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NEW WORDS IN ENGLISH BUSINESS DISCOURSE: STRUCTURAL-SEMANTIC FEATURES AND TRANSLATION INTO UKRAINIAN

У статті розглянуто проблему перекладу неологізмів в англomовному діловому дискурсі з англійської мови українською. Розглянуто поняття «дискурс», запропоновано дефініцію ділового дискурсу, досліджено характерні особливості неологізмів, подано їхню класифікацію за тематичними групами, а також проаналізовано їхні структурні характеристики. Виокремлено 7 тематичних груп лексичних новоутворень: економіка, маркетинг, підприємство, фінанси, комерція, корпоративна культура та кадри. З точки зору структури, серед неологізмів переважають словосполучення, складні слова та словосполучення з новим значенням. Крім того, досліджено проблеми та способи перекладу неологізмів. Емпіричним матеріалом для дослідження слугував корпус із близько 290 англomовних неологізмів, відібраних методом суцільної вибірки з Інтернет-джерел. Результати показують, що найбільш поширеними перекладацькими трансформаціями для перекладу значення аналізованих неологізмів є калька, декомпресія та пермутація.

***Ключові слова:** дискурс, економічний дискурс, діловий дискурс, неологізми, тематичні групи, структурні особливості, методи перекладу.*

Introduction. Every language is a constantly evolving and dynamic system that undergoes changes and developments over time. Therefore, neologisms have always been the focus of linguistic research. Most frequently they emerge in the field of information technology. However, globalization and the unpredictable nature of economics during the COVID-19 health crisis have boosted competition, the adoption of crisis-regulating laws, and the creation of new occupations. Due to these factors, over the past few decades, there has been a steady replenishment of English business discourse by specialized terminology to denote new concepts and ideas. Therefore, it is essential to find the most practical ways of translating new phenomena from the English terminological system into Ukrainian.

As most of the new words belong to non-equivalent vocabulary, this issue remains topical in the structure of modern translation studies, especially regarding the terms denoting phenomena of economic processes, as most of them have no adequate notions in the Ukrainian language. Furthermore, this problem is close to the main objective of any business translator: to transfer the meaning of foreign economic terms from one language to another, preserving its meaning. The study of neologisms in the English business discourse is more relevant than ever since there is an urgent need to translate the emerging lexis into Ukrainian.

Review of publications. Linguists have written extensively about discourse, and the most prominent scholars in this field include F. Bargiela-Chiappini, G. Brown, N. Fairclough,

M. Foucault, J. Gee, M. Halliday, M. Kocherhan, N. Naumova, M. Stubbs, D. Tannen, T. van Dijk, G. Yule, A. Zahnitko and others. The concept of business discourse remaining ambiguous and unclear, scrutinizing it appears to be important.

Neologisms in the English language have been studied by S. Bybyk, D. Crystal, O. Horbach, O. Maliarchuk, V. Rusanivskyi, O. Senkiv, H. Siuta, H. Vokalchuk, A. Yankov, Yu. Zatsnyi and others. Despite the considerable number of works devoted to neolexemes, the attention of linguists to their study is only growing because of dynamic processes in the language resulting in changes in the vocabulary, which is constantly updated with new lexical units.

Both foreign and domestic authors are increasingly studying theoretical and practical problems of translation of English new economic lexis. Works of such linguists as D. Gouagec, M. Olohan, V. Karaban, L. Chernovaty, and L. Savytska have made a significant contribution to the theory and practice of translation of business and economic terminology. However, due to the continual influx of new lexis in English business discourse, this issue calls for further thorough study.

The **aim** of the paper is to define business discourse, analyze structural and semantic features of new words in English business discourse, identify and describe techniques of translating them into the Ukrainian language. Therefore, the following **objectives** were to be accomplished: to study the existing definitions of “discourse”, “economic discourse”, and “business discourse”, suggest the authors’ definition of business discourse; select new English words that fall into this category, suggest their thematic grouping, scrutinize their structure, and analyze the applied translation methods. The **object** of the paper is neologisms in English business discourse; the **subject** is semantic and structural features of new words in English business discourse and specifics of their translation into Ukrainian.

