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TERMINOLOGICHNYI VISNYK

Abstracts



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The volume contains the abstracts of the papers of the Ukrainian, Russian, and Belarusian terminologists grouped by the sub-chapters: theory and history of terminology; functional and cognitive terminology; theory of terminology and practice of compiling branch dictionaries; branch terminology. Great attention is paid to the problems of professional language. The papers are focused on the making of instructions and recommendations for terms unification in the dictionaries and professional communication. It is recommended for linguists, specialists in different fields of knowledge, postgraduates, doctoral students, lecturers, students of higher educational institutions.

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I. THEORY AND HISTORY OF TERMINOLOGY

N. F. Klymenko

FROM COLLOCATIONS TO TERMS

Collocation as a syntactical and semantic unit, in which one of lexical components is combined with the other distinguished element with the high level of predictability, is in the focus of text researchers. They are studied using the automatic text analysis, compiling general and terminological dictionaries.

A large amount of term combinations in scientific texts impels linguists to study conditions that have lead to forming such unities, and also possibilities of their summarization in one-word. The spreading of word combinations with adverbial or adjectival component has become the subject of this paper. A part of them form numerous term families of split nominations with a similar key word.

In scientific text the number of terms grows and requires the attention of researchers to the structure of phrases and the possibility of converting them into a stable notion of unity and further shortening them into “words-univerbs” that become some kind of a simple affixed creation with one root: *солянокислий гематин – гемін*. Others turn into composites – consequences: *blood corpuscle – білі кров'яні тільця – еритроцити – білокрівці, термофіли, теплолюбні організми, теплолюби*.

In systems of the automated text analysis it is important to highlight phrases-collocations (constant composition, frequent of repetition of the same meaning) claiming the role of terms.

Outlining type of word-combinations according to their structure is relevant. Adjectives and nouns, nouns, nouns and verb word-combinations are best studied nowadays.

Resent years three-componental adverbial-and-atributtive-and-substantive terms, that show the importance of fixing in a term some aspects of characteristics of basic component: *біологічно активна речовина, морфологічно комунікативно спрямована категорія, морфологічна когнітивно орієнтована категорія, морфологічна формально спрямована категорія*.

O. L. Ariskina

**TERMS OF MORPHEMIC AND WORD-FORMATION
IN THE EAST SLAVIC GRAMMARS OF THE 16TH CENTURY**

The work is devoted to a multidimensional consideration of the terminology of morphology and word-formation in the East Slavic grammars of the 16th century. (The Grammar of 1586, The Grammar "Adelfotis" in 1591, The Grammar of Lavrentii Zizanii in 1596)

The term is a linguistic unit for special purposes, which is the verbalized result of professional thinking, which denotes the concept of a certain scientific theory and serves to coding (concentration, fixation, storage), transmission (transfer of information), communicate, transmutation of knowledge (cognition: comprehension, processing, augmentation) and orientation in a certain special area, therefore an important place in describing the terminology of the past is assigned to the orientational aspect, which allows us to analyze the terms not only from the perspective of origin, word-formation, functioning, but also from the perspective of the explanation of the rationality of the author's nomination and the appropriateness of the perception of it by the addressee. Terminology is explored through the prism of the linguistic persona of grammarians by using the method of logical-semantic analysis.

At the stage of generation of the terminology of the doctrine of morphemic and word formation, the large number of calquing terms (almost 50% of the total number) was used. The Russian basis of the calquing was found out, which consists in the existence in the Russian language of the lexical-semantic method of derivation. Also for this stage, the functioning of terms formed by substantivation is characterized.

Dynamics of the exponent of terms of morphology and word-formation of the XVI century is due to the variation and synonymy, the dynamics of significatum – the reality (changes in language) and the development of scientific knowledge.

In the XVI century the terminological system in the field of word-formation is formed as a system, with enough clearly appeared hypo-hyperonical relations.

S. V. Grinev

DEVELOPMENT OF METHODOLOGY IN MODERN TERMINOLOGY SCIENCE

The paper discusses the history of terminology science from the point of view of evolution of methods of terminological research and ordering terminologies. Stages of development of terminology science are associated with predominant usage and perfecting of particular approaches – systemic, semiotic, parametric, typological, diachronic and anthropolinguistic – which makes it possible to view the history of terminology science as history of development of methods of investigating special vocabulary.

Systemic approach to viewing terminology is based, firstly, on the principle that every science is founded on a system of concepts and may be represented as such, and, secondly, on the fact that the meaning of every word is defined by its lexical surrounding. Therefore the objects of study in terminology are not separate terms but terminologies.

Semiotic approach was first applied to characteristics of term viewed as a sign and then was extended to classifying terminologies and their features. This approach made it possible not only to group terminological characteristics into semantic, formal and functional but also to discover other aspects of sign, such as their evolution and structure.

At the end of the 1970-s a new, **parametric** approach started to be used in describing and analysing special vocabulary. The concept of terminological parameter was defined as a measurable characteristics showing a degree of manifestation of a certain feature.

Introducing parametric approach to describing and comparing terminologies enabled terminologists to evaluate the existing state of terminological research and realise the need to turn from uncoordinated separate investigations to unified efforts to discover the most typical basic features of terminologies of various languages and branches of knowledge and terminology in general. Thus were elaborated **typological** methods of terminological research.

Practical needs to perfect the process of translating terms enhanced **comparative** terminological studies. It was found that comparing terminologies of various languages presented in systemic way makes it possible to establish the exact terminological equivalents and discover the drawbacks of the existing translating dictionaries.

The need to predict the ways of development of terminologies lead to understanding the importance of **diachronic** analysis of various terminologies. The next step in building awareness of the possible ways in development of terminologies was elaboration of **anthropolinguistic** approach to terminological research, which is characterised by trying to find the historical causes for changes in human mind as reflected in respective changes in vocabulary.

As the result of elaborating, testing and applying various approaches to terminological studies at present we have created ample opportunities to analyse, correct and regulate further development of special vocabulary.

L. D. Malevych, M. M. Dziuba

MOTIVATION FOR NAMING EPONIMIC TERMS: THEORETICAL AND PRACTICAL ASPECTS

The article deals with the theoretical and practical aspects of the motivation for naming eponymic terms, e.g., terms named for a person, such as *закони Ньютона, паркінсонізм* (*Newton's laws, parkinsonism*).

Terminology recognizes many approaches to the motivation for term naming due to the different types of relations between the motivation of term and its inner form (semantic aspect), between the motivation of term and its systemic importance (the organization of systemic relations in terminological vocabulary), between the motivation of term and the communication process (functional aspect).

Motivation for naming is defined as an integral characteristic of any term due to the fact that terminological system is secondary to the general language. Terminological motivation is interpreted as a structural semantic feature which helps to understand the interconnectedness of the other lexical units and their relation to a specific terminological field.

Types of motivation are often identified as a means of categorizing eponymic language units in separate thematic groups. Considering the defining principle of terminological nomination – the regularity of word-formative models – we suggest to view the established tradition of using proper names in specific terms for nominating certain categories of notions as a special motivation type – eponym motivation: *правило Ленца [закон Ленца]* (*Lenz's rule [Lenz's law]*) (*physics*) – law named after the physicist Heinrich Lenz who formulated it in 1834.

Motivation for naming eponymic terms is defined, first of all, by the direct relation to the denoted object, its definition and place in terminological system which can be both explicit or hidden. Eponymic terms can be characterized by all

three motivation types: word-formative and morphological, syntactic, semantic. Hidden motivation can be discovered with the help of etymological analysis or studying extra-linguistic factors, e.g., *синдром Ван-Гога (Van Gogh syndrome)* is named after the famous Dutch painter Vincent van Gogh. So, inner form is able to preserve diverse structure of knowledge about linguistic and extra-linguistic reality which is particularly important in terms of anthropocentrism – methodological principle which plays the key role in studying of motivation, i.e., fixation of the connection (which speaker is aware of) between form and content of the lexeme in relation to the phenomena of linguistic and extra-linguistic reality.

Theoretical and practical problems of motivation for naming eponymic terms needs further terminological research, in particular, based on the principles of the anthropocentric paradigm.

V. A. Maslova

FORMATION OF MODERN TERMINOLOGICAL SYSTEMS: TRANSFER OF TERMS

The article analyzes the two terms, which have become extremely popular in cultural linguistics, the *transfer* and the *code*, as well as the possibility of their use; the fact of transfer origin is the most important trend in the formation of terminological systems.

Cultural transfer is the process of transferring knowledge between different cultures, professional communities and discourses. The methodology of transfers implies the identification of mechanisms for the "cultural transfer of meanings." The problem of the convertibility of knowledge between different cultural practices and areas of humanitarian knowledge (philosophy, semiotics, linguistics, philology, ethnography, etc.) arises in connection with the synthesis of knowledge, their penetration from one area to another.

In this regard, the general humanitarian theory of the "cultural transfer", which was developed in the 80s by French historians and literary scholars M. Espan and M. Werner, is becoming a promising approach to the analysis of inter-scientific interactions in a globalized scientific and cultural space. Now the term is widely used in such areas of scientific knowledge as translation theory, psychology, history, linguistics, banking, tourism, economics, educational environment, politics, management, etc.

Transferring of terms is one of the most productive ways of creating a terminology system for linguoculturology. The formation of a metalanguage of

such an integrative discipline as linguoculturology has its own specifics, which can be described as an interdisciplinary transfer in the course of which the various terms that lead to their development in a new scientific environment are conjugated and correlated. As a result, an important scientific idea about the holistic reflection, born of the integrated knowledge about the interaction of a person, his consciousness, culture and language, ripens.

V. K. Shcherbin

**ACHIEVEMENTS AND PERSPECTIVES OF DEVELOPMENT OF
EASTERN SLAVONIC EXPLANATORY LINGUISTIC
TERMINOGRAPHY**

The most complete explanatory dictionaries of linguistic terminology published in Eastern Slavonic countries are considered in the article. The comparative analysis of index, micro-, macro-, and megastructural characteristics of the most complete Russian, Ukrainian, and Belarusian dictionaries of linguistic terms (by O.S. Akhmanova, M.G. Bulakhov, and A.A. Zagnitko) is conducted. The forecast is made about perspectives and possible ways of development of Eastern Slavonic explanatory linguistic terminography. The conclusion is substantiated that a much higher informational level of analysis of the metalanguages of Russian, Ukrainian and Belarusian linguistics can be reached only if a combined explanatory dictionary of Eastern Slavic linguistic terminology is created by mutual efforts of the linguists, lexicographers and terminologists of Russia, Ukraine, and Belarus.

In its turn, the unresolved problems of the modern Eastern Slavonic explanatory linguistic terminography should include the following issues:

1) there is a clearly insufficient level of institutionalization of the terminography activity in some Eastern Slavonic countries (in Belarus, for example, until now, there are no specialized centers, departments and periodicals whose main purpose would be studying, systematizing and dictionary-coding scientific terminology revealed as a result of analysis of scientific and specialized texts);

2) drafting of the Eastern Slavonic explanatory linguistic terminography products shows certain negative trends (many terminological and encyclopedic dictionaries and reference books lack alphabetic and subject-specific indexes of

terms that are much-needed for the readers; a number of terminological dictionaries on linguistics are clearly compilations).

