Conversion as a system-structural formation and lexical-semantic cohesion of terminological vocabulary

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Abstract

Based on the study of the structural and semantic links between economic terms as a system-structural formation in reflection with the maximum objectivity of the level of human knowledge in the field of economics this article considers the structural-semantic cohesion of English-language economic terms that is characterized by the transparency peculiarity of internal form of a term, its motivation (lexical, structural) that allows one to get an idea of the extra-language content reflected in the term when used in the economic discourse. In addition, the analysisof some lexical borrowings connected with conversion as a way of formation of new words in economic English language is also presented.

Keywords: conversion; N-V model; word-formation; lexical characteristics; derivation; structural and semantic unification; transparency

1. Introduction

Functioning and development of the language is due to numerous phenomena that vary in nature and level of spread from language to language, but there are phenomena that are of a specific national character, such as conversion in English. Conversion involves the transition of a word from one part of speech to another.

Foreign linguists believe that in the absence of many formal indicators in one or another part of speech in modern English, the word can be used in functions belonging to other parts of speech (Kruisinga, 1932), while the same word form is used in different meanings (Jespersen, 1946), and it appears from this that a new word is not formed during the conversion, but we may say, for example, about the use of a noun in the function of a verb (Bradley, 1937).

Many other scientists, including A.l. Smirnitskiy, P.A. Sobolyeva, K.A. Levkovskaya, call conversion a word-formation and consider a paradigm of words as a word-forming means (Smirnitskiy, 1954; Sobolyeva, 1959; Levkovskaya, 1962). We also classify conversion as a way of

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word formation. Using the conversion, terms in "Foreign economic activity", "Marketing", "Commodity exchange" term systems were formed.

Conversion includes all cases of word formation in which we are dealing with translation of the foundations of one part of speech into another by including these bases in another paradigm without the use of any other word-formative tools, and then, with the change of paradigms, a new name is being formed, "which as a result of the transposition receives new categorical signs and new lexical characteristics" (Anthony, 1999, pp.38-45), in particular, semantic.

Usually, pair of related identical word forms that belong to different parts of speech enter into conversion relations. One word is reproducing and the other is derivative. As a result of the semantic relations between them word-formative meaning occur on the basis of the derivative of a lexical unit. The emergence of a new word when changing the semantics of a reproducing word allows us toconclude that conversion can be one of the types of semantic word formation associated with a semantic shift (Jarvis, 2008, p. 23).

To better understand the essence of this method of word formation, it is necessary first of all to note which parts of speech participate in conversion relations and what is the direction of derivation (from a noun to a verb or from a verb to a noun), since from the semantic point of view verbs formed by conversion from the stems of nouns and nouns formed from verb stems are not equivalent.

It is believed that the semantic structure of a noun is simpler than the semantic structure of a verb. We find confirmation of this in the work of M.Lewis and J.Hill: "A noun, formed by conversion from the stem of a verb means either a single act or process, while a verb formed from the stem of a noun may mean any process associated with this object" (Lewis, 1996, pp. 98-99).

Therefore, it is very important to determine the orientation in derivational pairs, since a derived word differs by a greater degree of semantic complexity in comparison with a reproducing word.

Different parts of speech may enter into conversion relations, but conversion is a characteristic feature of verbal word formation in English, and verbs formed by conversion, as the analysis of economic terms show, constitute a significant part of the considered term systems (Biletska, 2021).

2. Main part. Methods

N - V model in modern English is a capacious type of conversion and gives the largest number of derivatives, which is also true for this study. The productivity of this model is explained by the fact that there is the closest semantic connection between nouns and verbs, since nouns denominate the most important concepts of the reality surrounding us, and verbs express the concepts of various actions, processes, states, which in turn are denominated by nouns. Moreover, this is typical for the analyzed term systems in English.

In this research, conversion is represented by one of the types of verbal word formation in modern English and in Russian - in a reflected form (as a result of borrowing English-language terms). The most productive model is N-V. The semantic connections between a reproducing form (a noun) and a derivative from (a verb) speak in favor of semantic word-formation.

The interaction of languages is manifested at various levels and causes unification of many linguistic phenomena and, first of all, structural and semantic unification of terminology, which serves as the main means of international communication of experts and of study of the accumulated world experience. The process of borrowing English-language economic nominations becomes irreversible. In the opinion of E.Bates, "the process of borrowing is eternal and at many costs in general is fruitful; the fate of individual words is ambiguous" (Bates, 1976, p. 86-105).

Such phenomena occur with English-language terms in "Market Economy" term sphere of the Russian and Uzbek languages, when certain terms are capable of assimilation in a new linguistic situation, while others remain alien and eventually come out of use.

Usually a borrowed word, having appeared in the language environment of a recipient language, acquires the properties of a new term with a touch of exotic and novelty that is closely related to the semantics of a word, but then a borrowed word, having undergone a number of changes in the field of phonetics, graphics and semantics, acquires a new look that does not distinguish it from other words (Eemeren, 2004).

