STRUCTURAL AND SEMANTIC ANALYSIS OF MARKETING-MANAGEMENT TERMS

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Abstract:*The article is devoted to the allocation and analysis of frequency syntactic models for the formation of English-language multicomponent terminological units in the sphere of management and marketing. It is proved that within the framework of the investigated sublanguage is largely dominated by the syntactic way of education*

terms in comparison with the traditional for modern English terminological systems of affixation, word composition and abbreviation. It reflects the types of terms and the main structural ways of their nomination. It is also analyses Lexical units of a marketing and management belong to the main units of the statement (message).

Key words: *structural and semantic analysis, binary terminological models, one word terms, semantic derivation, composition models, multicomponent terms, lexical units.*

Lexical units are represented by terms, professionalisms, eponyms, jargon ("lexicon of the reduced style"), abbreviations and the non-terminological lexicon consisting of general scientific words and common lexicon. In the process of the analysis of marketing and management terms following terms were revealed:

assets, *liabilities*, *investor capital*, *accountability*, *target market*, *growth cycle*, *expense*, *liquidity*, *financial management*, *target market*, *balance sheet*, *income*, *treasury securities*, *credit*, *stock market*, *share*, *trade deficit*, *corporate management*, *fund*, *investment policy*, *economy system*, *dividend*, *clearing bank*,

tax, *gross profit*, *joint venture*,n *cash flow*, *stakeholder*, *value added tax*, etc. [1: 16].

The material of lexical units which was previously selected using method of continuous selection was subjected by us to the structural and semantic analysis, as a result of which typical structural ways of the nomination were allocated:

Affixal word-formation models:

– the prefixation models: *reconciliation*, *reassignment*, *reimbursement*, *restatement*, *unavailability*, *unfunded*, *unbalance*, *undiscounted*, *underpayment*, *multibuyer*, *multicurrency*, *inpayment*, *inconvertibility*, *co-creditor*, *co-debtor*, *cooperation*, *ex-dividend*, *exchange*, *hypermarket*, *hyperinflation* etc.

Prefixes play an important role in derivation of the studied terminology, they are used for specifying the initial structure, for example, to a negative category "the phenomena and concepts": *unemployment* (the model bears value of "lack of work"), *nonpayment* (the model bears value of "lack of payment"). Application of the prefix co- is found in word-formation models of derivative words, for example, in the area of management: *cooperation*, *coordination*, *co-management*; it has a meaning of joint implementation of action. The prefix re- is rather often used and expresses repeated action (*restatement* – repeated submission of financial statements, *reconciliation* – coordination, verification of accounts; *reimbursement* – compensation).

Multi- means "volume, plurality" (*multinational* – multinational company).

Un- expresses negative value "a shortcoming, or absence of something":

unavailability –absence of availability; *unbalance* – discrepancy.

– The models formed by means of suffixes: *settlement*, *investor*, *accounting*, *accountability*, *marketing*, *management*, *financial*, *planner*, *discounter*, *competitiveness*, *recruiting*, *corporation*, *reporting*, *economist*, *managerial*, *economic*, *entrepreneurial*, *organizational*, *monopolistic*, *compensation*, *negotiation*, etc.

The most common suffixes used in forming the studied terminology are the following: -er/or (*discounter*, *distributor*), -ion (*commodization*, *corporation*), -ing

(*accounting*), -ic (*economic*), -ant (*accountant*), -ment (*management*), -able (*marketable*), -ive (*competitive*), -al (*entrepreneurial*, *beneficial*), -ship (*partnership*).

The analysis has also shown the existence of the whole derivational families of words: *manage, manager, management, managerial*; *invest, investor, investment*; *account, accountant, accountability, accounting*, etc. Semantics of such derivatives and compound terms is composite, and reflects various professional categories, for example: *manage* – category of management process, *manager* – category of the subject, *management* – category of economic area. Composition models: *cross-marketing, marketplace, world-changing, stakeholder, risk-management, salespeople, headquarter, trademark, businessman, union-management, community-based organization, home-based business*, etc.

Composition models where the basic component is equal to an independent word, is a productive way of term formation and it allows concepts of different spheres of knowledge to be combined in one term.

The phrases in economic terminology are formed on the following models: N+N; Adj+N; Ving +N; (Adj, V-ing)+N.