The **material** under study is represented by about 290 selected neologisms from the most popular English online magazines on economics and business such as The New York Times, The Washington Post, The Globe and Mail, The Wall Street Journal, The Associated Press, PR Newswire, Harvard Business Review, The Economist, The Guardian, and Chicago Tribune. The linguistic study of the selected data is based on the application of the following **methods**: synthesis and analysis, sampling of language material, comparative method, descriptive method, the method of component analysis, word-formation analysis, and the method of translational analysis.

Although numerous attempts have been made to study the nature of business discourse, this phenomenon has not received a clear definition in scientific literature and is commonly confused with economic discourse. This makes it difficult to identify what type of corpus for exploring new words and collocations can be taken as a benchmark. Moreover, due to the fact that new lexical items have no equivalents in the Ukrainian terminological system, translating neologisms appears to be challenging, hence the **novelty** of the study lies in defining the concept of “business discourse”, looking into semantic and structural features of new words that have become part of business discourse but have not been studied previously. Linguistic research into the concept and nature of the concepts and specific features of economic and business discourses coined by foreign and domestic linguists along with scrutinizing new words

augmenting English business discourse is of **theoretical significance**. Of **practical importance** is the study of semantic and structural features of new words that have emerged and come into use in English business discourse in recent years, their grouping, as well as a profound analysis of methods used in their translation into Ukrainian.

Results of research. So far, many linguists have been seeking the most precise, all-encompassing, comprehensive, and universally accepted definition of the term “discourse” that would cover all instances of its use. However, despite the vagueness of the term, it is becoming increasingly popular in linguistics, which evidences its complex nature along with growing importance. The term, which has already received recognition, is closely related to such basic linguistic concepts as “language”, “speech”, “text”, “utterance” and others. Linguists still find it relevant to define the term “discourse”, since using the term without knowing its meaning generates ambiguity of its content, and multiple interpretations, resulting in the degradation of both the quality of research and linguistics as a science.

Linguistic scholars profoundly studied discourse as a fundamental aspect of language use, exploring its various forms and functions across a range of contexts and languages. Thus, discourse can be seen as the use of language in communicative events (Fairclough, 1992; Halliday, 1985); the use of language in social contexts (van Dijk 1977, 1997; Stubbs 1983; Gee 2014); a social interaction among people (Tannen 1984).

The Collins Dictionary gives, presumably, the most detailed definition of discourse: 1) spoken or written communication between people, especially serious discussion of a particular subject; 2) natural spoken or written language in context, especially when complete texts are being considered; 3) a serious talk or piece of writing which is intended to teach or explain something (Collins Dictionary).

According to the Dictionary of Semiotics, discourse, “in strictly semiotic terms,” specifically relates to the level of meaning that is conveyed through language use, in contrast to the level of meaning that is conveyed through a narrative. The formation of a discourse results from the interplay between two dimensions of language: “1) the figurative dimension, relating to the representation of the natural world, and 2) the thematic dimension, relating to the abstract values actualized in an utterance” (Bronwen & Ringham 2000: 51).

In his paper “Discourse Analysis”, Z. Harris interprets discourse as “a sequence of sentences spoken (or written) by one (or more) person in a particular situation” (Harris 1952: 3). In other words, discourse refers to the exchange of thoughts or ideas through spoken or written communication. It consists of a connected series of phrases or sentences that have a unified meaning and a specific purpose. In general, any verbal or written exchange that is longer than a sentence and has a cohesive message can be considered a form of discourse.

However, the aforementioned interpretations of discourse do not contribute much to a better understanding of what kind of discourse abounds in new words that are fixed and easily found, and thus can be sufficient for linguistic analysis. Here the definition by a Ukrainian linguist A. Zahnitko comes in handy. He argues that discourse is “a range of texts interconnected thematically, culturally or in other ways, which can be developed by adding other texts” (Зажнітко 2008: 40).