In addition, there is a vital need for the Eastern Slavonic linguistic terminologists to cooperate with the subject-specialists in the different branches of modern linguistics as actively as possible to address the topical issues of the current terminography practices. If this closest union of terminologists and subject-specialists in the different branches of modern linguistics is not be established in the nearest future, then, apparently, terminography and the science of terminology will stop coordinating their professional efforts with the general science of philology soon, and further development of these cross-cutting disciplines will go its own way as this is already going on in some countries of the West.

II. TERMINOLOGY OF LINGUISTIC AND RELATED SCIENCES

R. Z. Bilousova

TERMS WITH THE COMPONENT “BIBLIO” IN THE BRANCH TERM SYSTEM OF BIBLIOGRAPHY STUDYING

In the term system of bibliography studying, its construction and structuring the term with the component “biblio” is the most wide-spread, it originates from Greek and means “book”. The research outlines language peculiarities of bibliography studying terms with this component taking into account their structure and meaning. Term dictionaries were the source base for the research.

80 terminological collocations were studied, they contain the words *bibliography* and *bibliographical*. Every block of such terms has its lexical-semantic groups and their structure can be the following: one-word terms (7), or they can consist of several lexemes (73). Thus, among the collocations with the words *bibliography* there were revealed seven semantic groups that denote the name of people according to their professional activity or other work they do, a scientific division, a subject, a process, a type and sort characteristic, a functional purpose of the term and names that inform about something (7 one-word terms and 12 terms as constituents of collocations). Only 3 three-component collocations with the noun *bibliography* were revealed. And the word *bibliographical* is the constituent of 34 two-word collocations, they were grouped into six lexical-semantic groups as follows: totality of something, titles of course books, an analysis of an edition, specification of something, an action or a process, an activity or studying and a search type; and up to 24 three-word terminological collocations grouped into five groups, namely: totality of something, ordered totality, an activity or studying, a search type, kinds of bibliographical course books.

Thus, terminological word family with the word *bibliography* shows its peculiarity as for term meaning as being its core, and the adjective *bibliographical* supplement or concretize other terminological word families (bibliographical course book, bibliographical resource, bibliographical record, bibliographical indicator, bibliographical systematization).

O. I. Vasetska

**CONCEPTUAL SYNONYMY IN SYNTACTIC TERMINOLOGY:
SEMANTIC VARIATIONS OF THE TERM *ОБСТАВКА***

The article reveals a section of terminological units of the variology, the analysis is given in specialized dictionaries and reference books in linguistics, i.e. it deals with the status of synonyms and variants in general variance theory, in particular, synonymy is recognised as a semantic variation and traditional variation is declared as a formal expression of a broader category of variability.

The common phenomenon of describing a concept by several names is variability. It distinguishes into synonymy and doubling by such criterion as the interchangeability of terms in contexts. The way to avoid the terminological coincidence of terms which describe the general features of the language system and refer the indicator of the formal distinction of identical units by the meaning is proposed.

The phenomenon of the conceptual synonymy on the example of such terms as modifier, adjunct, determinant etc. is analysed. This research is based on the following algorithm: 1) to clarify the definition of the terms; 2) to establish the belonging to the scientific school, theories, concepts; 3) to observe the significative differences of the terms; 4) to reveal the syntagmatic characteristics of these units.

The classification of the terminological variants is examined. The features of the semantics of syntactical terms with similar meaning are clarified.

In conclusion, the author makes an attempt to solve the problem within the undertaken research. Considering the different approaches to the studying phenomenon, the presence of a diffuse denotatum and common signification, the terms modifier, adjunct, determinant etc. are qualified as conceptual synonyms. In addition, the common shades of meaning of terms denote the varieties of modifiers. It correlates with terms that describe the components of semantic and syntactic structure of sentences.

M. D. Ginzburg
**TERMINOLOGICAL PROBLEMS OF SIA-VERBS USAGE
IN UKRAINIAN SPECIAL TEXTS**

In next years, it is necessary to draft and adopt thousands of standards and other normative documents identical to the European ones. This makes it important to formulate and adopt clear and unambiguous rules for drafting these documents. These rules should fully meet the norms of the modern Ukrainian language.

One of the problems is related to the usage rules for verbs with affixes -sia (hereinafter referred to as the sia-verbs), which represent about a third (33%) of the total number of Ukrainian verbs. The essence of the problem with these verbs is that under the influence of the Russian language sia-verbs are widely used in passive constructions, which, according to leading Ukrainian linguists, don't meet the norms of the modern Ukrainian language. The problem with these verbs is that under the influence of the Russian language sia-verbs are still widely used in passive constructions, which, according to leading Ukrainian linguists, don't meet the norms of the modern Ukrainian language.

The purpose of this article is to suggest consistent terms and definitions of basic concepts, which are needed to draft these rules, and clear criteria that would allow clearly distinguish inherent Ukrainian constructions from intruded ones.

In the article, the terms for denoting verbs with affixes –sia are analysed and the advantages of the term "sia-verb" over other terms are shown.

The confusion behind the usage of the terms "process" and "action", which are very important for the formulation of rules, is investigated.

It is suggested to use the term "process" as a generic term denoting the categorical meaning of the verb as parts of speech, regardless of the specific lexical meanings of an individual verb, and to use the term "action" as specific term denoting the kind of process, which is generated and directly stimulated by a logical subject. It is noted that using these terms for denotation of other concepts is inappropriate, because it can lead to confusion.

The difference is shown between the transitivity/intransitivity of a process as a semantic concept and the transitivity/intransitivity of verbs that name these processes. In semantics, the criterion of process transitivity is the direction of the process and its extension to a logical object other than the logical subject. Classification of verbs by transitivity is solely based on a formally morphological criterion associated with a grammatical object, which may or may not be required

by the verb used in a certain meaning. Examples are given, which demonstrate that the semantic and grammatical approaches to transitivity do not always match.

It is shown that for sia-verbs, the main and primary meaning is the reflexive one (broadly speaking, this is the meaning of an intransitive process, which is focused, looped within the realm of the logical subject that, at the same time, can be the logical object). There have been selected nine sub-meanings of the reflexive meaning, that convey different shades of reflexivity – from processes focused on the logical subject to the processes having a very wide general relation to it, including ones that convey permanent and defining intransitive possessive abilities (properties). The names for these sub-meanings present in the literature have been analyzed and a consistent system of Ukrainian terms is suggested for them. These terms are built based on a pattern, which, on the one hand, makes these specific concepts' relation with the generic concept "reverse meaning" obvious thanks to the generic characteristic, and, on the other hand, explicitly shows the difference of every specific concept from other subordinate concepts via their delimiting characteristics. Five of these terms are generally accepted, one is chosen from the options available in the literature, but three more terms are suggested from the scratch to meet the requirement of being systematic.

Thereby, the Ukrainian language naturally uses the sia-verb in the situations, where the speaker treats the process as intransitive one, i.e. there is no logical subject separated from the logical object. Therefore intransitivity / transitivity of processes is the criterion that makes it possible to distinguish inherent Ukrainian reflexive and impersonal constructions from intruded ones.

I. M. Kochan

UKRAINIAN TERMINOLOGY IN DISSERTATIONS OF XXI CENTURY

Over the past decade Ukrainian terminology decade has taken a significant step forward, due to many factors: 1) many universities introduced special courses on problems of terminology and professional terminology; 2) familiar with the term and professional terminosystem, included in Ukrainian language for professional purposes; 3) issued a lot of educational literature (textbooks, manuals, workshops, etc), which help the students in learning process; 4) published a significant number of terminological dictionaries (explanatory and translated), and the thesaurus; 4) defended a number of dissertations in terminology; 5)

conducted regional and international conferences on terminology (Kyiv, Rivne, Lviv). In the first decades of the XXI century, a number of scientific articles in Ukrainian scientific terminology has been published.

This article covers abstracts, which describe certain scientific fields, conducted a detailed review of the problems, positions of analysis, and conclusions. As we know, every scientific field has its own terminology which is a specific system, it has its own logical organization, well-known to specialists, and linguistic specificity that needs to be found by linguists. Only since 2000 year till now, there has been defended more than 100 dissertations which describe about 50 scientific branches and give recommendations for improving in them terms and nomenclature due to their terminological and common language norms. Today in terminology a number of independent branches of research has been singled out: theoretical, applied, historical comparative functional etc. Recently works of cognitive (epistemological) directions, terminological theory of the text, and the like have appeared. A separate branch is the consideration of special vocabulary in the dialects of Ukrainian language.

The attention of researchers to terminology has been drawn from different points of view: thematic and lexical-semantic content, structure, origin, formation, development, functioning, systemic organization, paradigmatics and syntagmatic, normalization and codification. On the one hand, this is good, because it has been mainly used some analogical schemes of analysis, but from the other hand there is not enough work that would summarize all these studies (each direction and each branch in particular), define the specificity in each of the, language-structure, respect, lexical, word forming systemic etc.

Even a brief review of abstracts' dissertations in terminology permits with certain to speak about a number of still not investigated fields of science. And it gives the opportunity to young scientists to choose in their scientific work the proper niche that will allow not only to get a scientific degree, but also to help the Ukrainian science in the future, some approval in it of Ukrainian language.

N.O. Mekh

GENRE SPHERE OF MODERN UKRAINIAN RESEARCH COMMUNICATION

The article deals with the problem of studying and understanding the Ukrainian scientific communication, its genre sphere in modern globalized high-tech society. Various social and cultural challenges caused the appearance of

computer communication or net-communication, quantitative growth of which attracts scientists of different fields. The modern form of social life are called global, network, information society. Information society – this is a knowledge society where mass produced, distributed and used various means of information. Exchange of scientific information, ideas and knowledge between scientists, researchers and specialists in various areas of science plays a leading role in the development of modern society.

The concept of genre as a central category of discourse and text is separately highlighted. Different types of speech genres are shown. Genre sphere of scientific communication is outlined. The concepts of genres correlation with different types of discourse are of special attention. Scientific discourse as a complex communicative unit, which is thematically correlated set of scientific texts of different genre of implementation, due to socio-cultural influences and target setting communicants. The current stage of scientific communication is characterized by versatility of scientific style.

Analytical and critical review of the social and thematic direction of Genre Study– Lingvogenology of scientific communication is done in the article.

M. M. Pauk

DESCRIPTIVE METALANGUAGE OF RESTRICTIVE SYNTAXEMES AS COMPONENT OF PAREMIAS

Restrictive syntaxemes are an obligatory components of many Ukrainian proverbs. In the structure of sentences they are prepositive.

Linguists disagree about the criteria for selection of independent sentence disseminators. Multiple grammatical features of determinants that are considered by researchers do not cover the whole array of examples of determinants sentences, indicating the fundamental heterogeneity of the syntactic category of the sentence. Moreover, there is an opinion in linguistic literature that the determinant – is a myth, despite the fact that this concept is widely involved not only to the academic grammar but to manuals, textbooks.

Restrictive syntaxemes of proverbs have characteristic that allow them to refer to limitative determinants. We can formulate a definition of restrictive syntaxemes: they are some components that express situational space with the predication of a sentence. The role of restrictive component in the sentence meaning organization is that they not only qualify information about time, location, condition, etc., and establish spatial, temporal, contingent, subjective and other limits within which realize the situation, called a minimum scheme.

Prepositive restrictive syntaxemes as part of proverbs can be marked as limitative determinants and as topics. The last of these designations has the advantage of being able to attract to these syntaxemes not only formal secondary part, but the subjects.

