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Olha Fedchenko

Vasyl' Stus Donetsk National University

Vinnytsia

Research Supervisor: N. Yu. Ishchuk, PhD in Pedagogy, Assoc. Prof.

Language Advisor: N. Yu. Ishchuk, PhD in Pedagogy, Assoc. Prof.

DERIVATION IN MARKETING TERMINOLOGY

Introduction. In modern English, there are several types of word formation, each of which is important and has its own specific features. Different types of word formation provide opportunities for a quality understanding of English terms and characterize the features of language culture. Marketing terminology is highly dynamic part of business discourse, with new terms emerging due to the developments in this field. Thus, studying the ways the marketing terms are formed is topical and relevant.

Review of recent publications. Over the past few years, fundamental studies have been published. Of particular interest is work by Gutyryak O. I. [2]. The subject of her research is the interaction of semantic and morphological-syntactic levels lexical units in English marketing terminology. Moreover, aspects of English terminology have been studied by scholars such as, Lotka O.M., Duda O.I., Panko T.I. [3], Kudelko Z.B., Konstantinova O.V. and others. However, the topic under

consideration remains hot because marketing terminology is currently being developed and in most cases is considered in general.

Objectives of the paper. The paper aims at examining the features of prefixal, suffixal, and prefixal-suffixal ways of forming marketing terms.

Results of the research. The linguistic material of the research comprised 200 English economic terms formed with prefixes.

There are morphological and non-morphological means of word-formation. Morphological methods include suffix, prefix, prefix-suffix, and non-suffix. The concept of morphological word formation covers all ways of affixal word formation, basic composition, word formation, and abbreviation. Affixation means word-formation according to a certain word-forming model, with the help of word-forming affixes. According to Panko T.I., morphological way of word formation is one of the significant sources of English business and marketing terminology [3].

The distribution of marketing terms by lexical, word-forming and graphic length indicates that in this area there are optimization processes. Structurally simpler and shorter terms are convenient for use, there are more possibilities for combining two or three morphemes [2].

Different combinations of morphemes in a simple or complex word are carried out within a certain word-forming type, which is assigned a certain word-forming meaning inherent in the class of words: nouns, adjectives, verbs, adverbs.

A derivative is a derived word, in the formation of which the creative base interacts with the derivational affix to form a new lexical unit according to lexical and morphological criteria. Affixation involves the addition of prefixes, suffixes, endings to a kind of foundation, namely – to the root. The common name of all these particles is affixes [2].

The prefix is a morpheme that precedes the root, with its appearance the word changes its lexical meaning and some grammatical characteristics [1]. For example, words can be formed with the following prefixes:

- un- (*unprofitable, unprepared*);
- dis- (*distributor, discounter*);
- non- (*nontariff, nonmarket*);
- multi- (*multivalued, multipack*);
- in- (*invoice, increase*).

The suffix is a morpheme that is placed after the root and changes the properties of a word, both lexical and grammatical. Suffixes are involved in the formation of practically all parts of speech, they form nouns, verbs, adjectives, and adverbs [1].

The word-forming suffixes predominating in marketing terms are as follows:

- -er, -or, for nouns (*advertiser, competitor*);
- -ion for nouns (*reclamation, distribution, marketization*);
- -ment for nouns (*advertisement, assortment, endorsement*);
- -ty for nouns (*commodity, diversity*);
- -ism, -ist for nouns (*consumerism, consumerist*);
- -ate, -en for verbs (*deliberate, shorten*);
- -al, -ar for adjectives (*defrayal, popular*);

- -ly for adverbs (*publicly, freely*) and others.

The prefix-suffix word-formation method is an example of a combination of a suffix and a prefix in one word. For example, *unacceptable, underdevelopment, devalorization, expropriation, innovation*. The pie chart below shows the frequency of occurrence of the aforementioned ways of word-building in terms of marketing terminology (fig. 1).