Although discourse is usually associated with language, it is worth mentioning that some scholars view discourse as not only a linguistic occurrence, but one that can also take on other forms, such as visual and spatial (Fairclough 2001: 22). Over the past decades, diverse and profound studies carried out by several linguists resulted in developing different thematic types of discourse based on their social and situational characteristics. They include music discourse, academic discourse, media discourse, advertising discourse, political discourse, juridical discourse, environmental discourse, military discourse, medical discourse, economic discourse, business discourse, etc. Of special interest for our study are economic and business discourses, the difference between which is often vague and blurred.

From the point of view of discursive analysis, when considering the lexical and textual differences between economic discourse and business discourse, one can notice a certain connection between them. Economic discourse can be defined as the language used to convey economic ideas, theories, policies, and practices. It encompasses the written and spoken communication used by economists, policymakers, financial analysts, and others involved in economic decision-making. Thus, economic discourse can be described as the use of language and texts to describe, analyze and explain economic phenomena, institutions, policies, and practices and to make economic arguments (Fairclough 1992: 23). Other foreign linguists consider economic discourse as an academic code or language of science. As T. Dudley-Evans and M. St John point out, economic discourse is largely represented in textbooks with the use of abstract language and metaphors in the description of economic models and theories (Dudley-Evans and St John 1998: 50).

Ukrainian scholars distinguish two approaches in defining the concept of “economic discourse”. Under the first approach, it is a system of texts that arise under the influence of various factors (extralinguistic, pragmatic, sociocultural, etc.) and are united by one theme (Кочерган 2006). From the other point of view, economic discourse is referred to as a communicative event, a set of individual communicative acts in the sphere of economics, which verbally result in economic texts (Наймова 2000: 255–256).

Business discourse is often seen as a language of commerce, a language of correspondence, etc. Under this approach, business discourse is an umbrella concept for such thematic subtypes as “discourse of business correspondence”, “corporate discourse”, “negotiations discourse”, etc. F. Bargiela-Chiappini et al. describes business discourse as a process of oral or written communication between individuals in profit-making companies, and who cooperate in business contexts (Bargiela-Chiappini et al. 2007: 3). In our opinion, current real-life business is equivalent to economics from the theoretical vantage point, and the language of business discourse replenishes the language of economic discourse. Therefore, we can assume that business discourse is a broader notion than economic discourse, and thus such subtypes of economic discourse as “finance discourse”, “advertising discourse”, “marketing discourse” and others fall under the concept of business discourse.

Following the definitions of “discourse” by T. van Dijk (van Dijk 1977; 1997), N. Stubbs (Stubbs 1983); J. Gee (Gee 2014), A. Zahnitko (Загнітко 2008), we can define

business discourse as the oral or written expression of the mindset and values that characterize the world of business, conveyed through a variety of practices and thematically related texts that cover a broad range of business topics, and analyzed within their broader socio-economic contexts.

In our paper, business discourse is presented primarily by mass media texts on business and economic issues found on the Internet. This type of text belongs to the newspaper-journalistic style and is a layer of business discourse that gravitates to its core.

Fast development of social, cultural and political events contributes to the emergence of new phenomena alongside with new words and meanings. In other words, neologisms in a language accompany a society's new cultural or technological developments in different realms, i.e. production, spiritual life, fashion, relationships between individuals, social groups, or states. Like other discourses, business discourse could not help but respond to the changes in cultural and social life caused by the emergence of new realities and global events to address the need for terminology in areas that were previously undefined.

Collins Dictionary defines the term “neologism”, which originates from Greek νέος (*neo-*) meaning “young”, “new”, and λογισμός (*logos*) meaning “speech”, “utterance”), as “a new word or expression in a language, or a new meaning for an existing word or expression” (Collins Dictionary).