N. O. Polishchuk

SOCIAL AND POLITICAL VOCABULARY AND TERMINOLOGY IN THE LANGUAGE OF MODERN PUBLICISM

The socio-political vocabulary and terminology which has become an integral part of modern language media was studied; its thematic groups were found; the features of the use of political innovation were illustrated in the author's text. When exploring the lexical-semantic system of the Ukrainian language, modern linguists refer primarily to the field of media. The rapid development of modern mass media has made the mass media a main distribution channel of social information in modern society.

The role of publicism and language of media in the dynamics of contemporary Ukrainian vocabulary is constantly growing. The changes in the social structure of the state, democratization of all spheres of public life, the absence of censorship, the search for new means of expression have significantly affected the language of modern media. The thematic unboundedness of newspaper and publicistic style defines the extraordinary breadth and variety of its vocabulary. This contributes to the relaxed style of modern language of journalism, increased level of education, perfect knowledge of foreign languages. Language of publicism attests all of the radical changes taking place today in Ukrainian society. According to the O.A.Styshov, "It is no exaggeration to claim that the creation of modern Ukrainian "newspeak" is led by the journalism. It can be considered one of those powerful "crucibles" in which today a new model of literary Ukrainian language and a new exemplary linguistic norm, in particular a lexical and word-formative norms are "cooked"[9, p. 9].

The language of contemporary mass media reflects the multifunctionality of national language, the degree of intellectualization, in particular, through the dissemination of terms from different disciplines. Terminological vocabulary that is used in the professional fields and recorded in special dictionaries starts a new life in the language of the media."Fixing this vocabulary in the studied sources is an indicator of the literary and regulatory terms adaptation, the test of strength, the resistance of borrowing, to the organic entry of Ukrainian language to the system of word creation" [9, p. 32].

Most noticeable place belongs to sociopolitical terms, the operation of which in the language of the media provides the characteristics of a today trend of intellectualization of the language.

New words and expressions were in sight of O. A. Styshov, O. A. Semenka, S. Y. Karavanskyi, Zh. V. Koloyiz, Z. E. Fomina. The term *socio-political vocabulary* is served by many Ukrainian (A. A. Buryachok, V. V. Zhayvoronok, O. Moroz, I. V. Holyavko, I. M. Kochan) and foreign (T. B. Kryuchkova, I. F. Protchenko, N. H. Yuzefovych) linguists. Relying on them, we explored the functioning of the socio-political vocabulary and the terminology in the media and have made conclusions about which innovations of a political nature predominate in the language of media.

The object of the research is a socio-political lexicon and the terminology in the language of modern mass media collected from the newspapers "DzerkaloTyzhnia", "Gazeta po-ukrainsky", "VysokyiZamok", "Ukrainska Pravda" during the period of 2013 – 2015; the subject of study are the functions of the analyzed units in newspaper text. The goal is to trace the emergence of a new vocabulary and terminology in the publications of political direction, to identify its thematic groups, find the peculiarities of its usage in a journalistic text.

Thus, in the newest mass media the terms of socio-political sphere are concentrated around the concepts related to: trends in modern civilization development – multivectorness, globalization, European integration, etc., political campaigns, movements, doctrines – geopolitics, ethnic policy, terrorism, extremism, expansion, annexation, de-escalation, etc.; the social stratification of society - the lumpen, the proletariat, the elite, the bourgeoisie. Such lexical units in the text can take on new meanings or shades of meanings. For example: "Ex-President of Ukraine Leonid Kuchma, who for ten years of his presidency implemented a policy of "multivectorness", focusing on both the West and Russia, concluded that the United States is the most reliable ally of Ukraine" (DT number 23, 26.6.2014); "The extremists for years have threatened the employees of Charlie Hebdo. Therefore we have to defend the democratic values together"- said the president of France, Francois Hollande in a special appeal to the nation from the Elysee Palace due to the terrorist attack that took place in Paris on January 7th in the magazine Charlie Hebdo, and called on citizens to national unity in the face of terrorism "(U.p. 7 January 2015);"De-escalation of the conflict in the Donbass should involve the withdrawal of troops and equipment from the line of demarcation, which is enshrined by Minsk memorandum of 19 September 2014. On this the leaders of Ukraine, Germany and France – Petro Poroshenko, Angela

Merkel and Francois Hollande agreed during a call" (DT №1, 16-23 January 2015); "Finally, when determining the political and patriotic sympathy in the Donbass region the distributive social vector was clearly delineated. The majority of supporters of the pro-Russian ideas are the pensioners, the unemployed and the lumpen proletariat from depressed areas of Donbass" (DT number 12, 4.4.2014).

Operation of socio-political terminological lexicon in the language of modern publicism is closely associated with the emergence of neologisms that nominate numerous new realities and concepts generated by time. The emergence of lexical innovations is a permanent process and it is caused by new historical processes of state formation, formation of a modern thinking, the search of adequate means of linguistic expression. An exceptional role is played by the tastes of the speakers, to a certain extent – a language fashion."Either there is a need in the word, the sign of a new concept (which itself and the need for which is always preceded by the word), or the need of replenishment of a semantic field of new or updated functional unit arose, or a new (additional or updated) content of the old concept (ie new sememe) requires a new form, therefore, a new word "[1, p. 35]. Language of the mass media substyle of XXI century is enriched by lexical and semantic innovations, among which, according to O. A. Styshov neologisms of different status can be distinguished: 1) lexeme-neologisms; 2) text innovations.

According to the materials of modern media, such lexeme-neologisms as ideologeme, European integration, state, ethnic policy, geopolitics, genocide, ethnocide, state-building, deregulation, nation-building designate the processes, the phenomena and formation of state-building. Lexeme-neologisms, functioning in the language of modern mass media, implement its semantics, are spread in the language practice and have prospects of entering into the special and general language dictionaries. Let us compare: "Taking into consideration not the semantic content of a revolutionary and post-revolutionary rhetoric, not slogans or ideologisms (albeit chaotic and raw, and yet ideological), but the logic of events, then we could come to a simple conclusion: the authorities in Ukraine finally have lost their post-soviet reverence among the people" (D.t. № 25, 07.11.2014); "Ukrainian State Ethnic Policy was never a conservative structure of the orthodox tradition, on the contrary, there always was a hint of tolerance and peaceful attitude to all representatives of national minorities" (V.Z. number 86, 19-25.06.2014).

Such lexemes of political nature as neoventuresome ("which is characterized by the new risky and questionable practices"), mandated ("which operates under a UN mandate"), political structuration ("registration process of new clear political structures"), de-oligarchisation (the process of elimination of oligarchs from the

government), dollarization, "button-pusher" (a parliamentarian, who is voting for his/her absent colleague) "nepidpysant" (a person, who refuses to sign any document) are the text innovations. They are also associated with the awareness of the social and political processes that are taking place in the world and Ukraine, but do not have the status of potentially codified lexemes. These are the terms of ideology, politics, partially military affairs, paraphrases, commonly used names, metaphors, even proper names under which a set of political ideas and concepts, associations are found. It is those that build text innovations in which the word acquires the additional importance in a publicist style. Let us compare: "European Bank for Reconstruction and Development (EBRD) has downgraded its forecast of the Ukrainian economy development for the second time and now expects its reduction to 0.5%. And also believes that the risks for the sustainable development of Ukrainian economy are the remaining problematic bank loans and a significant dollarization of the financial sector" (D.t. №16, 10.05.2013); "The urgent de-oligarchisation of the country is needed. And it has to be from "above" to prevent it "from below", because then it will be with pitchforks, and most importantly - with a firearm in a wide range" (U.p. January 6, 2015). "The speaker of Ukrainian Parliament Vladimir Groisman promises to fight the parliamentarians, who vote for their absent colleagues. He gathers a working group of deputies and experts to develop the plan of changes to prevent and make the unpersonal voting impossible" (U.p. February 2, 2015).

Along with the neologisms usage a process that is linked to the dynamics of the vocabulary of the modern Ukrainian language as the lexicon update deserves attention (in this case the word is no longer a historicism, it is used for the neutral category). It is well known that in certain periods in the life of society some words and sometimes even entire layers of vocabulary are used more actively than the others. Thanks to the growth in the frequency of use of relevant words that are specific to a particular historical epoch, inherent to a certain historical moment, the process of updating of the national lexicon is taking place. As O. A. Styshov remarks, "the main feature of this lexicon - is the transition of lexical units from the periphery to the core of the vocabulary, primarily due to the functional activity in the language of mass media" [9, p.32]. On the pages of periodicals one can find such actualized social and political terms as: lobby, lobbyist, parliament, speaker, dictatorship, consensus, council, city council, the governor, revenge, governance, Ukrainophobe, functionary, skepticism and others.

For example such terms as lobby, lobbyist (from eng. "lobby") are present in the Ukrainian language for a long time, but these words were never used by local

politicians, they were used only in the scientific works and some articles about European parliamentarism. Today, the term lobby is as common as the terms parliament and parliamentarian, it is actively used in the modern mass media. The meaning of this word is somewhat far from the primary source - "agents of the big banks and industrial monopolies, which influenced the parliamentarians in the parliament lobby." In the "New dictionary of foreign words" (2007) term lobby is a "parliamentary legislative that secretly or openly represents the interests of any financial, industrial or national group" (NSIS, p. 427). For example: "Another session of the Parliamentary Assembly of the Council of Europe, which earlier this week seemed to be victorious for Russia and painful for Ukraine, actually turned into a victory for the Ukrainian delegation. And a great insult for Russians, who are not accustomed to defeats in the information and lobbying front. There's a very strong Russian lobby in PACE" (U.M. 01.30.2015).

The "Great Dictionary of Modern Ukrainian Language" (2007) explains the meaning of word "impeachment : it is the procedure of the involvement of senior officials of parliament to the court to get rid of their authority (VTSSUM, p. 493). In English, this word has more meanings, it is interpreted as: "the prosecution of a government employee in serious irregularities in the performance of official duties"; "elimination of a person, such as president or judge from the position because of a serious crime or other act or other gross violation". In the language of contemporary periodicals the term impeachment established itself with the change of the initial meaning according to the scope of use, for example: "One of the urgent tasks is the enactment of the law about impeachment to prevent the degeneration of the "sweet" president into another "bloody" one. Enough blood for us"(U.p. January 6, 2015).

Permanent social changes in the life of our country contributed to the emergence of a significant amount of English social and political lexicon and terminology in the language of contemporary political publicism, which are adapting in our language way too quickly. This is explained by a great role of the English speaking countries (primarily the US) in today's global social and political life, active cultural expansion of the US, and the introduction of democracy in Ukraine, parliamentary system and a market economy, the reality, in which English speaking countries have most experience in, that is why English it is the source of the respective special terminology. Borrowed from English, the words in the composition of socio-political lexicon of the Ukrainian language are characterized by heterogeneity, peculiarity of stylistic and genre use. [9, p.17]. In the language of modern mass media during the aggravation of the political struggle

between different parties and blocs English terms that describe concepts and realities related to the elections are actively functioning, for instance: primaries (from Amer., Pl. Primaries <primary – "previous elections ") – "the preliminary stage of the presidential elections in the US; preliminary determination of a single candidate from the political party at election meetings; preliminary nomination of candidates for elections"; speechwriter (from Eng. speech – "language, speech" and Eng. write – "to write") – "a person who prepares the report and the speech for officials, businessmen, public figures"; words impregnations like ombudsman (from the Swedish ombudsman – "any representative of somebody's interests" from ombudo – "Representative") – "in some countries a special official in the parliament, which monitors the legality of actions of state bodies and citizens' rights; in Verkhovna Rada of Ukraine it's a Commissioner for Human Rights"). Such lexical units are absorbed directly from the source language with maximum approximation to the phonetics, grammar and spelling of the words. Let us compare: [Oleg Pokalchuk, social psychologist]: "A truly civil society would be holding among themselves a casting and through primaries would delegate the people into the politics. Partially it tries to do so, but in Ukraine it is still very young, inexperienced and romantic to make it qualified"(DT № 33, 10.19.2014); "As a master of words, career diplomat Alexander Scherba wrote interviews, abstracts, speeches for the ministers, prime ministers, speakers and presidents. He was the main author of a 40-minute speech Petro Poroshenko gave to the US Congress "(DT number 46, 12.5.2014)."Children's Ombudsman Mykola Kuleba considers it necessary to allocate more money not to finance "outlived themselves" orphanages, but reorient the budgetary support to prevent child abandonment" (EF December 25, 2015).