The greatest number of terms in economic discourse is constituted by binary term phrases: *institutional investor, financial management, financial state, consumer loyalty, consumer acquisition, consumer detention, selling innovations, practice of business relations, selling skills, the target market, the control tool, management institution, market statistic, junk bond, multinational corporation, economic forces, entrepreneurial leader, economic world, national economy, economic power, economic game, service sales, commercial risk, letter of credit, transparent export, international trade, corporate entity, balance of payment, annual growth, market research, primary business, specific market, manufacturing transfer, joint venture, offshore partner, labor shortage, independent business, leading firm, trading firm, economic development, business community, economic motivation, entrepreneurial institution, export strategy, treatment management, organizational management, export opportunity, consume resources, benefit*

package, *deal breaker*, *supplier partnership*, *contract fulfillment*, *purchasing departments*, *manufacturing/ delivery process*, *marketing opportunity*, *development costs*, *non-competitive plant*, *product line*, *financial image*, *brokerage house*, *financial foundation*, *fiscal year*, *cash leaks*, *business formation*, etc. Such terminological phrases have more opportunities for expression of the conceptual contents than one word terms. The following portion –terminological units – consists of multicomponent terms (three word terms and terms consisting of four words and more). [2: 36].

Multicomponent terms are distributed according to the following structural models:

1) Adj +N + N (*recruiting boom cycle*, *financial service firm*, *mutual fund owner*, *absolute cost advantage*, *overall market strategy*, *actual product performance*, *current business crunch*);

2) Adj + Adj +N (*unipolar economic world*, *substantial secondary market*, *low direct expenses*, *severe economic pressure*);

3) N+N+N (*exchange rate guarantees*, *vendor selection process*, *bed-andbreakfast venture*, *product development group*, *job share team*, *database management system*, *non-profit subsidiary corporation*);

4) Adj + (Adj, V-ing) +N (*financial reporting period*, *collaborative working partnership*, *ideal marketing strategy*, *daily trading limit*);

5) Adj+ N +N+N (*common market entry strategy*, *accrual basis income statement*);

6) (V-ed, Adj)+(V-ing, Adj)+N (*non-employed working style*, *self-employed working style*);

7) (V-ed, Adj)+Adj+(V-ing, Adj)+N (*detailed realistic marketing plan*);

8) (V-ed, Adj) +N + Adj (*accrued taxes payable*);

9) Adj +N+ Adj + N +N (*global network discriminatory tax policy*);

10) Adj + Adj + N +N (*strategic financial management issues*);

11) Adj + Adj + Adj +N (*chief strategic financial planner*);

12) N to N +(V-ing, Adj)+N (*face-to-face working meeting*).

Value of two, three and more component terms reflects the value of each of the components making a nominative complex not simply the sum of values, but the

result of integration of the cognitive processes happening while forming such composite meaning. It is necessary to add that abbreviations play an important role in economic computer discourse, and they can be divided into 2 groups:

1. Terminological abbreviations. For example: AIDA (attention-interest-desire-action), AIDCAS (attention-interest-desire-conviction-action-satisfaction), AIDMA (attention-interest-desire-motivation-action), GAAT (General Agreement on Tariffs and Trade), WTO (the World Trade Organization), NASA (Newspaper Advertising Sales Association), UAW (United Auto Workers), GM (General Motors), SBA (Small Business Administration), OEM (Original Equipment Manufacturer), etc. [4: 40].

2. General abbreviations, such as *ASAP* (*as soon as possible*), *IMHO* (*in my humble/honest opinion*), etc. The use of abbreviations in management, besides the purpose of language economy, pursues the aim of economy of place and time of registration of a message and staying in network. [5: 54].

Another specific characteristic of term formation in management is *the semantic derivation.* Semantic derivation can be treated as the process and result of secondary nomination covering the whole lexical system of language and reflecting the dynamics of its continuous development and change as reflection of difficult mental, associative, cognitive processes of people's thinking. Semantic derivatives are formed as a result of using common words as terms by means of semantic transformation. It should be noted that the lexical meaning of a word can coincide with the terminological meaning, but can differ from it due to the discourse where it is used. For example, a word "*utility*" in marketing means "bonds of the enterprises"; "*feedback*" in the field of marketing means "communication with consumers, information from consumers", in the field of management "regular reports of performers on the current activity, information on results of certain actions for amending future decisions" etc.

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