A prominent British linguist D. Crystal elucidates that neologisms form the basis for new lexical items and are linguistically acceptable within a particular speech community during a specific timeframe (Crystal 2001).

According to domestic linguists, a neologism refers to a “a word and its specific meaning, an expression that appeared in the language at a particular stage of its development and the novelty of which is realized by speakers (common language neologisms) or was adopted only in some act of speech, text or language of a certain author...” (УМ: енциклопедія 2000); “a word or a phrase created to denote a new object, phenomenon, or expression of a new concept” (Вокальчук 2004: 5).

A word continues to be a neologism as long as a native speaker considers it new. Neologisms in business discourse perform the same function as in language in general: they are used to describe new phenomena, objects, and events.

We selected about 290 neologisms and conducted research into the frequency of their occurrence, their typology and possible ways of translating new lexis from English into the Ukrainian language.

The selected neologisms fell under 7 thematic groups (henceforth TG).

TG Economics, for example, *Coca-Colanization*, *experience economy*, *black elephant*, *cappuccino economy*, *Anglosphere*, *agflation*, *nudgenik*, *third sector*, *housing lock*, *manceSSION*, etc.

TG Marketing consists of two thematic subgroups: brand management and marketing. Examples of neolexemes are *fictionalization*, *badge item*, *gator*, *paradessence*, *springspotter*, *killboard*, *edvertorial*, *hype cycle*, *brandscape*, *tribal marketing*, etc.

TG Enterprise is made up of two thematic subgroups: business and enterprise. Neologisms belonging to this TG include *silver industry*, *panic merchants*, *decacorn*, *startup artist*, *single-digit midget*, *walled garden*, *Uberization*, *Enronomics*, *headline risk*, *oven-ready*, etc.

TG Finance includes two thematic subgroups: cash and investments, and examples of novel words in this TG are *vice investing*, *spending fast*, *fume date*, *alpha earner*, *checkbook environmentalist*, *HENRY*, *jingle mail*, *silent run*, *stoozing*, *window undressing*, etc.

TG Commerce consists of two thematic subgroups: commerce and online shopping. For example, *first-mover advantage*, *PGST*, *vigilante consumer*, *Ikea effect*, *precycling*, *Wal-Martian*, *superdistribution*, *high low*, *Cyber Monday*, *expenditure cascade*, etc.

TG Company Culture, for example, *blamestorming*, *hoteling*, *mutter machine*, *triple delivery*, *blamestorming*, *stealth parenting*, *jerktech*, *rep surfing*, *multicrasting*, *Buns of Steel*, etc.

TG Personnel consists of four thematic subgroups: dismissals, personnel, businesspersons, and occupations. For example, *snoopervision*, *two-pizza team*, *insultant*, *fake-ation*, *chief table pounder*, *serial entrepreneur*, *rat-race equilibrium*, *social notworking*, *slashie*, *information tamer*, etc.

The bar chart below (Fig. 1) represents the frequency of the aforementioned TGs:

