

FUNCTIONAL FEATURES OF ECONOMIC TERMINOLOGY IN MODERN SCIENTIFIC DISCOURSE

RECURSOS FUNCIONAIS DA TERMINOLOGIA ECONÔMICA NO DISCURSO CIENTÍFICO MODERNO

CARACTERÍSTICAS FUNCIONALES DE LA TERMINOLOGÍA ECONÓMICA EN EL DISCURSO CIENTÍFICO MODERNO

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ABSTRACT: The article is devoted to the analysis of the economic terms in scientific discourse. The synthesis of modern business and the latest technologies has led to the emergence of new words and concepts that mark a new stage in society development. Economic terms are studied in the aspect of their structural-semantic, derivational, functional-discursive and linguacultural features. Illustrative material was obtained by the method of continuous sampling from electronic scientific and analytical journals, reflecting modern economic processes at the global, national and regional levels. Descriptive-analytical, stylistic, structural-semantic, distributive methods, and the semantic field method were used as the main methods. It is shown that the method of nominating this category of names is due to the choice of motivated and unmotivated units associated in one way or another with morphological or semantic derivation, or borrowing from other languages. The language means participate in the development of terms, as the result of semantic processes, old terms acquire new meanings, borrowings are included in the word-formation processes of the Russian language, "trying on" new models of word production. The analysis of metaphorical combinations made it possible to identify associative models, the structure of which is motivated by the source-concept area. The most productive were anthropocentric models that actualize the most important characteristics of economic concepts. Metaphorical rethinking is based on the associations that accumulate the cultural, historical and social experience of the Russian people, and is characterized by national determinism.

KEYWORDS: Linguo-economics. Economic discourse. Economic terms. Terminology. Scientific style.

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RESUMO: O Artigo Se Dedica À Análise Dos Termos Econômicos No Discurso Científico. A Síntese Dos Negócios Modernos Com As Tecnologias Mais Recentes Levou Ao Surgimento De Novas Palavras E Conceitos Que Marcam Uma Nova Etapa No Desenvolvimento Da Sociedade. Os Termos Econômicos São Estudados No Aspecto De Suas Características Estruturais-Semânticas, Derivacionais, Funcionais-Discursivas E Linguaculturais. O Material Ilustrativo Foi Obtido Pelo Método De Amostragem Contínua De Periódicos Científicos E Analíticos Eletrônicos, Refletindo Os Processos Econômicos Modernos Nos Níveis Global, Nacional E Regional. Os Métodos Descritivo-Analítico, Estilístico, Estrutural-Semântico, Distributivo E O Método Do Campo Semântico Foram Utilizados Como Métodos Principais. Mostra-Se Que O Método De Nomeação Desta Categoria De Nomes Se Deve À Escolha De Unidades Motivadas E Não Motivadas Associadas De Uma Forma Ou De Outra Com Derivação Morfológica Ou Semântica, Ou Empréstimo De Outras Línguas. A Língua Significa Participar Do Desenvolvimento Dos Termos, Como Resultado De Processos Semânticos, Termos Antigos Adquirem Novos Significados, Os Empréstimos São Incluídos Nos Processos De Formação De Palavras Da Língua Russa, "Experimentando" Novos Modelos De Produção De Palavras. A Análise Das Combinações Metafóricas Permitiu Identificar Modelos Associativos, Cujas Estruturas É Motivada Pela Área Do Conceito-Fonte. Os Mais Produtivos Foram Os Modelos Antropocêntricos Que Atualizam As Características Mais Importantes Dos Conceitos Econômicos. O Repensar Metafórico Baseia-Se Nas Associações Que Acumulam A Experiência Cultural, Histórica E Social Do Povo Russo E É Caracterizado Pelo Determinismo Nacional.

PALAVRAS-CHAVE: *Linguo-economia. Discurso econômico. Termos econômicos. Terminologia. Estilo científico.*