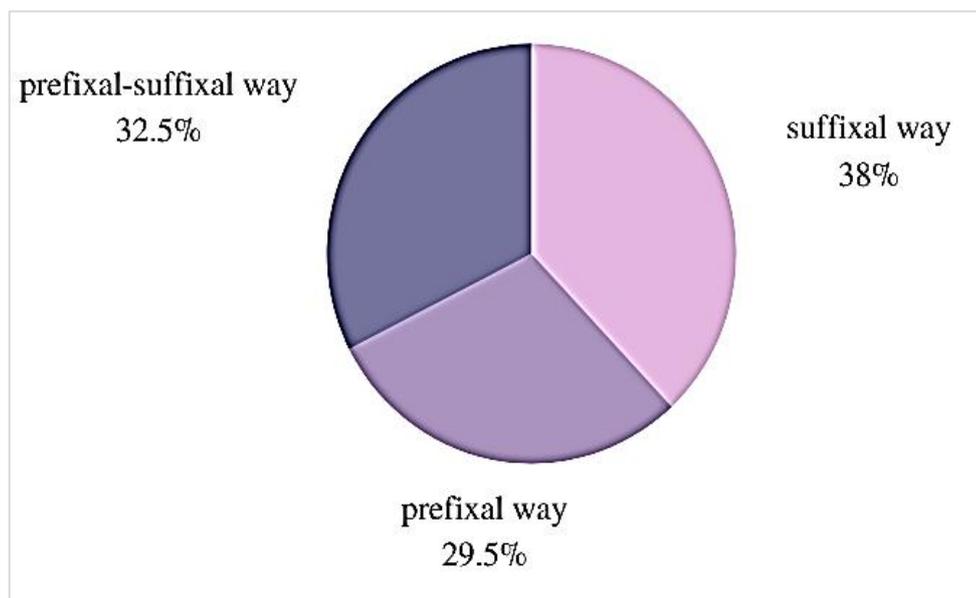


Fig. 1 The frequency of occurrence of affixes in marketing terminology
Source: created by the author based on [3]

As is seen, most marketing terms are formed by suffixes (38%). The share of prefixal-suffixal terms is a bit lower (32.5%) and prefixal marketing terms account for 29.5%.

Conclusion. The study showed that most terms are formed by affixation, which is of the suffix, prefix, and prefix-suffix type. The most common way of word-formation for selected marketing terms is the suffix type. Further research into distribution of prefixes and suffixed utilized to make derivatives in marketing terminological system is highly promising.

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Vira Kalinichenko

Vasyl' Stus Donetsk National University

Vynnytsia

*PhD in Linguistics, Senior Lecturer, Department of
Foreign Languages for Specific Purposes*

THE CATEGORY OF FAKE IN PRESENT-DAY LINGUISTIC STUDIES

Introduction. The category of fake has always been used on purpose as a tool for manipulating the collective and individual consciousness of the society members in order to create a false mental worldview. Undoubtedly, the effectiveness of the universal linguistic and philosophical opposition *truth – untruth (lie/false)* has been observed at all stages of human civilization development and in all spheres of human activity. In particular life contexts one may deal with such verbal manifestations of the fake category as *misinformation, insinuation, slander, deception, fabrication, etc.*, that are able to verbalize the category under consideration at all levels of the language system, objectifying it in different types of discourse throughout the knowledge system.

The objective of the paper is to provide a general view on the category of fake in present-day linguistic studies in terms of the so-called linguistics of lying as the newly introduced independent linguistic field that aims at analyzing various language phenomena, processes, units, formulae, models, etc. via the verbal realization of untruth/falsehood in a number of discourse types both at the levels of language and speech.

Review of recent publications. In different chronological periods, the category of fake was studied mainly within the dichotomous opposition "*truth :: untruth*" in the focus of its ontological essence with a projection on verbal and nonverbal communicative expression. A number of falsehood/lies type classifications have been proposed by F. Aquinas, Av. Augustine, R. Chisholm, V. Znakov, H. Pocheptsov,