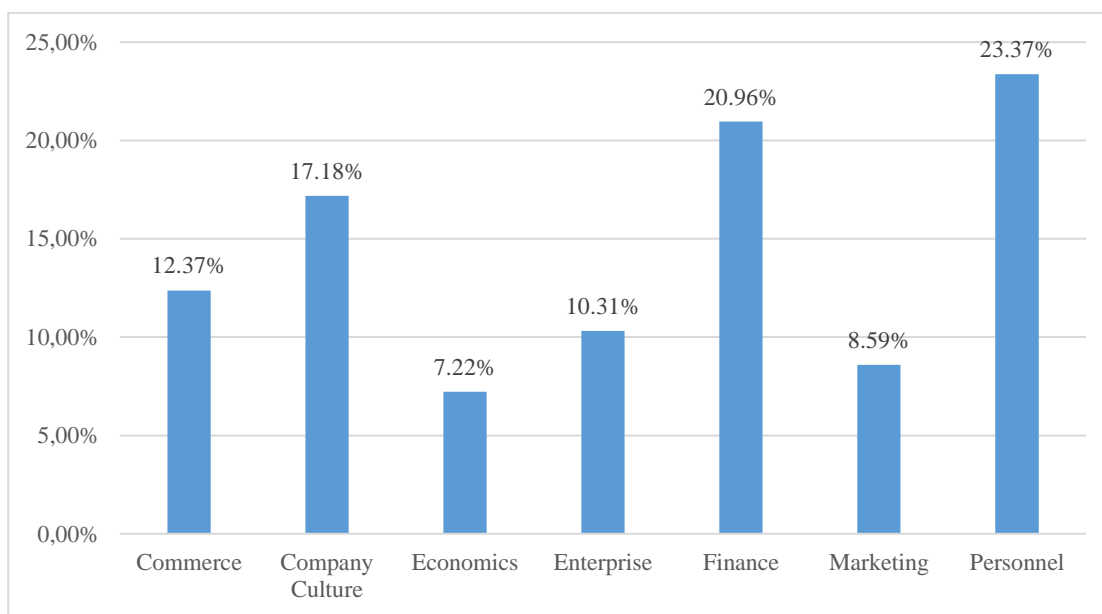


Fig. 1 Frequency of neologisms in business discourse by thematic groups

According to the chart, the majority of neolexemes in business discourse (68 lexical units accounting for 23.37%) emerged in TG Personnel. They are followed by TG Finance (65 neologisms, or 20.96%), TG Company Culture (50 neologisms, which make up 17.18%), TG Commerce (36 neologisms comprising 12.37%), TG Enterprise (30 neologisms, or 10.31%), TG Marketing (25 neologisms making up 8.59%), and TG Economics (21 neologisms, which account for 7.22%).

Neologisms are created according to the recognized norms of a language, and to study their structure we use a slightly modified classification by P. Newmark. It first appeared in his book “A Textbook of Translation” (Newmark 1988), which we believe to be the most comprehensive classification of neologisms. Table 1 represents the results of grouping the analyzed neologisms by structure:

Table 1

Structure of neologisms in business discourse		
Structure group	Neologism examples	Number of occurrences
Collocations	<i>day trading, daughter track, speed mentoring</i>	119
Blends	<i>divorsify, infomediary, runcommute</i>	61
Collocations with new meaning	<i>gray matter, house fluffer, couch-cushion change</i>	36
Derivatives	<i>unsourcing, miswanting, metamediary</i>	21
Eponyms	<i>Nasdaq, dilbert, Rio hedge</i>	14
Pseudo-neologisms	<i>419 scam, warm-chair attrition, street spam</i>	13
Old words with new sense	<i>wampum, sniping, incubator</i>	11
Abbreviations	<i>algo-sniffing, O2O, v-commerce</i>	7
Acronyms	<i>yettie, GAFa, ninja loan</i>	4
Internationalisms	<i>Cyber Monday, Gray Thursday, Sofa Sunday</i>	3
Transferred words	<i>vigilante consumer</i>	1

The bar chart below illustrates the frequency of neologisms in business discourse by structure (Fig. 2).