The language of modern mass media it is an active interaction and interpenetration of different functional styles and genres. In the language of Ukrainian periodicals the intensive use of bookish lexicon of political content also can be traced, because of the desire for the semantic accuracy and uniqueness, rational standard. Using such terms as Charter "a name of certain documents, declarations of social and political significance", Assembly "general meeting of members of any international organization", grant "the share of loans provided on concessional terms as aid to developing countries or are in economic crisis", etc., the accuracy of nomination is achieved, combined with objectivity, impartiality of the information, for example: "Since the beginning of March, almost immediately after the start of Russian aggression against Ukraine, the Energy Charter as a platform for exchange of information and increased transparency of transit flows

began to attract attention to increased risks for gas supplies to Europe” (D.T. # 39, 23.10 .2014).

As the opposite process, the national media actively uses lexical units of the spoken variety of Ukrainian literary language, like: the security forces, militants, “trimming”, “kalashnyk”, “cyborg”, "cyborgport", “pravoseky”, “ukry”, “ukropy”. The modern publicistics that is highlighting the significant political events, phenomena, using appropriate lexicon, produces some evaluative attitude of the recipient of information to the depicted. For example: [Natalia Balyuk, editor of the weekly “High Castle”]: “If ATO is stalled, if our security forces executives who were recently called “weak forces” fail to act decisively, to give conscious instructions, then maybe it’s necessary to change something radically?” (V.Z. number 80, 05-11.06.2014); “Words like “Cyborg”, ”ukrop” today have become the symbols of indestructibility of Ukrainian spirit, an example of how Ukrainians can fight, an example, which will form a generation of Ukrainian soldiers. Defenders of the Donetsk airport shall be on the pages of Ukrainian history books”, – the President of Ukraine Petro Poroshenko has claimed” (DT number 46, 12.5.2014).

Thus, the scope of modern Ukrainian mass media proves: it lives and evolves. The researched sources reflect the lexical-semantic processes that take place in the language of new mass media of political orientation as neologisation; update of lexical units that had been pushed to the periphery of the language system; the emergence of a significant number of foreign terms, particularly Anglicisms that too quickly adapt to the modern Ukrainian language. Because of the intensive use of lexicon mainly of a literary nature, the accuracy, objectivity is achieved and conversational lexical items indicate the search for new fresh names, the desire for emotionality and expressiveness.

Yu. A. Chernobrov

**FORMATION OF UKRAINIAN SYNTACTIC TERMINOLOGY:
NATIONAL PRINCIPLES IN 20 – 30^{IES} OF THE 20TH CENTURY**

The tradition of usage the national language foundation for Ukrainian syntactic terminology was continued in linguistic works of the 20s - 30s of the 20th century. Such scholars as O. B. Kurylo, K. T. Nimchynov, I. I. Ogijenko, M. Perehinets, A. N. Sinyavsky, M. M. Sulyma and others support term creating process on the base of Ukrainian language. Terminological material illustrates the efforts of Ukrainian scientists to find motivated and transparent terms on the national ground, so their works will get criticism and accusations in nationalism.

From the 30s of the 20th century theoretical developments in syntax and grammar of the Ukrainian language became slower in general. Supporters of Soviet ideology criticized linguists because of deliberate detachment from borrowed terminology, it caused scientists' repression and the contempt of many grammatical works, textbooks, dictionaries etc. Using the terms of Russian grammar is domineering because of development and impact of studies on Russian syntax.

The source of our modern terminology is *Ukrainian grammar: Syntax* (1935) by N. A. Kaganovich and G. V. Shevelev, which certified the basic terms of Ukrainian syntax: *просте, складне; повне, неповне; поширене, непоширене; розповідне, питальне, окличне; особове й безособове; речення складне складнопідрядне, складносурядне; безсполучникове* etc.

The choice of specific terms to denote syntactic concepts – is so called swing on an axis “own – borrowed”. During the formation of Ukrainian syntactic terminology linguists chose transparent nomination focused on native language. Authenticity of terminology arose sharply and was decisive for the formation of Ukrainian scientific language.

I. A. Yaroshevych

**LEXICAL AND SEMANTIC RELATIONS IN THE SYSTEM OF
DEFINITIONS FOR DESIGNATION OF UKRAINIAN VERB TERM
(RETROSPECTIVE REVIEW)**

The article traces the formation and institutionalization of terms to describe the basic concepts of Ukrainian verbs, elaboration of terminological system on a national basis during period of the second half. XIX – beg. XX century., In particular, focuses on identifying lexical-semantic relations system in these terms. An important role in this process is played by Ukrainian grammar school, created by the first Ukrainian linguists in Western and later in Eastern Ukraine.

Attention is paid to the fact that during this period was still quite stable tradition of using the terms introduced by the ancient grammarians XVI – XVII century L. Zyzanii and M. Smotrych for describing the grammatical system of Church Slavonic language. Most of them are still operating in many Slavic term system. A significant step forward in terminological activities of Ukrainian linguists was their conscious rejection of the use of terms-church Slavonic and

focus on creating their own terminology resistivity Ukrainian national basis, expanding the conceptual and terminological framework. Only a small part of the terms attested in ancient grammars, saved in due Ukrainian language phonetic-graphic form.

On the material of terminological expression of verbal categories and forms of the article are traced the ways of elaboration and consolidation of scientific practice term parts created taking into account the internal resources of the Ukrainian language, including semantic structural word and its features. Creation of terms occurred mostly by providing common words terminological meanings. At this stage, demonstrated significant number of lexical, phonetic, graphic and structural word choices for non-compliance by authors of grammars common criteria and principles of terminology, lack of coordination center that would define the criteria and principles.

Particular attention is paid to identifying characteristic of the period studied phenomena of semantic relations – polysemy, homonyms, synonyms, antonymy that, on the one hand, made terminology process complicated and on the other, had some positive effects as providing the possibility of selecting semantically and structurally the most successful term parts, which gradually fixed in grammatical system of the Ukrainian language.

III. BRANCH TERMINOLOGY

H. O. Hermanovych

MEDICAL TERMS WITH COMPONENTS *HEPAT-*, *HEPATIC(O)-HEPAT(O)-* AND *LIVER* IN MODERN UKRAINIAN LANGUAGE

Ukrainian medical terms-composites with international components *hepat-*, *hepatic(o)-*, *hepat(o)-* and Ukrainian equivalent *liver* have been studied in the article. The problem of their interchange has been brought up. It has been defined their productivity and word formation mobility.

The outlook of the article is that the terms with somatic components need further studying their productivity and mobility.

One of the biggest Ukrainian term systems is medical terminology. Its development has been caused by granting the Ukrainian language official status. The question of use of a term continue to be relevant today because medical terminology has not been studied enough as medical practice shows, for this reason physicians, scientists are trying to regiment and improve medical dictionaries, appealing for a help to linguists. General issues of formation of medical terms were and are important because most of them are loan words usually come from the Latin and Greek languages.

The basis for professional language of a medical worker is a use of professional terms of a high level of standardization, accuracy of formations, relevance and logic presentation. Medical lexis is one of the oldest term systems. It was formed both on the world and own language basis. Development and improvement of medical terminology can be observed through scientific papers, professional textbooks, and medical dictionaries.

The aim of the article: to characterize Ukrainian medical terms with somatic components *hepat-*, *hepatic(o)-*, *hepat(o)-* and Ukrainian equivalent *liver* according to semantic groups and relations; to identify their word formation mobility in the modern Ukrainian literary language. The object of research – medical terms with somatic components. The subject of research – their lexical and semantic features, peculiarities of terms with borrowing and national components. The material was taken from: “Dorlan’d Illustrated Medical Dictionary” (2007), “Ukrainian-Latin-English Explanatory Dictionary” edited by M.Pavlovskyi, L.Petruh, I.Holovko (1995), “Explanatory Dictionary of Medical terms” edited by N. Lytvynenko, N.Misnyk (2010), “New Dictionary of Loan Words” edited by L.Shevchenko,

O.Niky, O.Khomyak, A.Demyanyuk (2008) and “ Dictionary of foreign words” by P.Shtep (1977).

Urgency of the research of terms with somatic components has been caused by the need to establish the specificity of somatic symbols and term composites and identify lexical and syntactic features words of such components. It is necessary to note that at the modern stage in the Ukrainian medical language there are medical terms that are made up of international term elements of Greek or Latin origin, as well as Ukrainian origin. Lexical items with somatic components exist only in the medical field. Somatic international components include: cardi(o)-, hema(o)-, hemat(o)-, ot(o)-, ophtalm(o), psych(o)-, hepat(o)-, hepatic(o)- and others. In the Ukrainian language such correspondent terms are: heart, blood, ear, eye, head, liver and others. Among the somatic components one can meet such archaisms as: mouth, forehead, finger.

Thus, words of the somatic components hepat-, hepatic(o)-, hepat(o)- and Ukrainian equivalent liver indicate: processes; names of diseases; belonging to the liver or action on it; people by profession, people; names of science; cell, classes.

Studied terms mainly correspond to these features because they are relevant to the concepts they indicate; also they are included into medical terminology, have clear definitions in the dictionary, they are stylistically neutral, but some of them do not meet monosemy (polysemy of such lexical terms are given) and synonymy (synonyms are given both for words of foreign origin and their Ukrainian equivalents). This can be explained by the fact that these requirements are desirable rather than real. Foreign language terms always look for equivalents among national lexical items. And polysemy shows the development of speech-term, but over time one of the definitions can get a new nomination.

Components hepat-, hepatic(o)-, hepat(o)- can not be combined directly with Ukrainian word stems and roots. Most components are components of foreign origin with particular lexical meaning which is preserved wholly or partly in derivative words. Words with hepat-, hepatic(o)-, hepat(o)- and liver are not interchangeable.

O. Samolysova A. and A. Nikolaev noted that "professional terminology should be unified and brought up to a user in a form that would require the least effort to use." Medicine does not stay still, new methods of diagnosing diseases, alternative methods of treatment appear, so a need arises in formation of new terms, and unification of their grammatical structure. Medical terminology is a common goal both and medical workers and linguists. Let's work on creating a generalized medical nomenclature.

O. V. Zolota

POLISEMOUS TERMS IN CERAMIC TERMINOLOGY

The article continues the collection of the author's publications that devoted to studying of lexical-semantic peculiarities of Ukrainian terminology of ceramics.

