

дательном падеже (A_s+N_2); 5) описательным определением (Atr_{dis}); 6) расширенным причастным оборотом (PC) и 7) простым предложением (SS).

Таким образом, структура значений, интерпретированных дефинициями, может быть описана с помощью следующих моделей: 1) $A + N_1 + PC$; 2) $A + N_1 + N_2$; 3) $A + N_1 + N_2 + Atr_{dis}$; 4) $A + N_1 + A_s + N_2$; 5) $A + N_1 + N_2 + A_s + N_2 + SS$; 6) $A + N_1 + A_s + A + N_2$; 7) $A + N_1 + A + N_2 + A_s + N_2$; 8) $A + N_1 + A + N_2 + Atr_{dis}$.

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ENGLISH BORROWINGS AS INDICATORS OF NEW FINANCIAL AND ECONOMIC REALIA IN THE UKRAINIAN ECONOMIC DISCOURSE

This article looks specifically at the language contact of two languages when words from International Business English are borrowed into the Ukrainian economic discourse. Our attention is focused on linguistic and extralinguistic factors of the use of Anglicisms, the adaptation of English borrowings to the norms of modern Ukrainian at phonetic, graphic, grammatical and lexical levels, the peculiarities of economic and financial discourse. Ukrainian economic terminology is an open and dynamic system that is developing intensively and has a lot of neologisms, expanding the scope of its functioning, adding more and more new words of foreign origin. If we take into consideration extralinguistic factors of replenishment economic terminology replenishment with English borrowings at the current stage of development, the most important are social and political processes, which are related to economic and political sectors. Secondly, English has an international status; moreover it is the language of science all over in the world. Due to the fact that the number of English borrowings

in the Ukrainian financial and economic discourse is growing, and their value is transformed, revealing the processes of determinologization, another words «migration» of economic terms beyond economic terminology, the scientific analysis of latest anglicisms functioning specificity in recipient language is appropriate and relevant

Key words: Anglicisms, adaptive staging, borrowings, economic discourse, terms.

Гончарова Ю. С., Коломойченко О. Є. Дніпропетровський національний університет імені Олеся Гончара. **АНГЛОМОВНІ ЗАПОЗИЧЕННЯ ЯК ІНДИКАТОРИ НОВИХ ФІНАНСОВО-ЕКОНОМІЧНИХ РЕАЛІЙ В УКРАЇНСЬКОМУ ЕКОНОМІЧНОМУ ДИСКУРСІ**

Проаналізовано особливості використання англомовних запозичень у фінансово-економічній сфері. Особливо увагу приділено мовним та позамовним чинникам вживання англіцизмів, рівням адаптації англомовної лексики до норм сучасної української мови та особливостям їх вживання у фінансово-економічному дискурсі. Запропоновано нову дефініцію для позначення процесу термінологічної «міграції». Окреслено екстралінгвістичні та лінгвістичні фактори, які впливають на формування термінологічної системи українського економічного дискурсу в умовах глобалізації.

Ключові слова: англіцизми, адаптаційний стейджинг, економічний дискурс, запозичення, терміни.

Гончарова Ю. С., Коломойченко А. Е. Днепрпетровский национальный университет имени Олеся Гончара. **АНГЛОЯЗЫЧНЫЕ ЗАИМСТВОВАНИЯ КАК ИНДИКАТОРЫ НОВЫХ ФИНАНСОВО-ЭКОНОМИЧЕСКИХ РЕАЛИЙ В УКРАИНСКОМ ЭКОНОМИЧЕСКОМ ДИСКУРСЕ**

Проанализированы особенности использования англоязычных заимствований в финансово-экономической сфере. Внимание сосредоточено на языковых и внеязыковых факторах употребления англицизмов, на уровнях адаптации англоязычной финансовой лексики нормам современного украинского языка, а также на особенностях их употребления в финансово-экономическом дискурсе. Предложена новая дефиниция для обозначения процесса терминологической «миграции». Определены экстралингвистические и лингвистические факторы, которые влияют на формирование терминологической системы украинского экономического дискурса в условиях глобализации.

Ключевые слова: англицизмы, адаптационный стейджинг, экономический дискурс, заимствования, термины.