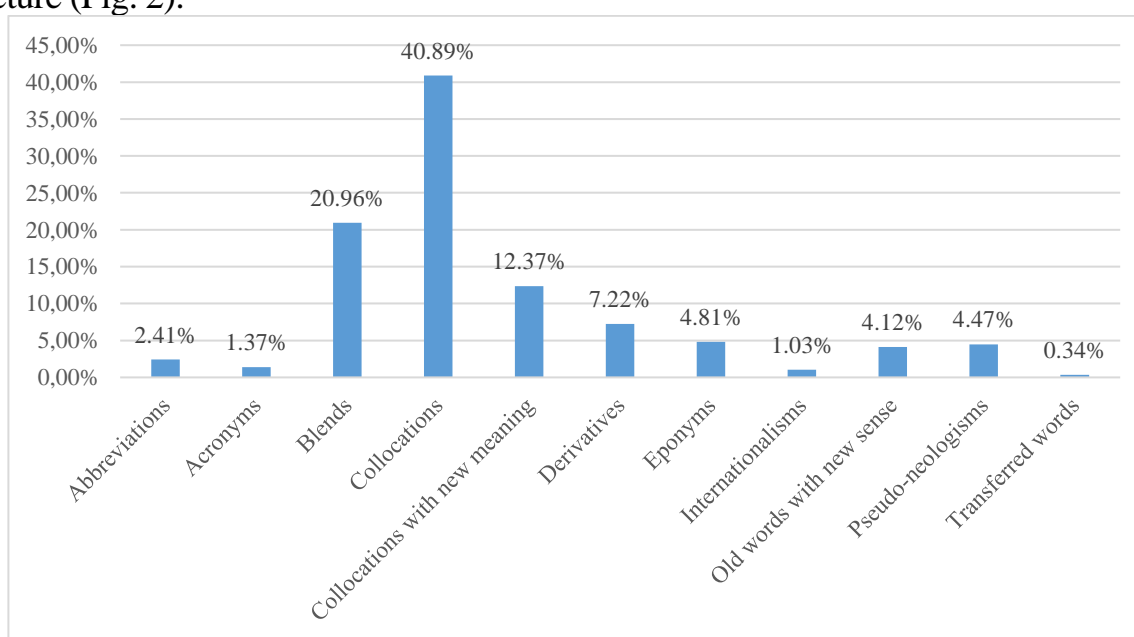


Fig. 2 Frequency of neologisms in business discourse by structure

As it can be seen, the lion's share of neolexemes (40.89%) are collocations, followed by blends (20.96%) and collocations with new meaning (12.37%). Derivatives account for 7.22%, the share of eponyms is 4.81%, pseudo-neologisms make up 4.47%, old words with a new sense constitute 4.12%. Scanty are abbreviations (2.41%), acronyms (1.37%), internationalisms (1.03%) and transferred words (0.34%).

Following the classification of lexical transformations in translating terms worked out by L. Naumenko and A. Hordieieva (Науменко та ін. 2011: 4–5), we identified the techniques applied in translation of neologisms in business discourse. The analysis of the methods used in translating the selected English neolexemes shows that the most frequently used translation technique is *calquing* (55.33%), for example, *post and pray* – розмістити і молитися, *Gray Thursday* – сірий четвер, *golden handcuffs* – золоті наручники, *corporate anorexia* – корпоративна анорексія, *sticky floor* – липка підлога, etc.

The second common translation technique is *decompression* (34.71%), for example, *permancer* – постійний фрилансер, *digifeiter* – цифровий підробник, *slashie* – скісна риска, *Chimerica* – Китай та США, *runcommute* – пробіжка на роботу, *rumourtrage* – арбітраж на чутках, etc.

Another technique frequently applied in translating neolexemes is *permutation* (29.55%), for example, *training tourist* – турист по тренінгах, *IKEA effect* – ефект ІКЕА, *hype cycle* – цикл ажіотажу, *lottery mentality* – лотерейний світогляд, etc.

Two more techniques we used equally often: 1) *transposition* (18.9%), for example, *ghost work* – примарна робота, *liar loan* – брехлива позика, *corridor cruiser* – коридорний крейсер, *Sofa Sunday* – диванна неділя, *education mortgage* – освітня іпотека, etc., and 2) *transcoding* (18.21%), for example, *upshifter* – апшифтер, *do-ocracy* – ду-ократія, *evangineer* – єванжинер, *latte factor* – фактор лате, *CNN effect* – ефект Сі-Ен-Ен, etc.