The phenomenon of polysemy in terminology studied in his works Ukrainian and foreign scientists. Ukrainian ceramic terminology is also no exception for the research of this lexical-semantic process.

In the article attention is paid to finding out the causes of appearance of the meaningful terms of the researched vocabulary. The main factors of appearance of polisemantic units in the terminology of ceramic can be considered terminologization of common vocabulary, terminologization based on metonymical and metaphorical transfers of meanings, savings the linguistic resources. As for being of the meaningful terms in terminology the thoughts of the researchers are polar divided. Exploring the ceramic vocabulary, note that should avoid the polisemantic terms, especially within one terminology system.

In the analyzed article outlined the types of meaningful units in ceramic terminology and the classification of the analyzed polisemantic words of the field of use, structure, morphological affiliation and origin.

There are three types of terminological polysemy of the field of use within the ceramic terminology: interconnect, interconnection and externally system polysemy. Polisemants of ceramic industry are mostly provided with one-word terms expressed derivative and non-derivative nouns for structural expression.

Ceramic terms-polisemants are separately analysed for the origin. Among them defined borrowed and specific (mostly at externally system polysemy) units.

During the study of meaningful terms of Ukrainian ceramics industry was found synonyms connections within polysemantic terms. Determined that synonyms phenomenon can occur in pairs of words where synonyms variants of each other provided with specific and foreign language equivalents.

We consider the existence of possible polysemy of terms within the contiguous terminological systems, that can be a means of saving language resources, and deny the possibility of using the same term for different concepts within the same terminology.

N. L. Krasnopolska
**DYNAMIC PROCESSES IN UKRAINIAN TERMINOLOGY OF
MANAGEMENT**

The researches of innovative processes that occur in various terminology systems of Ukrainian language remains debatable. These issues continue to remain relevant and require further study, and that necessitates our intelligence.

The purpose of the article is to characterize the dynamic processes in modern terminology of management, as well as to determine the main language and extra-linguistic factors that influence the development of the aforementioned terminology.

One of the key processes that affect the building vocabulary of management considers borrowed words of Anglicisms. You can select the most relevant causes of borrowing the Anglicism terms, they are: 1) the need for the distinction between scientific field of management or of their specialization; 2) the need for naming new concepts, phenomena recorded in foreign scientific literature of management, but those that do not have equivalents in the Ukrainian scientific language; 3) the trend of “linguistic economy” (O. Jespersen), which is reflected in replacing the bulky narrative construction with one-word borrowing.

Along with the advent of neologism borrowed words one can observe the expansion of using foreign language special terminology of economics, finance, commercial activities and some other industries. Neosemantisms constitute a significant layer of loanwords in terminology of management.

Changes in the political system of Ukraine and its output to the international arena as an independent state became the most important factors for updates in the vocabulary of the Ukrainian language, led to the rehabilitation of "forbidden" words in the studied area. These lexemes functioned in the Ukrainian language as exotisms which called the realities that were officially considered not inherent to the Soviet reality.

The priority feature of the modern terminology of management is the process of passivization caused by the distance to the periphery of the vocabulary of words due to the loss of nominative urgency caused by the partial or complete disappearance of realities and concepts that they marked. The terms which were relevant during the Soviet period, are transferred to the category of archaic.

The distinguishing feature of the present stage of terminology of management is determinologization. Appearing on the pages of periodicals or fiction, term stops

functioning only in a very specific context, that is changing its purpose to call a special concept.

For modern Ukrainian terminology of management at the turn of the twenty-first century the following semantic processes are characterized: neologization that is the appearance of the borrowed Anglicism words under influence of external and internal factors; neosemantization that is the appearance of the new meanings in the already known words (neosemantisms); activation of functioning of the lexems that were previously used only to describe the phenomena of the capitalist world; archaization and determinologization.

O. F. Kucherenko

FUNCTIONING OF UKRAINIAN TERMINOLOGICAL SYSTEM OF ARCHITECTURE

The Ukrainian terminological system of architecture is a definitely organised, historically caused, communicative system of elements which functions, constantly changing internal and external communication at different levels of consistency. The terminological fund of representation of architecture knowledge demands settlement, therefore its research gets a special relevance.

The national terminological system of architecture changes and updates constantly, because there are new concepts which are necessary to name, and there are new terms accordingly. Despite it, there is no clearness in formulation of definitions even for key concepts in this area of human activity, the choice of use and systematization of certain terminological units is not always successful, and synonymy of terms is actively used for base standard documents, the scientific special literature, lexicographic editions on architecture.

Architecture terminology is a considerable layer of the Ukrainian terminological system with inherent common features for a system (presence of system elements, system signs, the criteria which are inherent for a system) and original Characteristics (specificity of concepts and terms' relations, the special thematic and structural organisation which is the basis for allocation of architecture terminological system and allocates features of the language system organisation of(word-formation, grammatical, lexical)).

Elements of architectural terminological system form systems of objective realities, systems of terms, systems of corresponding concepts, systems of definitions of these concepts. When these systems function, they limit architectural terminology.

It is very important to understand architectural terminology not simply as the mechanical sum of corresponding terminological units, terms and terminological word combinations, and accurate terminological system which has certain logic communications between its elements, structural components. There is a direct or indirect communication between terms which limits terminological system of architecture. Constant development and increase in quantity of terminological units, quantitative and qualitative changes of terms which unite in terminological system, define limitlessness of modern Ukrainian architecture terminological system.

Exploring the practical problems of education terms and problems of architectural terms' standardization the professional norm is fixed in the special literature (educational, methodical, statutory acts, state standards, scientific articles). Not always dictionaries in standard terminology consider professional terminological norm.

The modern Ukrainian terminological fund of architecture makes specific, quantitatively big and qualitatively various layer of terminological lexicon in the typological characteristic of system. Architecture terminology is a component of Ukrainian terminological system with characteristic common features for system both the especial thematic and structural organisation which has differences in the language organisation of system.

O. V. Chorna

UKRAINIAN TAX TERMS: PRINCIPLES OF SYSTEM APPROACH

The article deals with modern term as a special language sign and its characteristics from the linguists' point of view. Every language as a means of communication has a strict structure. Different language mechanisms are depend of each other and function as one organization. We know, that system approach to language was made in XIX cent., it became the main only in XX cent. V. V. Wynogradov discovered its basis. Different scientific works on theory of semantic fields (G. Ipsen, J. Trir) were done before contemporary system researches. In our opinion, terminology is the amount of all scientific and professional concepts which belong to certain branch with its inner relations and connections with special knowledge sphere, for which they were invented and used. Every term system is under the influence of general literary lexicon and scientific concepts. Due to different approaches to term definition, we can say, that it belongs to subjectively-valued concepts. System organization of terminology is

based on term as a special language sign and on its classification according to their semantic and structure. Linguistic classification base – differentiation of terms according to structure and semantic – gives the opportunity to define subgroups, term categories in terminological system of Modern Ukrainian: subject concepts, names of processes, conditions, etc. we have to notice, that terms can define general concepts or generic and specific. Correlation of terms denoting generic and specific concepts meets yet another criterion system – hierarchy, as subordination more general items to less common in the system. System analysis of terms needs to find connections between elements of term system and to describe its structure (amount of connections and relations between language elements).

The principles of system approach to the study of tax terminology are characterized in this article. Correlation of term system ‘tax’ with other terminology can be divided into several connections: 1) with terms of specific sections: *податки земельні, податки транспортні* etc.; 2) with a term used only in the tax area, but no specific correlation with the terminology of a section: *збір, внесок, акциз, пошлина*; 3) with terms that serve not only the tax sector but the financial sector in general and even the economy as a whole: *відомість, декларація, обсяг застави, звітна документація* and so on.

Lexical-semantic relations express different kinds of semantic relations between the components of compound terms. Here it is necessary to provide logical and semantic relations that can be derived from the correlation of each component of terminological phrase with a certain logical concepts (object, feature, process, etc.), with the consideration of the interaction of these concepts in the term, and the syntactic and semantic relationships, such as coordination and attributive connections in the phrase *акцизний збір*, objective connection in term *стягнення податку*, coordination in term *показник прибутковості* etc.

Subject-and-logical connections in term system make it possible to identify the relationship between scientific concepts of a certain branch. Genus-species relationship between terms is the most common type of connections (**збір** – *акцизний збір*, **плата** – *плата орендна непередбачена*, **рента** – *земельна рента*), the whole and partial (**прибутковий податок** – *прибутковий податок з громадських організацій, прибутковий податок з підприємств*).

System approach in terminology is useful because it is difficult to compare term systems of different languages in general because of some their peculiarities. Subsystems and microsystems make comparative research easier and deeper. System approach usage helps to define all types of relations between terms and their constituents, so give deep and full analysis of terms.

L. M. Marchuk

GENERAL TENDENCIES IN CREATING TERMS WITH GREEK AND LATIN ELEMENTS IN THE FORESTRY FIELD

According to the genetic classification of borrowings, one of the largest groups of foreign language vocabulary in European languages is formed by lexemes of Latin origin. They are the result of interaction between languages, which are often characterized by a significant degree of genetic and temporal distances. In the article the terminology of Forest industry with the most common terminological elements of Latin and Greek origin is analyzed.

Element – is not a word, but a part of the word (prefix, suffix, root), which is being in grammatical relationship with the other elements, forms independent words-terms. Thus, the element "micro" has no complete meaning of the words but it has the specific semantic loading, which is transferred by the concept "small, not big one". In words-terms, it indicates the correlation of those words and constant objects, phenomena. And the precise scientific definition is received by term in the process of studying the specific scientific discipline.

Knowledge of the structure of term's elements explains the meaning of foreign language term, it helps in better understanding.

It is wellknown that the terms reflects either one dominant or secondary, or occasional feature, underlying the phenomenon, which reflects, such as color, shape etc. Terminology concept with elements of Greek and Latin origin in the Forest field, can be grouped into major thematic sections.

The initial point for placing elements is a substantive concept, followed by an element that expresses this concept, the indicator of the origin of element, its importance in translation. Elements are usually placed according to antonymous meaning (micro - macro). Due to the polysemy some elements get into different sections.

The group of terms, in which ancient Greek and Latin term elements are distinguishes is very numerous. Terms, formed with the help of classical elements, reflect the process of adaptation (in bigger or less degree) by modern languages.

Thus, the group of terms with the initial parts, the etymons of which are Greek and Latin languages, get into synonymous relations, varying, intersecting or overlapping each other .

The doublet terms – are the words or phrases that are combined by special terminological correlation with the same scientific concepts and object of reality.

Thus, a large part of Greek and Latin elements in the terms and terminological combinations function as units of scientific style (root words, derivation and other elements) have the ability to influence the linguistic and cultural nature of language, and, thanks to aesthetically complete words, they intellectualize both speech and a speaker, the a specialist of the field.

R. B. Mykulchyk

MOTIVATION OF PHYSICAL EPONIMIC TERMS

Eponimic terms are an integral part of scientific terminology. Their research take an important place among modern problems of terminology. Eponyms – terms. which include the names or surnames of persons or their derivatives, that became special language unit. World scientific (including natural sciences) community for centuries follows the tradition perpetuate the names of the greatest scientists and inventors in terms. Such terms automatically become internationalized, every language adapts them to its structure inherent in her way and the inherent model.