RESUMEN: El Artículo Está Dedicado Al Análisis De Los Términos Económicos En El Discurso Científico. La Síntesis De La Empresa Moderna Y Las Últimas Tecnologías Ha Propiciado La Aparición De Nuevas Palabras Y Conceptos Que Marcan Una Nueva Etapa En El Desarrollo De La Sociedad. Los Términos Económicos Se Estudian En El Aspecto De Sus Características Estructurales-Semánticas, Derivacionales, Funcionales-Discursivas Y Lingüísticas. Se Obtuvo Material Ilustrativo Mediante El Método De Muestreo Continuo De Revistas Científicas Y Analíticas Electrónicas, Que Refleja Los Procesos Económicos Modernos A Nivel Mundial, Nacional Y Regional. Se Utilizaron Como Métodos Principales Los Métodos Descriptivo-Analítico, Estilístico, Estructural-Semántico, Distributivo Y El Método Del Campo Semántico. Se Muestra Que El Método Para Nombrar Esta Categoría De Nombres Se Debe A La Elección De Unidades Motivadas Y Desmotivadas Asociadas De Una Forma U Otra Con La Derivación Morfológica O Semántica, O Tomando Prestado De Otros Lenguajes. El Lenguaje Significa Participar En El Desarrollo De Los Términos, Como Resultado De Los Procesos Semánticos, Los Términos Antiguos Adquieren Nuevos Significados, Los Préstamos Se Incluyen En Los Procesos De Formación De Palabras Del Idioma Ruso, "Probando" Nuevos Modelos De Producción De Palabras. El Análisis De Combinaciones

Metafóricas Permitió Identificar Modelos Asociativos, Cuya Estructura Está Motivada Por El Área Fuente-Concepto. Los Más Productivos Fueron Los Modelos Antropocéntricos Que Actualizan Las Características Más Importantes De Los Conceptos Económicos. El Replanteamiento Metafórico Se Basa En Las Asociaciones Que Acumulan La Experiencia Cultural, Histórica Y Social Del Pueblo Ruso, Y Se Caracteriza Por El Determinismo Nacional.

PALABRAS CLAVE: *Lingüística-económica. Discurso económico. Términos económicos. Terminología. Estilo científico.*

INTRODUCTION

Economic terminology as the most dynamic sphere of vocabulary at the present stage of language development is the indicator of the socio-political processes taking place in society. Thus, economic terms represent the evolution of economic concepts in the minds of native speakers. Terms - the chronological markers of ongoing changes in state and society - demonstrate the process of transition to a new economic system, the emergence of new professions and occupations related to trade, real estate, stock exchange, etc. The language is sensitive to any changes in human life, forming neologisms, transforming the semantics of previously existing lexical units, or borrowing new units from other languages. The concepts of economics play an important role in the complex process of change cognition in society, since they reflect the processes of convergence and connection between economics and linguistics as two socially significant sciences. The linguistic fixation of human economic relations in society allows scholars to talk about the emergence of a new scientific discipline of linguistic economics (N.Yu. Borodulina, E.F. Kowlakas, A.R. Sulkarnaeva), which is called the science of the 21st century. Linguoeconomics is based on the knowledge of previous eras, taking into account the existing economic, political and other theories.

The language of economics is specific and historical, therefore its study presupposes the understanding of economic terms, categories, schemes, rules, etc. that outline the boundaries and internal structure of

the linguistic world. As a sign system, the economic subsystem has both the properties of a common language and the features inherent only in it. Determined by professional (in this case, economically oriented) goals and objectives, communication is carried out using vocabulary, which from a formal standpoint can be divided into three groups: a) common vocabulary; b) general scientific vocabulary, which, falling into a closed economic system, loses its polysemanticity and acquires the semantic features of economic terms; c) proper economic terms.

The field of economic terminology use determines the specifics of its functioning. Thus, the marker of economic terminology in advertising discourse is information content and suggestiveness, aimed to motivate an addressee to act (TARASEVICH, 2007). In the language of the print media, this category of words can go beyond the sublanguage, acquiring synonyms, which also cannot be considered in isolation from these terms (professionalisms, stylistically marked words, lexemes with a pronounced connotative coloring, occasionalisms, common words and expressions, etc.) (FAIZOVA, 2008).

In the space of scientific discourse, economic terminology also has its own characteristics, which are manifested in its cognitive orientation towards the fixation and transmission of scientific information of any degree of complexity. In general, scientific speech is characterized as the most accurate, logical, unambiguous and objective way of thought expression. The requirement for the accuracy of scientific speech predetermines such a feature of the scientific style dictionary as terminology: special vocabulary, terminological vocabulary, international terminology (management, sponsor, sequester, realtor), general scientific terminology (function, process, condition, universal, reason, state) are actively used. Saturation with terms is one of the defining characteristics of a scientific text.

Methods

The illustrative material of the study was obtained by the method of continuous sampling from the scientific and analytical journal "Problems of

Modern Economics" (2018-2020), where modern economic processes are systematically and meaningfully reflected at the global, national and regional level. Descriptive-analytical, stylistic, structural-semantic method, distributive methods of data analysis, the method of semantic field were used as the main methods. Statistical method was used to obtain statistical information on the functioning of the considered terms.