Some translation techniques were combined to achieve adequacy and to convey the meaning of the neologisms under study:

- *generalization of meaning + descriptive translation*, e.g. *geek gap* – розрив у технологічній грамотності, *puppy leave* – відпустка для догляду за домашнім улюбленцем;

- *concretization of meaning + compression*, e.g. *labor tourist* – заробітчанин;

- *concretization of meaning + transposition*, e.g. *ghost sign* – примарна рекламна вивіска;

- *permutation + transcoding*, e.g. *latte factor* – фактор лате;

- *compression + calque*, e.g. *ramen profitable* – локшиноспроможний, *scarlet-collar worker* – червоний комірець;

- *compression + transposition*, e.g. *stay-at-work mom* – працююча мама, etc.

In our study, the *combined method* makes up 16.49%.

Descriptive translation was used in 29 cases, which accounted for about 10%. For example, *warm-chair attrition* – непродуктивність працівників, які «досиджують» на своїх посадах в очікуванні кращої роботи, *unhirables* – ті, кого неможливо найняти, *fictomercial* – реклама у художній літературі, *two-pizza team* – команда,

яка може наїстися двома піцями; *trolleyology* – наука про кошик для покупок, *weisure* – відпочинок, витрачений на роботу, etc.

The distribution of new words by the translational techniques used when translating neologisms into the Ukrainian language is presented in the bar chart below (Fig. 3).

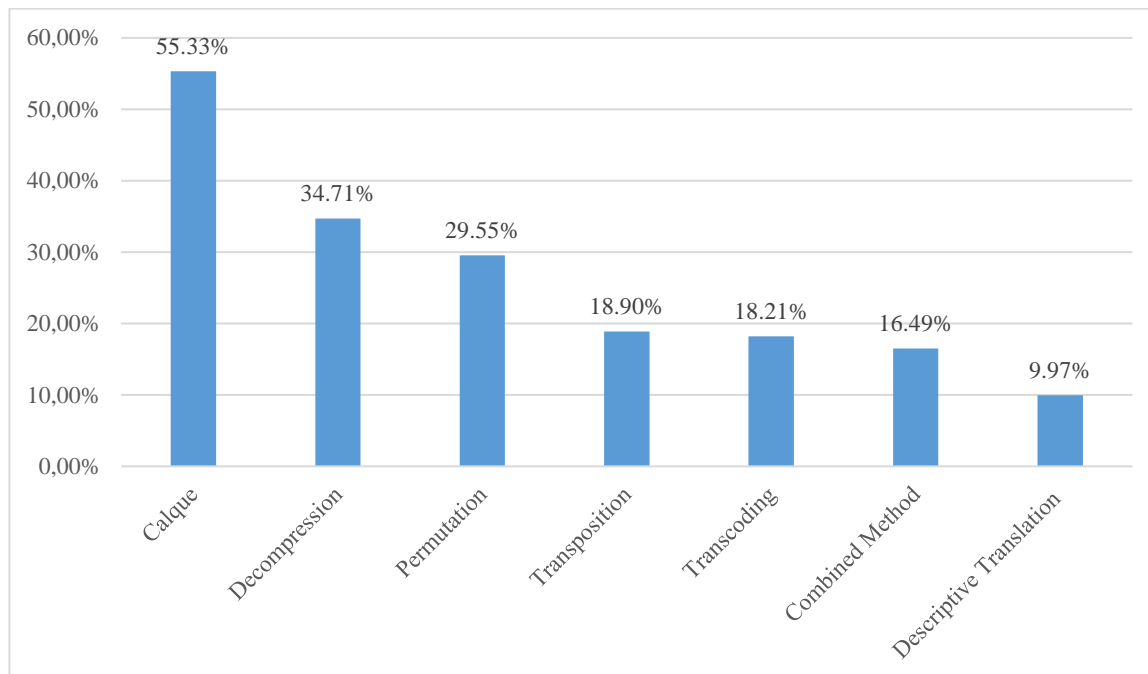


Fig. 3 Frequency of translation techniques exploited in translating neologisms in English business discourse into Ukrainian

Conclusion. The present findings confirm that the issue of business discourse is still topical and subject to comprehensive studies. It is broader than economic discourse and we can define it as the oral or written expression of the mindset and values that characterize the world of business, conveyed through a variety of practices and thematically related texts that cover a broad range of business topics, and analyzed within their broader socio-economic contexts.