At the turn of the twenty-first century significant transformations in all spheres and aspects of human civilization led to natural changes of scientific paradigm. In turn, the language system is a means of expression of such a society dynamic. There is no language in the world, which vocabulary consists of only national words. The process of borrowing as one of the main ways of new lexemes emergence in the language along with derivation influences the vocabulary formation actively. Therefore, one of the central areas of recent decades' linguistic studies is a comprehensive analysis of English borrowings. In our study we understand lexical borrowings as the group of words denoting financial and economical realities that are quite recently included into the language and are in the process of people's mastering of linguistic consciousness.

One of the key backgrounds of lexical borrowings the scientists (M. Breyter, G. Chornovol, S. Karavansky, Bytkivska J. etc.) understand like absence of equivalent in the language of a new word that is introduced into usage through innovative processes in various fields of knowledge, production and art etc. However they describe these processes ambiguously. So, S. Karavansky believes that «the Ukrainian language has capacious forms in all layers of vocabulary <...> and blind imitations create not copies but caricatures» [4, p. 34]. Today, this idea should be a guide for modern linguists, pushing them to seek Ukrainian equivalents of loaned words.

Ukraine incorporating into the global integration processes and reforming the Ukrainian economic system have a significant impact, primarily on the Ukrainian financial and economic view that is reflected in its discourse. The financial and

economic discourse we understand as the particular type of speech, which is designed textually and represented in financial and economic documents or professional economic and scientific literature.

The relevance of this article is determined by the importance of foreign borrowings for the correct perception and interpretation of the majority of modern economic terms that are used in the Ukrainian language; the necessity of solving a number of issues related to the specificity and singularity of their functioning, and primarily insufficient knowledge of anglicism pragmatists in Ukrainian financial and economic discourse.

The goal of the research is to identify pragmatic and communicative features of English borrowed vocabulary and terminology in the Ukrainian financial and economic discourse use.

To achieve this goal it is necessary to identify linguistic, extra-linguistic and pragmatic factors that influence the emergence of English borrowings; describe the nature of anglicisms adaptation in the Ukrainian economic discourse, the dynamics of their penetration at various spheres of human activity and nature of their functioning in the financial, economic and general contexts.

Due to the fact that the number of English borrowings in the Ukrainian financial and economic discourse is growing, and their value is transformed, revealing the processes of determinologization, another words «migration» of economic terms beyond economic terminology, the scientific analysis of latest anglicisms functioning specificity in recipient language is appropriate and relevant.

The material for research is anglicisms in the Ukrainian financial and economic discourse in a wide spectrum of professional publications, scientific literature and mass media language.

Ukrainian economic terminology is an open and dynamic system that is developing intensively and has a lot of neologisms, expanding the scope of its functioning, adding more and more new words of foreign origin. If we take into consideration extra-linguistic factors of replenishment economic terminology replenishment with English borrowings at the current stage of development, the most important are social and political processes, which are related to economic and political sectors. Secondly, English has an international status; moreover it is the language of science all over in the world.

As it is noted by the scientists (A. Dubnik, T. Prystaiko) English terms usually come to the Ukrainian language, as well as many other languages, through publications by means of transcription or transliteration. According to D. Yermolovich, it is possible to say about transliteration when different graphical systems are used in languages (e.g., English, Ukrainian, Greek and Georgian) and letters (or graphical units) of these languages can be correlated with each other. The advantage of the given type of adaptation is that the written form of the word does not modify and has an independent identification (*кредит – credit, бренд – brand*) [3]. It is difficult not to agree with the linguistics that the sound system is the primary in any language, so it is logically that during the process of borrowing we should follow the principle of phonetic correspondence to original version and transfer the original by means of sounding system of recipient language the most exactly (*лейдейс – lay-days, трейдер – trader, ф'ючерс – futures*).

The next step is to identify their semantic content and practical significance. So-called «ing-forms» have a great semantic, pragmatic and communicative potential. In the source language they operate as usual gerund, combining the meaning of objectivity,

clarity and processuality. In the Ukrainian language such terms as *банкінг, моніторинг, рейтинг, лізинг, мейлінг, консалтинг, брифінг, холдинг, (суб)контрактинг, тренінг, інсайдинг, демпінг* and others have become common. Such words are widely used not only in professional language, but in the Ukrainian colloquial speech and have become not only a part of professional vocabulary of a particular sector of the Ukrainian economy, but also the means of its management activities (accounting, management). However, the terms *еквайринг, карпулінг, рай-дишеринг, аутсорсинг, інсорсинг, інжиніринг, бакетинг, пудлінг, оффшоринг, аутстаффінг* require vocabulary interpretation and searching for adequate Ukrainian equivalents.