The current stage of development of the world community is characterized by the intensive entry of English-language terminological vocabulary into the new terminological systems, its semantic mastering is accelerated and semantic development is activated. The economic nominations of the newest branches of knowledge become common for many languages (Zhang, 2007, pp. 399-410).

Reasoning from this fact, we believe that at the initial stage of introduction of a borrowed word into the recipient language, it is preferable to begin the analysis of English-speaking terminological units from semantics, which may be considered international in the terminological systems.

According to our observations, a new meaning of a borrowed word usually appears either at the time of borrowing itself or later, as a result of development in the system of borrowed language, but semantic changes are possible and even inevitable, as a borrowed word begins to designate things and concepts somewhat different from those, which it designated in its native language (Gardner, 1980, pp. 255-270). Most often a word is never borrowed with all the meanings inherent in it in the source language. However, both in the language as a whole and in the semantics of words, evolutionary development is constantly taking place, which, as applied to semantic adaptation and has its own specifics, manifested in different ways at the various stages of learning borrowed vocabulary.

For this stage of cohesion, international semantics is characteristic, since intensive interaction of national cultures and professional subcultures unifies the linguistic and conceptual aspects of terminology. And this means that the semantic characteristics of neologisms of English-language origin and their prototypes coincide in most cases (Weidemann, 2009).

In our opinion, such properties of neologisms of the market term sphere reveal universal legitimate links between the semantic characteristics of Russian and English, and therefore we will try to investigate the semantic features of the newest terms of English- language origin precisely along this line.

The study carried was devoted to cohesion of English-language economic terms to similar Russian term systems from viewpoint of the semantics and structure of a new term. We examined 200 examples of new terms. Of these, 130 terms completely coincide in semantics and partly in form, preserving the features of the word-forming system of a source language (Panferova, 2017, pp. 79-85).

The following lexemes may serve as examples of this group:

1) Common economic terms:

- business (in English "business" means commercial activity) - the term denoting any kind of entrepreneurial activity, occupation yielding income or profit to a businessman;

- management (in English "management" means government, organizing) is a form of managing an enterprise in the market economy, the goal of which is to achieve the highest efficiency of material and spiritual production, improve product quality and increase profits;

- audit (in English "audit" from a Latin word "auditus" translated as heard) -auditing (inspection) of a company's accounting reports by qualified specialists in order to determine the degree of its compliance with the accounting rules and standards;

- barter (in English "barter" - exchange of goods, exchange trade) is direct and cashless exchange of goods or services, generated by the commodity-money deficit in the country and foreign exchange in international transactions; non-currency, but valued and well-balanced commodity exchange transaction, executed by a contract (agreement);

- dealer (in English dealer is a trader, sales agent) is sales representative of an enterprise, firm; stock exchange intermediary engaged in purchase and sale of securities.

2) Specific economic terms:

- brokerage (in English "brokerage)" - 1) brokerage operations, broker; 2) brokerage turn, commission (brokerage fee, market due);

- Jobber (in English "jobber" - work, business) is exchange intermediary, which can enter into transactions only with other intermediaries - members of the exchange;

- dumping (in English "dumping", "dropping") - dumping exports means selling goods in foreign markets at the prices lower than in the domestic market (sometimes lower production costs) in order to eliminate competitors and seize foreign markets; currency dumping is export of goods at prices below the world from the country with a depreciated currency;

- default (in English "default", in French "defaut" means lack, absence in Latin "fallere" - to deceive) - 1) failure to perform a contract, agreement; breach of obligations; failure to pay [debts]: financial insolvency; 2) refusal, impossibility (of a bank, government) to pay out their external or internal debts or interest, especially, as a result of financial crisis;

- demarketing (in English "demarketing") means lowering consumer demand for scarce goods by raising prices or cutting funds for advertising and services;

- discount (in English "discount" means payment, discount from Italian "sconto") - 1) discounting of bills - buying them from bill holders before the expiry of a due date; 2) discount, interest charged by banks when accounting bills, discount rate; 3) difference between the prices for the same goods with different delivery times; 4) difference between a forward rate and a rate for immediate delivery of currency.

3. Conclusion

Thus, the peculiarity of the term is transparency of its internal form, its motivation (lexical, structural), which allows one to get an idea of the extra-linguistic content reflected in the term. In the field of semantic relations of economic terms, the term is motivated by metaphorical and metonymic transfers (for instance, in the field of stock-markets, speculator: bear, stag, punter).

Empirical material allows to state the existence of hyper-hyponym-relations between the units of economic terminology: terms enter into generic relations with each other and form new hyper-hyponym relations (profiteer -blackmarketer - trader, gamble - speculate - bear, goods ~ commodity - product, provision - article - item).

The use of the method of continuous sampling made it possible to detect the presence of synonymous series in the sphere of economic terms (dealer distributor, jobber - broker, profit - benefit - interest).

Thus, study of structural and semantic features of economic terms may contribute to the more successful implementation of lexical-methodological works, prove useful in the courses on lexicology and methodology, play a significant role in improving the effectiveness of teaching English in higher education institutions of economic profile.

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