Results and Discussion

Systemic relations in the economic terms represent vocabulary ordered by certain thematic fields, verbalizing different types of economic relations and situations. There are different approaches to systematize the vocabulary of this class of words. A narrow approach is limited to the terminology of a market economy, the focus is on economic relations and situations with prospective participants in economic activity. So, M.V. Kitaigorodskaya notes some change in the nature of property rights depending on a particular economic situation, when "ownership is transferred from one participant to another in full (i.e. the right to own, use and dispose of). In such situations, there is usually no idea about the term (purchase and sale, donation). In other cases, property relations can be "distributed" between "actors" (rent, credit, storage, etc.)" (KITAIGORODSKAYA, 1996).

A wider coverage of concepts implied by economic terminology is observed in the Russian Semantic Dictionary, ed. by N.Yu. Shvedova, where various economic situations involving different types of economic relations are divided into the following thematic fields with further division into microfields and groups and with a certain degree of convention:

1. forms of economy;
2. economic and financial activities
 - 2.1. profitability, productivity, pricing;
3. economic and financial transformations in the state
4. unstable conditions of the economy
5. production
 - 5.1. manufacturing industries:

- 5.2. industry;
- 5.3. agriculture;
- 5.4. business;
- 6. trade, turnover
 - 6.1. purchase;
 - 6.2. sale;
- 7. hiring
 - 7.1. rent (SHVEDOVA, 2003).

Thus, the terminology system of economics is a broad concept covering the vocabulary of the national economy, enterprises, credit, financing and insurance systems, the world economy, the terminology fund of the external economy, etc (ZARIPOVA, 2004). Meanwhile, a number of scholars note the emergence of a new vocabulary covering not only the economy, but all spheres of human life. The economy becomes the basis for building relationships between people and economics, society and economics, politics and economics, etc (KOVLAKAS, 2003).

The boundaries of the economic terms are quite mobile, since they reflect the development of society at one stage or another, and the process of replenishing this class of words occurs at the expense of the general literary language with a preference for one or another method of nomination.

The core of economic terminology is made up of basic general economic concepts and categories, such as production, consumption, relations of production, productive forces, basis, capital, superstructure, demand, supply, etc. Connotated units (the terms formed by secondary nomination), as well as the terms and terminological combinations that are also used in the field of law, politics, sociology, geography, statistics, history, etc. are on the periphery of the economic terms.

The way of nominating the economic terms is in accordance with two well-known trends concerning the choice of motivated or unmotivated names. In the first case, these are compound names and complex words with a transparent inner form, and borrowings in the second.

Let us characterize the effect of different methods of nomination in economic terminology.

I. Morphological word formation

We have identified the following derivational dominants in the field of affixal derivation.

Suffixation is one of the most productive ways of word formation for economic terms. The largest number of economic terms formed using suffixation is noted among nouns, including verbal nouns, adjectives and adverbs. Among the most productive suffixes, we note the suffixes - иј, - циј, -ениј, -ость with the meaning of abstraction (consumption, monetization, minimization, stagnation, urbanization, industrialization, etc.) and the suffixes -тель, -ик, -щик, -чик, -ор with the meaning of a person engaged in a particular activity: consumer, buyer, saver, borrower, lender, etc.

The formation of adjectives based on nouns is presented in our material in the form of derivational models N + Suf ((- ск, - ов, -онн, - ованн, - циональн, - изированн, etc.) = Adj: technological, leasing, consolidated, innovative, sterilized, institutional, etc.

Prefixing as the most productive way of economic terminology is represented by the following models:

Pref + N = N: macroeconomics, neo-industrialization, metabrand, ecosystem, etc.

Pref + Adj = Adj: neuromarketing, infrastructure, infocommunication, bi-currency, etc.

Let us note the fact that the semantics of some prefixes has the meanings of root elements, which allow them to occupy an intermediate, dual position and have the status of prefixoids (нейро-, инфо-, эко-, техно-, высоко-, etc.).

II. Confixal formations:

Pref + N + Suf = N: *реструктуризация, дедолларизация, etc.*

Pref + N = Adj: *транзакционный, etc.*

1. We also note such a productive type of term formation as a compounding based on nouns by the method of interfixing: technopark, competitiveness, investment, subsoil use, energy cooperation, taxation, petrodollars, etc.

Nouns were identified as a result of compounding in combination with suffixation: landlord, advertiser, shipper, bill holder, energy carrier, etc.

2. Semantic derivation is presented in our material by such methods of word formation as simplification, fusion and inclusion.

Fusion is a kind of semantic word formation in its lexico-syntactic version. Fusion is especially productive in adjectives. Productive models are noted with the initial components of high-, low-, strong-, weak-, low-, many-, etc.: for example, high-tech, highly productive, ineffective, etc.