In linguistics there is no consensus about what name implies - anthroponyms or other names – can be the basis for the creation of the term, eponyms (or be a term derived from proper names). As a special name may derive from anthroponyms, mythonyms, theonyms, ethnonyms, kosmonyms. Research in terminology argue that the main condition for the creation of terms is presence-anthroponymy historical mention of the existence of any of those persons whose names underlying the creation of eponyms.

The motivation plays a prominent role in term building. It should be considered as one of the elements that ensure consistency of terminology. This quantitative and qualitative characteristics of internal form that genetically inherent in any terminological unit. Not being one of the main criteria for evaluation of the term, it helps him remember, facilitates linkages with other terms.

The question of motivation eponimic physical terms in Ukrainian linguistics has not raised. According to many scientists, such important question as motivation needs particular attention.

Eponyms are associative terms, allocated by type of motivation. The motivation is expressed indirectly, through various kinds of associations. The proper names (or family components) plays role of recognizing components for eponymic terms.

The motivation is an important feature of terms. In linguistic science there is no unambiguous interpretation of this concept. Physical eponimic terms are

motivated. One of their motivators are exactly eponyms (name or surname of the scientist from which it was formed). These terms have different degrees of motivation regarding their exactly eponyms. For simple eponyms motivation is characterized by a mediate and immediate degree, for complex and compound - mediate and immediate degrees. Motivation of physical eponymous terms is associative. Of course, motivation requires further research in linguistics as well as in terminology and, first off all, creating a consistent unified theory of motivation

N. V. Nikulina

**DENOMINATIVE MODELS OF AUTOMOBILE NOMENS
(ON THE MATERIAL OF JAPANESE MAKES, MODELS AND
MODIFICATIONS OF VEHICLES)**

Denomination of material objects in the field of machine building, in particular the origin and the semantics of automobile nomens on the car makes indication, was studied by A.P.Romanchenko, N.M.Khrustyk, A.M.Yanchyshyn, also the topic was passingly considered by the Ukrainian scientists interested in the problem of pragmonims (O.O.Belei, O.V.Vinarijeva, M.M.Dziuba, H.V.Zymovets, O.Iu.Karpenko, T.Iu.Kovalevska, N.V.Lysa, O.M.Tepla, S.O.Shestakova).

The purpose of the article is to research the processes of nomenclature denomination, namely the formation of the nomens in the motor-transport area, especially the nomenclature names of the cars. Having analyzed more than 600 automobile nomens on indication of the makes and models of motor-transport means of Japanese manufacture, we can state that mythological, culturological, astronomical and geographical constructions from various aspects, sometimes of rather exotic nature, have been drawn to the arsenal, although traditional for marketing denomination of things was also used.

In general, from 20 groups of names of Japanese cars that we distinguished the group of automobile denominative nomens in which the zoological component of the name has been used appeared to be the biggest one (21 nomenclature units), then comes the group of nomens having a musical culturological component in its name (16 nomenclature units), the third place is occupied by automobile nomens where the astronomical components are involved (15 nomenclature units).

Thus, we can make a conclusion: the starting point of automobile denomination is usually an associative factor as such name is easy to remember and it catches from mind the necessary image, which is aimed at modeling the

successful consumer's concept about the commercial offer, in this case – a car. But a number of debatable issues are still to be solved, they are associated with the detailed research of the semantic component of denominative automobile nouns, the connection of the own name, the associative factor and the denoted material object, which require additional attention of the Ukrainian terminologists.

L. V. Turovska

UKRAINIAN SOCIO-POLITICAL TERM SYSTEM: ORIGINS AND FORMATION

The article is about socio-and-political terminology and its peculiarities that are caused by linguistic factors which make it different from scientific and technical terminology. It doesn't have such isolation as another term systems have. Socio-and-political Ukrainian terminology is relatively stable and fixed lexical-semantic system which is in a state of continuous movement and progressive improvement.

Changes in the political lexicon are documented in written sources, particularly in dictionaries. There is the first lexicographic work which contains military, biological, medical and socio-political terms – *Лексикон славено-латинський* (Lexicon slavico-latin) by Epiphani Slavynetskyi (1649). Ukrainian social-and-political terms of the late XIX – early XX cent. are fully revealed by I. Franko in his famous scientific works on the socio-political and socio-economic issues. Socio-political vocabulary simultaneously with other lexical and thematic groups was popular among linguists in the language analysis of individual documental sights by B. Khmelnytskyi, Lviv Stauropegion fraternities, historical-and-memoir prose of the first half of the 19th cent. Ideological differentiation of society in the early 90ies of XX cent. caused the reformation of political speech, that all appeared in the renewal conceptual and formal content. This includes: 1) large amount of lexical innovations to describe new social and political reality; 2) the process of renaming, converting the key nominations of society, expansion of thematic areas because of previous taboo subject; 3) the emergence of new objects and political nominations; 4) the new rating system, the existence of double assessments of the same phenomenon; 5) changes inside pragmatic assessment structures, the negative vector moved from external to internal political areas; 6) formation of a new stylistic norm: the trend to simplification, democratization of broadcasting; 7) approaching to the spoken speech, rendering the stylistically reduced elements; 8) brief presentation, the desire to get rid of irrelevant

information. All these active language creative processes could not be unnoticed by researchers.

The development of Ukrainian media language in the pre-October and later periods is shown; its role is defined in enriching and normalization of Ukrainian language: lexical, grammatical structure and spelling; creation of journalistic and scientific style.

I. M. Fetsko

QUESTIONS TO BORROWING IN UKRAINIAN MUSEOLOGY TERM SYSTEM

All cultures of the world is being developed in a close relationship, because any cultural isolation factors adversely affect their existence and undermines gains each individual link. The result of this interaction is the appearance of borrowed concepts, symbols and foreign language vocabulary in languages of different nations. Borrowing is quite logical and natural and predictable as no language can do own stocks lexical stock and must borrow lexical items and be a source of new vocabulary for other languages.

The article determined museology terms in terms of their origin, the main source languages and ways of borrowing in foreign term unit in Ukrainian museology term system are identified. It was revealed that museology term system is historically conditioned set of terms; the basic structure consist of foreign-language loans. Much of tokens foreign origin, used for the purpose of nomination in museology term system, borrowed in the Ukrainian language from Greek (hliptoteka, catalog, thesaurus, etc.), Latin (artifact, exhibit, restoration, etc.), French (doublet, tourniquets and so on.), German (outline, of curiosities, etc.), Italian (props, graffiti, etc.), English (note, stand, etc.). so long before the formation of the modern UTM.

Genetic peculiarity of terminology has a large number of hybrid terms, indicating that the assimilation of foreign units simultaneously with the aspirations of native speakers to use national elements: ekspozytsiynyk, collectibles, relikviynist (from the Latin root.).

It also noted the presence of mixed structures of two languages, which actively operate in museology term system created by combining bases or term elements: Greek + Latin (demography, phillumeny, etc.); + Greek French (avtohid, portrait etc.); French + Latin (Disinfection et al.); Latin Greek + (codicology et al.); Latin + French (valorization etc.).

National terms are less than other languages and hybrid terms.

Depending on the nature of the process term lexicon borrowing in a foreign language can be divided into direct and indirect. Direct loans are term units that they learned terminological studied directly with language-producer, eg., From Latin: antique dealer, exhibitor, memorial and others. By indirect loans are tokens that entered the museology term system through the intermediary language. For example, through French from Latin included the following terms: amulet, crossbow, replica, etc .; French Italian Gallery, dog, etc .; German with French: poster template so on.

Attracting loans allows Ukrainian term system organically fit into the global scientific context. Coming in term system, foreign units undergo appropriate phonetic, morphological and semantic adaptation, and promotes the enrichment of modern Ukrainian museology term system. The use of foreign term units in Ukrainian museology are motivated and helps avoid repetitions, replacing multi-toslivnoho one-word name or for its consolidation and foreign term unit different semantic nuances.

L. A. Khalinovska

PROCESSES OF VOCABULARY SEMANTIC TRANSFORMATION IN UKRAINIAN MEDIA SPACE

The article deals with entry and active use of branch vocabulary and its semantic rethinking in modern information space (press, internet, television, author blogs, etc.). The spectrum usage of special vocabulary in contemporary periodicals is wide enough. There are a lot of wellknown terms that journalists, TV presenters and bloggers like to use: *аеропорт, термінал, літак* etc., and brunch terms, that contain military segment *полігон, блокада, міна*, etc. A separate group in the media language consists of occasionalisms, which create pointedly and expressive characteristics of events, phenomena, realities, such as *літаконад, пасажирство, майданбайтер*.

There are a lot of terms from different disciplines in media language, which are used with various purposes – description of the events that take place in modern society, promotion of science, technology and inventions. There is reconsideration of vocabulaty while atypical for terminological functioning, the term or phrase turns into the category of sustainable phrases and loses its original meaning. Such creations are often used with fully or partially changed meaning.

Original phrase semantic is lost and new value often expressive appears due to the unusual context usage and unusual interaction between the components. There is a semantic shift, which makes its new meaning.

IV. TERMINOGRAPHY AND PRACTICE OF COMPILING BRANCH DICTIONARIES

E.V. Volkova

THE CORRELATION BETWEEN THE THEMATIC GROUP OF TERMS AND THE DOCUMENTS IN THE BIBLIOGRAPHIC DATABASE ISYBISLAW: ON THE PROBLEM OF SEARCH RESULTS RELEVANCE

The article deals with the bibliographic database of Slavic linguistics iSybislaw, its search tools and the features which they provide to the user, some problems the user may encounter are being investigated. In addition, the possibilities of using logical operators AND, OR, NOT are shown, and recommendations for the compilation of search expressions are given.

The data in the iSybislaw database has a linear structure. For example, the general concept of *text* and the narrower notion of *scientific text* in the index of keywords hold an equal position. The user cannot navigate through hierarchical levels (for example, **text** ↔ **written text** ↔ **scientific text**) to narrow or expand the search. The user must accurately determine the properties that the desired object must possess in advance, and it is also worthwhile to note the properties that the object should not possess. For example, the user is interested in papers which study the linguistic features of *scientific texts*. We exclude *terminology* from our search query. Although, it is an integral part of a scientific text, in this case it does not interest us as an immediate object of research. The search query can look like this: **naukowy AND (styl OR tekst OR dyskurs OR język) NOT termin***

A set of keywords for each document has a linear structure too. In the bibliographic records keywords are arranged alphabetically. This does not always allow to determine accurately the relevance of the document for the user's tasks.

Since the search in the database can be carried out in different languages (in the future – in all Slavic languages), the article demonstrates that the language of searching can influence the structure of the search expression and the search results. The results of applying the search expression in Polish and Russian are compared. It was found that differences in the grammatical systems of the Slavic languages make it difficult to create identical search expressions with identical results.

The number of documents in the database and the list of keywords is constantly growing, and, accordingly, the conditions for finding the necessary

information become more complicated. Therefore, it is very important to develop and offer users methods of search optimization to obtain the necessary information.

I. A. Kazymyrova

CURRENT PROBLEMS OF MODERN LINGVOTERMINOGRAPHY

Linguists' views on the functioning of terms *lexicography* and *terminography* in the modern terminology are summarised; lingvoterminographical theoretical works are systematized and such areas as metalingvoterminography / theoretical and practical lingvoterminography / applied lingvoterminography are highlighted; lingvoterminographic achievements in Ukrainian and foreign terminology are shown.