By semantic criteria, the selected neologisms were distributed in 7 thematic groups: Personnel (29.55%), Finance (26.80%), Company Culture (21.99%), Commerce (15.46%), Enterprise (13.06%), Marketing (11.00%), and Economics (8.93%).

The analysis of the structural features of neolexemes in English business discourse shows that collocations dominate (116 lexical units accounting for 40.89%), followed by blends (61 lexical units that make up 20.96%) and collocations with new meaning (12.37%). Acronyms, internationalisms and transferred words appeared to be rare.

The study shows that calquing, making up the lion's share in translating terminological collocations, constitutes 55.33% (161 lexical units) of the total number of the neologisms under analysis, with decompression following it – 34.71% (101 lexical units). Permutation accounts for 29.55% (86 lexical units); the transposition's share is 18.9% (55 neologisms) and transcoding makes up 18.21% (53 neologisms).

The combined method makes up 16.49% (48 neolexemes), and descriptive translation has the lowest frequency, accounting for 9.97% (29 lexical units).

Lexical innovations in English business discourse cover a wide range of concepts and phenomena. Therefore, they require in-depth study in order to identify to identify changes and trends in the further development of the of the English word-formation system. There is a scope for further profound exploration of extra-linguistic factors causing the origination of neologisms in this field, semantic features of new lexemes, and possible ways of reducing calquing when translating them into Ukrainian, which might be useful for linguistics and translation science.

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List of Abbreviations

TG – thematic group

NEW WORDS IN ENGLISH BUSINESS DISCOURSE: STRUCTURAL-SEMANTIC FEATURES AND TRANSLATION INTO UKRAINIAN

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Abstract

Background: Like other thematic types of discourse, business discourse is dynamic due to relentless natural influx of new lexemes. Studying neologisms is among the most important issues in modern linguistics, which contributes to solving problems of lexicology, word formation, grammar, and stylistics. Semantics and structure of neologisms in business discourse in particular, have not been widely reflected in the linguistic studies. Therefore, exploring structural-semantic features of new words that emerged in English business discourse, as well as methods used in translating them into Ukrainian, is topical.

Purpose: The aim of the paper is to define business discourse, analyze structural and semantic features of new words in English business discourse, identify and describe techniques of translating them into the Ukrainian language.

Results: By semantic criteria, the selected neologisms were distributed in 7 thematic groups: Personnel, Finance, Company Culture, Commerce, Enterprise, Marketing, and Economics.

The analysis of the structural features of neolexemes in English business discourse shows that collocations dominate, followed by blends and collocations with new meaning. Acronyms, internationalisms and transferred words appeared to be rare.

The study shows that calquing, making up the lion's share in translating terminological collocations, constitutes 55.33% of the total number of the neologisms under analysis, with decompression following it (34.71%). Permutation accounts for 29.55%; the share of transposition is

18.9%, and transcoding makes up 18.21%. The combined method makes up 16.49%, and descriptive translation has the lowest frequency, accounting for 9.97%.

Discussion: The present findings confirm that the issue of business discourse is still topical and subject to comprehensive studies. It is broader than economic discourse and we can define it as the oral or written expression of the mindset and values that characterize the world of business, conveyed through a variety of practices and thematically related texts that cover a broad range of business topics, and analyzed within their broader socio-economic contexts.

Lexical innovations in English business discourse cover a wide range of concepts and phenomena. Therefore, they require in-depth study in order to identify changes and trends in the further development of the of the English word-formation system. There is a scope for further profound exploration of semantic features of neologisms in this field, which might be useful for linguists.

Keywords: discourse, economic discourse, business discourse, neologisms, thematic groups, translation methods.

Vitae

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