Among the nouns, a special group of non-segmented compound names is distinguished, with a tendency towards specialization, clarification of the basic concept: business incubators, business structures, business class, swap deals, art market, purchase and sale, manufacturing company, aggregator sites, online economics, etc.

Abbreviation is also seen as a way of forming compound-abbreviated words. In this case, the words of the phrase are also merged into one lexeme, but during the splicing, the words to be integrated are reduced, their final part is cut off: государственный долг - госдолг, Министерство финансов - Минфин, etc.

The splicing process is widely represented in scientific terminology, formed by adding the initial letters of the words: GDP (gross domestic product), CB (Central Bank), IMF (International Monetary Fund), EAEU (Eurasian Economic Union), repo (reverse repo), BRICS (BRICS is the abbreviation for Brazil, Russia, India, China, South Africa - a group of five countries), etc.

The process of semantic derivation is associated with a change in word meaning volume as the result of narrowing or expansion of its semantics.

Expansion of meaning: product, commodity, assets, rate, sterilization (cash), instruments (monetary policy), etc.

Narrowing of meaning: operation, exchange rate (ruble), (economic) agents, model (doing business), sanctions, etc.

On the basis of general scientific terms, terminological combinations arise: entrepreneurial structures, a management system, a market for goods and services, etc.

The analysis of metaphorical combinations selected from the indicated sources made it possible to identify associative models, the structure of which is motivated by the area of a source-concept:

1. Anthropocentric models.
2. Transport and mechanical models.
3. Physical models.
4. Spatial orientation models.
5. Models based on symbols, traditions, legends, historical facts (Borodulina, 2006).

Anthropocentric models are represented in accordance with the concepts most understandable for comprehension by the human mind (Erofeeva et al., 2019; Safonova et al., 2018; Murzina et al., 2016; Nurullina et al., 2018). Economic concepts are related to specific human images and person's actions. Thus, a personified image of an object is derived from the complex semantic interaction of the components of combinations of "foreign exchange interventions of the central bank", from which follows the perception of the bank as an adversary who can attack, aggressively intervene in the private life of citizens, etc.

Negativity should be highlighted in the perception of economic processes as a characteristic feature of the Russian mentality. Such "signs" of economic concepts are revealed in conventional metaphorical compatibility with predicates. Basically, they are presented in the form of an active figure destroying or suppressing an object of influence: "A loan of 15% per annum kills the industry";

or in the image of a personified subject capable of arbitrariness: "Speculative capital, having provoked the global financial crisis of 2008-

2009, did not bear the punishment it deserved, and also came out of the crisis much stronger."

Transport-mechanical models are presented in combinations of "floating exchange rate", "clean, free currency floating", "hard landing of the Russian economy", "Russian Economic Barometer" representing the associative models "Economy - floating ship", "Economy - aircraft", "Economy is a device".

Crisis metaphors go back to the source of "natural and physical phenomena". Through such onomastic metaphors, the author's own view of the various aspects of the crisis situation in the economy and the ways out of it are presented: "The risk of such investments is aggravated by the fact that they are made in conditions of turbulence and uncertainty of the world economy."

After the combination "economic therapy in Chinese", a new meaning arises, which can be verbalized as "successfully overcoming the financial crisis in China and achieving success in many areas." This implies the characterization of the economy as a process of treatment, overcoming the crisis (cf. "on the diagnosis of the current state of the Russian economy and the medium-term prospects for its growth").

Thanks to construction metaphors, an image of the country economy is created as a certain construct, which has its own structure and spatial-orientational characteristics: "It is crucial for strengthening the foundation of sustainable growth, for diversifying the Russian economy...".

Summary

So, the economic terms are a dynamic sphere of the language vocabulary, reflecting social and political processes and being a marker of changes taking place in society. The discursive features of economic terminology are associated with the transformative tendencies of the language system, manifested in the ability to adapt to the trends of the times and transform the existing models in accordance with the emerging needs of its speakers.

After morphological and semantic derivation of economic terms in the scientific style of speech, they observe the appearance of new words according to existing models in the language, their transformation, rethinking, determination and transition to other styles of speech or borrowing in various forms, including from other metalanguages.

Conclusions

The economic terms make it possible to observe the productive processes taking place both in the scientific metalanguage and in the general literature. A comprehensive analysis of the terminology system of the economy gives an idea of the complex and heterogeneous processes occurring in speech and identifies the linguistic and extralinguistic factors of these changes. The functional features of economic terminology reflect the national-cultural, axiological and cognitive parameters of the ethnic group perception of changes in the common way of life.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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