Research on metalingvoterminography / theoretical lingvoterminography are multidimensional. Linguists study general problems of metalanguage, also its questions in branch linguistic term subsystems, their relation to terminology and nomenclature, general points in taxonomy and metataxonomy. We stress on typological analysis of linguistic terminological dictionaries in metalingvoterminography, also comparative analysis of dictionaries of linguistic terminology in East Slavic countries and reproduction of branch terminology in terminographic works.

Terminological problems of separate system, relations and connections of different terminology and different schools and the problem of succession in terms; general principles of composing the terminological and encyclopedic dictionaries of linguistic terms are current according to formation the lingvoterminography.

Processing the principles of conclusion branch terminological dictionaries of linguistic terminology encourages researchers to pay attention to the criteria of taking terms, structure, specific competition issues Ukrainian and borrowed terms; features that represent structural variants and synonyms doublets in the dictionary; ways to register the location of items in the dictionary and displays it in a genus-species relations terms; term definition; structure of dictionary entry etc.

Due to the automation of terminology and the use of computer technology there are works on study the peculiarities thesaurus design of terminology. The synthesis of science and scientific fields has led to the emergence of not numerous explorations on interdisciplinary of metalingvoterminography and ideographic metalingvoterminography.

Lingvoterminography today is formed terminological discipline with wide directions of research, significant achievements and great prospects.

G. P. Karpenko

DICTIONARY OF UKRAINIAN LOGISTICS TERMS: FORMATION OF REGISTER

Logistics is a new branch of economic that grows quickly not only in highly developed countries but also in Ukraine, despite the difficult economic situation. Our science feels changes in economic life, so we can notice the large number of works on logistics, attention to the study of this discipline in universities, the emergence of numerous books for the educational process and so on. But still this important area of the economy is not presented lexicographically and vocabularies and glossaries of logistics don't meet modern requirements to lexicographical product for at least two reasons: first, they don't reflect the amount of industry terminology; secondly, they have many disadvantages so linguists criticize them.

Expert-author has formulate principles of composing own dictionary, we mean previous, external parameters of dictionary's composition. These parameters consist of special vocabulary (descriptive subject). During finding terms of logistics we'll match focus primarily on the monograph, dissertation research, scientific articles on logistics, as well as numerous textbooks containing vocabulary and logistics glossary of terms. The peculiarity of the group of terms is that it contains many lexemes borrowed from other terminological systems. Donors of logistic terminology are management, marketing, accounting, pricing, international relations, transport, science, technology, engineering, law, mathematics, military affairs, trade, customs, paperwork terminology. Terminology of logistics also contains general scientific terms. Many of the term are nominations ontologically inherent events to logistics.

Terminographic analysis of the fragment which belongs to terminological field with a base term *логістика* objectifies system connections in this group of terms and will give the opportunity for further draw up the definition of such entries to these lexemes which fully correspond to their concepts.

L. O. Symonenko

MARTYRIY HALYN – THE REDACTOR OF THE FIRST MEDICAL DICTIONARIES (1856-1943)

The article is devoted to the activities of the doctor of medicine, the chief surgeon of the Kiev Military Hospital, the head of natural-medical and later of the medical section of the Ukrainian Scientific Society in Kyiv, the head of the Terminological Committee, the redactor of the first medical dictionaries, whose name for some time had been forgotten in Ukraine. After Ukraine gained its independency and the access to the special repository was opened, the figure of M. Halyn, who has made a significant contribution to becoming and development of Ukrainian scientific terminology was able to be learned.

After tsar's government having weakened the prohibition of the Ukrainian language in Eastern Ukraine in 1907 the Ukrainian Scientific Society in Kyiv was founded headed by M. Hrushevskiy, whose goal was to develop terminology and popularize the knowledge of the Ukrainian language. One of the first members of this society was M. Halyn.

In 1908 the natural-medical section headed by M. Halyn was developed from this society. At his suggestion all scientific reports in the section were presented in Ukrainian, the first was M. Halyn's report "The simulations in surgery." He is considered to be the first author of scientific works about surgery published in Ukrainian.

Since the first publication of scientific works the development of Ukrainian scientific terminology was needed. This question M. Halyn includes for the discussions in the section, urging colleagues to work on collecting the terminology and creating the dictionaries. He was one of the most active creators of Ukrainian medical terminology. Fragments of his dictionary "The Ukrainian medical terminology" first were published in 1918 in the journal "Medical news". The first "Russian-Ukrainian Medical Dictionary. Materials for the Ukrainian medical terminology" was published in 1920, edited by M. Halyn.

Due to some political reasons (the defeat of Ukrainian liberation movement) M. Halyn being a member of this movement was forced to emigrate to Bessarabia, where he continued to work on the Ukrainian medical terminology.

In 1926 Prague he published "The Medical Latin-Ukrainian Dictionary" edited by B. Matyushenko and doctor V. Nalivayko. In the preface to the dictionary M. Halyn presented the views of Ukrainian doctors about the place of national terminology and the general principles and rules of creation the terms in different languages. Scientific and practical work of the scientist and the doctor

was focused on establishing a new Ukrainian medicine and creating terms to describe medical concepts.

V. FUNCTIONAL AND COGNITIVE TERMINOLOGY

Ie. A. Karpilovska

COGNITIVE AND FUNCTIONAL POTENTIAL OF LINGUISTIC TERMS-COREFERENTS

In the article the problem of coreference of terms nominated the common linguistic concept in the correlation with the problem of optimization (ordering) the Ukrainian terminological linguistic system is considered. The cognitive and functional potential of Ukrainian linguistic terms-coreferents is investigated in a broad Slavic background by the materials of Bibliographic Database of World Slavic Linguistics Publications iSybislaw – bibliographic information retrieval system which Institute of Ukrainian Language at NAS of Ukraine creates in coordination with the Institute of Slavic Studies of the Polish Academy of Sciences. The scale of equivalence for terms-coreferents within the same and different languages is determined. Types of equivalence of linguistic terms are considered by the examples of individual terms as well as by their various oppositions.

The variant of term is interpreted broadly – as the existence of different terms with different forms, but with a common object of nomination. Our narrow understanding of variants consider as the presence of the same terms with the partial changes in their forms, eg.: *спрощення - опрощення*. The linguistic terms-coreferents different in content and the type of formal structure are organized in such oppositions: 1) modern and old variants from the point of view of the language standard: *зіяння – зяяння*; 2) codified terms and author's innovations: *модальне слово – модальник*; 3) contemporary and outdated terms: *іменник – речівник*; 4) own and foreign terms: *милозвучність - евфонія*; 5) synthetic (one-word) and analytic (combination of words) terms: *наказовий спосіб – імператив*. Often such binary oppositions may be combined, reflecting the wide range of changes in the form of the terms in modern Ukrainian scientific and educational practice and the historical perspective of the development of Ukrainian linguistic terminological system, eg.: *орудний відмінок – інструменталь – зряддєвик, інфінітив – неозначена форма дієслова – дієйменник or дієслово – глагол – часівник – слово часове – часослово*. The terms-coreferents present the real picture of verbalization the certain linguistic concepts in Ukrainian language.

Groups of terms-coreferents enable optimization of the search of information in the database Isybislaw without changing the structure of its

information retrieval language. However, the completeness of such groups is important as the manifestation of amplitude of possible modifications of the nomination of certain concepts in modern Ukrainian linguistics. Coordination of keyword's list for Ukrainian language with the texts in the database will help organize terms within certain coreferent groups by decreasing of their cognitive and functional potential in the modern Ukrainian linguistic practice.

L. P. Kysliuk

ADAPTATION OF ANGLICISMS IN UKRAINIAN INTERNET COMMUNICATION

The article reveals the features of word-formative development of new English lexical units in online communication.

As is known, syntheticity is typological feature of Ukrainian word-formation. Contact of two typologically different languages - English with Ukrainian is leading to increased of the class of indeclinable nouns in the Modern Ukrainian. Indeclinable nouns are bases in compound words in Ukrainian.

Indeclinable nouns and adjectives create problems in the creation of compound words (composites and yuxtapozites). Differentiation bases indeclinable adjective from the noun is impossible without context. Also, the accumulation of vowels (*медіа-аналіз*) or consonants (*бізнес-структура*) is a violation of typological features of the Ukrainian language.

Proved that incomplete adaptation of new English borrowing in the grammatical system of Ukrainian is cause of problems writing new compound words.

To solve the problem of spelling compound words, words should be properly qualified as composites (should be write together) or yuxtapozytes (should be write with a hyphen). Composites also formed without binders interfiks so-called half composite (*арт-школа, медіа-арт*). English are influenced on such qualitative changes in the structure of compound words.

An important practical recommendation is the need to adapt the new English borrowing in Ukrainian grammatical system. It is necessary to adapt the lexical units of analytical language according to the requirements of the Ukrainian: provide the category of gender, number, case. Also not recommended to expand the class of indeclinable nouns and adjectives

These phenomena reflect the trends of the modern ukrainian lexicon updating.

O. V. Kolhan, H. O. Artyomova
**THEMATIC ORGANIZATION OF TERMINOLOGICAL
VOCABULARY OF MILITARY AFFAIRS (USING AS EXAMPLE THE
CINEMA TALE BY O. DOVZHENKO “TALE OF FIERY YEARS”)**

The article continues the cycle of the authors' publications devoted to the investigation of specifics of functioning the military terminology in the literary works by the Ukrainian writers. The analysis is directed to learning the system connections of the lexical units of terminology of military affairs in the cinema tale by O. Dovzhenko “Tale of the Fiery Years”, in particular the differentiation according to the thematic groups.

Stylistic terminology is one of the most modern trends of Ukrainian terminology of the 21st century. In the analysis it is presented the list of the works which the scientists devote to studying the peculiarities of functioning the terms which are not characteristic of literary texts. The relevance of the article is due, first of all, to the absence of the complex investigations concerning the peculiarities of using the military terms in the works by O. Dovzhenko and the urgent need of the linguistic analysis of the so-called autochthonous texts.

The article presents the basic thoughts concerning the definition of the notion “thematic group”, “lexico-semantic subgroup”, the thematic classification of military vocabulary is fulfilled according to the commonly accepted in terminological studying.

In the article the authors analyze the military terms in the above mentioned cinema tale and define the specifics of their use in the prose work by the talented Ukrainian writer. The thematic groups, which include the military terms introduced in the text of the cinema tale by the author, are investigated. It is defined the function of this vocabulary in the work which the talented writer adjusted to taking into account the ideal essence, subject matter, art idea which were put into the base of the analyzed cinema tale.

The quantitative characteristics of the defined thematic groups allows to clarify the most interesting for the writer lexical units of special vocabulary of the military affairs and also those ones he addresses more rarely.