However, the grammatical adaptation of these terms, as noted by researchers (L. Archipenko, O. Sergeev, H. Chornovol, Y. Bytkivska), in the recipient language does not cause difficulties. In the Ukrainian language English borrowings are usually included in the class of substantives, getting the grammatical category of gender and declension which are not peculiar to them in the donor language: *marketynh – marketynhovi – marketynhu – marketynhom*. But there are difficulties in using plural forms of some Anglicisms in the Ukrainian language. For example, borrowed terms in the source language are singular, but in the recipient language these terms can be plural: *holding – холдинг-и* (as to «company», «corporation»). According to the observations of L. Archipenko, this process occurs when you can find an equivalent, which has two forms – singular and plural, of the English term in the Ukrainian language: *briefings (зустрічі), meetings (збори), monitoring (спостереження)* [1]. In cases when the borrowed terms correspond to Ukrainian abstract nouns, they are only in the singular: *insourcing (the internal production), pudling (усереднення), bucketing (незаконна діяльність брокерів)*.

Process of determinologization, which refers not only to the concept of financial and economic sphere, but also to the concepts of the literary language and Mass Media language, favours the expansion of the meaning of borrowed terms. Thus, the term, which as an element of the financial, economic and wider - special vocabulary, marked by «uniqueness within a certain terminological field, absence of synonyms, antonyms and emotional designation» [5, p. 493], can expand as the sphere of its usage as the variety of compatibility, i. e. can be used in the figurative sense, in the metaphorical expressions and in comparisons. It is important to note that the stratification of common and special meanings in one word complicates its semantic, pragmatic and communicative structure.

In general, in the Ukrainian specialized texts researchers observe the tendency to repeating information which has been expressed previously: *стейкхолдер – пайовик, пайовий власник; стокхолдер – акціонер, кеш – готівка, флаєр – листівка, сейл – розпродаж, дисконт – знижка, сервіс – обслуговування, рециклінг – повторне використання, рефлексія – відображення*. These units are typically used for overlapping the terms of national origin. Tautology in this context is considered as a stylistic device to attract the audience. In addition, terms-analogs, which have more concise form, are used to replace descriptive clauses.

The words, which «migrate» from one language to another and change alternately the status of the donor language and the recipient language, also attract particular attention of researchers. The process of this successive terminological «migration» we propose to define as «the adaptive staging». One of the exemplary illustrations of this process is to be the term «*performance*», which was borrowed from English in the second half of the XIX century and today it is associated with English economic or artistic ter-

minological arsenal, although initially it was borrowed from French. Today this term is widely used in economic, political and financial fields and serves as synonymous with productivity, efficiency, achievements in economy, finance and so on.

Linguists connect the use of borrowings with social and psychological factors. It is believed that due to perception of a loan word as more prestigious, fashionable, it is highlighted and registered by our subconsciousness. A foreign lexeme is associated with a particular stylistic nuance and in consequence of its foreignness the meaning is encrypted and the only speaker understands it. The use of such lexemes is considered as prestigious: *ексклюзивний* – instead of «винятковий», *експлуатація* – instead of «використання», *консенсус* – instead of «згода». However, if the concept determines the vital interests of society, the word that designates it becomes general (*маркетинг, інновація, бізнесмен, інвестор, дефолт* etc.).

In terms of pragmatics it is important to consider both sides of the communication process. The speaker and the listener should have certain shared background knowledge for understanding the purpose of this process, the context of its specific utterances, which can attract not only linguistic, but also historic, cultural and social information.

Thus, we can conclude that English Economic borrowings play a fundamental role in the process of formation of modern Ukrainian terminological system. Foreign terms are to be explained very carefully in order to avoid misinterpretations. As a result, the process of desemantization and determinologization of terms requires careful and consistent scientific study. Therefore, we believe that research in this field have a scientific perspective.

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