appearance of narrow specializations and greater division of professional responsibilities. We found abbreviations denoting, as a rule, names of specializations in the field of economic activities, such as: *CFO (chief financial officer) – віце-президент компанії з фінансів, EA (economic advisor) – економічний консультант, GFA (general freight agent) – головний агент з фрахтових операцій, TA (transfer agent) – трансферний агент (з передачі цінних паперів).* Terms formed by clipping, belong to two structural groups: 1) units with the clipped end: *sec (secretary) – секретар, rep (representative) – представник, cash (cashier) – касир, aud (auditor) – бухгалтер-контролер, assist (assistant) – помічник, референт;* 2) units with the middle part clipped: *add'see (addressee) – адресат, отримувач, atty (attorney) – уповноважений* [22]. The functioning of clipped terms in English economic terminology is a result of globalization and informatisation of the society, which leads to the growing role of written business communication. In order to reduce the time for business correspondence, specialists in economics often shorten terms in business documents. It is written business communication which is often a source

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.: *payriot (pay + patriot) – продажний наміом, workaholic (work + alcoholic) – людина, що працює з великим захватом.* 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 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.

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