I. A. Kolesnikova

**TERM AS KNOWLEDGE CASE IN MODERN GLOBAL
WORLD: SOME TENDENCIES OF DEVELOPMENT**

The term is appears to be the reservoir for information with clearly marked size, but it is possible to be interpreted as an applicant of scientific knowledge from which the trajectory of the reaserches, begins identified this vector of thought of a scientist. It is starting point for the further movement. On one hand, term becomes a catalyzer, that stimulates development of scientific research. On the other hand - one of the puzzles, from which consist intellectual fund of the certain country. It is important to identify if the correlation between the level of success of the brunch and formation of its terminology exists. Since the modern basis of terminology is not specyficaly inguistic discipline and not limited by it. It is the source of both material and intellectual basis of each country. Moreover it is very important to take into consideration business potential of the term, which is also a good that may realize itsels on the world markes as well as any other product.It is virtual "zero", from which the economic and scientific cooperation is broadcasted. It is also a step for gaining investments. In triad term -invention-inventor, the last one gains the functions of contemproraty "prophit" and become the face not only the scientific school, but the whole country. Ukrainian field of terminology of direction depends on economical development and separate brunches of national economy. Since this development is not successful, the importance of Ukrainian terms reduces. As there a no significant achievements, there are no terms, that titles them. The term is the state representative of science development, its materialisation. To sum up, cognitive basis of terminology it is perspective linguistic direction, elaboration of which will allow to find answers for many complicated questions, which the most of the languages, and modern basic of terminology, which are actual for majority of the languages and modern basic of terminology in general.

I. R. Protsyk

**FUNCTIONING OF FOOTBALL TERMS IN ARTISTIC TEXT IN THE 1ST
HALF OF XX CENTURY**

Functioning of football vocabulary in artistic texts has become the centre of attention of Ukrainian linguists over past years. In this research analysis of football terminology of the 1st half of XX century in the little-known comedy with a

football plot written by the inhabitant of Lviv Ivan Kernytskyi «Korol striltsiv» (the footballer who scored the most goals) (Krakiv – Lviv, 1943) has been made. In this article an attempt has been made to trace how a Ukrainian writer of interwar period, while writing a humorous play with a football plot, used special football vocabulary which was actively forming in the Ukrainian language in the 1st half of XX century. The aim of the research is to demonstrate the variety of functioning of football terminology in the 1st half of XX century in the structure of an artistic text on the football theme.

On the basis of the analysis of functioning of football terms of the 1st half of XX century in comedy by Ivan Kernytskyi it has become possible to find out the following: 1) in this work terminological units from the most important thematic groups of football vocabulary have been used; 2) the largest are the following thematic groups of football terms: names of football actions (*kopaty, kopaty miacha, hraty, hraty na vorotakh, hraty na pravomu luchnyku, hraty pryzemno, hraty hostro, favliuvaty, kosyty, rozbyvaty, patalashyty, striliaty bomby, braty miach na nohu, nakynuty hostre tempo, nakynuty vysoku hru, trenuvaty, vyhraty zmahania, pereity do ekstra-kliasy*), names of participants of a football match (*futbolist, kopun, pravyyi luchnyk, strilets, korol striltsiv, pomich, zirka, futbolna zirka, zirka ukraiinskoho sportu, sportova zirka, prymadonna, zmahun, sportovets, sportsmen, suddia*), names of football games, battles, tournaments, football institutions (*futbol, miach, kopanyi miach, sport, zmahannia, futbolni zmahannia, vyrishni zmahannia, zmahannia za mystetstvo, persha polovyna, mystetstvo, druzhyna, kliub, sportovyi kliub, sportive tovarystvo*), names of a football field, football equipment (*hryshche, hryshche kopanoho miacha, polovyna hryshcha, krylo, karne pole, vorota, brama, shtantsiata, futbolivky*); 3) among the stated terms lexemes used in direct meaning prevail; 4) there are terms which have undergone semantic transformations, first of all, they have gained figurative sense. Observations over functioning of football terminology in the analyzed drama has made possible to find out certain tendencies of formation of national football terminological system during its most intensive period of development; in particular, it has been shown how selection of one, the most used term out of the synonymic row was made and how polysemy was created. Thus, the humorous play by Ivan Kernytskyi is an authentic source of valuable information about development of Ukrainian football discourse in the 1st half of XX century.

H. V. Chornovol

PECULIARITIES OF ECONOMICS TERMS USAGE IN MODERN ELECTRONIC MASS MEDIA

Economics terminology occupies a high position among the specialized terminologies. Economics terminology very often used in both professional and unprofessional media texts because it serves the modern Ukrainian social sphere.

One of the main features of the economics terms functioning in modern electronic resources are variation of their content, appearance of additional connotative meaning and consequently change of the value evaluation scale, so that raises the question of the compliance of one of the main requirements for the term — stylistic neutrality.

The purpose of this article is to elucidate the features of the economics term using in the electronic mass media. In most cases the assessment of one or another phenomenon is clearly focused on the needs of the recipient.

According to the terminological field theory (according to O.O. Reformatsky) the economics term can be properly and thoroughly explained in the economics paradigm when its place in the hierarchy of similar values is known. Therefore, in typical or atypical context, it can perform its function only if its affiliation with economics terminology is known.

At this stage of the journalistic style development in the electronic mass media a number of both Ukrainian origin and borrowing the economics terms actively operates. There are two most general groups: terms used in the literal sense, that is, in its nominative and definitive functions and terms used figuratively, with acquired emotional and expressive coloring.

Based on the fact that the main field of the terms usage is the area of functioning, the terms often acquire connotative coloring due to their combination with non-specific context or with general vocabulary. Most researchers of the special vocabulary emphasize that sometimes requirement of emotional and expressive term neutrality in practice not realized.

For the economics term is not a prerequisite of communication barriers due to lack of understanding of its essence by recipient it should consider the obstacles that arise in the way of understanding in the process of communication. The semantic background of the economics term should be analyzed. It should be noted that there is the relation between the nature of semantization, degree of usage, “popularity” of the economics term and the need for its interpretation. Modern

media, especially electronic, in our opinion, is one of the main social factors that form a stereotypical perception of the world in the mind of the recipient. It is important for the author to create an oriented “intellectual portrait of the audience” and to select appropriate language facilities for the thoughts expression.

The specific features of the modern text of the electronic media are combination of the economics term with elements of spoken language, shoptalk, and sometimes with vulgarisms, barbarisms and slang for creating stylistic contrast. Quite frequently, there is an occasional and associative using of the economics terms to increase the expressivity of the text. Occasionalism which is formed by using the special unit becomes more accessible and understandable. These neologisms influence on the reader, and furthermore they confirm the author's position on the object or phenomenon in question.

Consequently, in most cases the appropriateness of the economics term usage explained by the need to have effective influence on the general reader. The leading trend of the economics terms usage in the modern electronic mass media is a combination of elements from different styles that as much as possible promote mutual understanding between the author and the recipient by means of electronic text.

L. V. Pivniova

FUNCTIONAL POSSIBILITIES OF EXPRESSIVE LEXICAL FACILITIES IN PROFESSIONAL TOURIST COMMUNICATION

The change in emphasis of linguistic investigations towards anthropocentrism directs researchers to reveal creative mechanisms of verbalization expertise in modern scientific paradigm. Lexical means of expression take a special place in professional communication and have the ability to represent elements of professional knowledge peculiarly. Appeals to the functionalities of the stylistic tropes and figures are motivated in our article primarily by their wide use for pragmatic purpose specialist' implementation.

The purpose and objectives. The functionalities of lexical means of expression are considered; the role and place in professional tourism communication are defined; how employees of tourism industry form the tourists' attitude to certain phenomena of reality are found out in the article.

Experts of tourism enterprises should affect not only the sense of potential tourists, but also their imagination providing communicative comfort. For this

purpose managers operate on a whole case of lexical expression means - stylistic tropes and figures that are part of elements in the contact creation. It is well known fact that their application is always promoted to colorful creation of different aspects phenomena in the language.

In professional speech tourism communication we observe tropes' usage as a leverage the recipient to create vivid images with a high degree of suggestibility in his mind. Experts in tourism industry use quite colorful composition vocabulary which "under power of romantic profession" is supersaturated with multiple comparisons: *everything is as a legend, as a work of art in Vienna; Bulgaria, like endless field dotted with colorful flower and green parks.* Metaphor in professional tourism lexicon often becomes a means of emotional impact on the recipient and involves a surreal space where you *can see the necklace of islands of the Indian Ocean, dip in the whirlpool of sea impressions, sunbathe in the sun bathed beach.* If the metaphor is understood as the transfer by the name similarity, metonymy is regarded as transfer based on adjacency of objects and phenomena. In the tourism sector metonymy promotes accumulation of linguistic means for clearer and concise structure in providing information such as: *Cherkasy region offers opportunities for unique, interesting and cognitive rest; Ukraine entered the top 10 countries by number of tourists in Turkey.* Epithet function is to provide a positive assessment of tourist facilities, emphasizing its importance: *a fantastic atmosphere, a picturesque peninsula, a luxurious excursion program, a perfect hotel infrastructure.* A tourism manager using hyperbole convince potential tourist that he buys all the best. The usage of hyperbole animates the description of tourist sites and at the same time promotes the attitude creation to delivered information. For example, the rating of the most popular countries among tourists Spain ranked the first; for a beach holiday one should go to beautiful Zanzibar. One of the most prominent means of creating an attractive image of tourism services are stable expressions. Such words and phrases are perceived as something unexpected that contrasting with the rest of the text. They promote to strengthening linguistic influence: *relax with a royal scale, it is time to see the world, you will have a great opportunity to visit a unique museum of port wine, with this tour operator everything will be in chocolate* and others.

So lexical means of expressions in professional tourism communication have a significant impact on the recipient's speech because of his originality and expressiveness. Namely such verbal tools give impetus to the author' display of his artistic identity, promote the impact on consumers' high intensity of tourism product by creating certain emotional effect and provide opportunities for

manipulation of the audience. All these factors taken together affect the consumer choice of potential tourist ultimately.

N. O. Yatsenko

SOCIO-POLITICAL VOCABULARY IN MODERN MEDIA LANGUAGE

Socio-political updated vocabulary, some word creative means, lexical-semantic processes in media language of the early 20th cent. are considered in the article. This group is the most numerous as a result of a sharp increase in public attention to the phenomena of nation-building and economic reform. Words by their origin functioning activity, semantic content, specific lexicographical presentation are dissimilar. One important source of lexical enrichment is derivation. The essential feature of the discovery of new nominations are widely used as generators of bases of lexical items which most attention is focused society, the so-called keyword of our days (*екс-, нео-, пост-, евро-* etc.). Quite productive in the test period was a way of creating new words by the initialism (literal and less phonemic) abbreviations as language reaction to changes in policy and economic and political structure of the country, as well as the expansion of its international relations (for example: *ОБСЕ*). According to the examples a lot of words get into media language with new meanings because of metaphor and metonymy. Borrowings are traditionally one of the most important source of enrichment in the media language. Nowadays the language of modern journalism operates a significant number of English social and political, social and economic vocabulary and terminology. Anglicism and Americanism tends to reflect primarily Europeanisation and internationalization, which are greatly stimulated by direct and indirect contacts with foreign countries.

Borrowings in the language of contemporary media reflect the phonetic-and-spelling, graphic and orthographic lack of stability, functioning often two or more versions that require their normalization. So fundamental changes in social and economic life found their reflection in real denotative-connotative reorientation of substantial part of lexical nomination in the modern media, as well as Ukrainian common practice. Today is a great group of words and terms, that was previously used sporadically for naming both foreign and imperial Russia realities and concepts, and is actively revived and function as nominative units now. Language practice of media has more and more examples of mainstreaming in the field of wide usage of certain linguistic units. On the way to the codification of these units

there is a significant time factor that has to check each one on its importance in modern language space. P. Y. Hrytsenko said: “The process of Ukrainianization is unavoidable. It already is. Formation of multilingual generation starts. What will be in this language foundation whether English and French, and Russian later – time shows”.

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