

SECTION 10.

PHILOLOGY AND JOURNALISM

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LEXICAL BORROWINGS AS A GRAPHIC DESIGNER'S TOOL FOR INTERNATIONAL COMMUNICATION

Modern computer-mediated communication has redefined the way professionals from different fields interact in an international context. The so-called «remote work revolution» has made it possible to work from home, expanding the geographical boundaries of cooperation. Design is a field with great potential in this area. In addition to professional skills, a designer must have a mastery of international terms.

Communication with individuals who speak different languages is greatly facilitated by using an international vocabulary [1]. This contributes to creating a high-quality final product. Professional terminology helps to discuss ideological concepts, clarify technical aspects, structure and unify interaction within project limits. Correct terminology prevents confusing interpretations. The terminology used in the design industry is international in nature, it helps to promote best practices in design, and navigate the development prospects. [2]

English is the lingua franca of today's globalized world. The countries where it is the official language are often leaders in design. The primacy of English as a source of international terms is determined by a synergy of economic, social, and cultural factors [3, 70].

The terminology used in the design field is rapidly evolving and often incorporates new words. Borrowed words are typically used when there is a need for a precise or specific expression that has no equivalent in the target language. These borrowings are often nouns and adjectives used for naming. Additionally, borrowings can be used to expand the existing vocabulary with synonyms. However, in order to avoid ambiguity of interpretation, terminology tends to gravitate towards a concise and unified designation of the subject. Terms can be adapted in the host language in a variety of ways, including transcription, transliteration, and the use of calques, for example,

concept (концепт) as an idea that defines the purpose, values, and core idea of the design;
layout (макет) as placement of design elements on a surface, which considers balance, proportion, and composition;

color palette (кольорова палітра) as a set of colors used in a design which can include primary and secondary colors, as well as combinations of colors;

branding (брендінг) as creating and managing a brand's image and identity;

prototype (прототип) as a sample of a product for testing;

vector graphics (векторна графіка) as method of representing graphical objects as lines and curves;

raster graphics (pacmpoβa zpaφika) as a method of representing images as pixels;
logo (λoγo) as a graphic symbol that identifies a brand;
art director (apm-oupekμop) as a person responsible for the style and creative implementation of a project;
mockup (μoκaπ) as a visualization of a design;
gradient (zpaδιeημ) as a smooth transition between colors;
pixel (πικсель) as the smallest unit of a bitmap image;
skeuomorphism (σκεβομορφύζμ) as a design that mimics real objects and their textures.

It is important to consider that different words may have nuances of meaning or refer to different aspects of design. Terminological vocabulary facilitates professional communication, but it can also be a challenge to preserve the linguistic richness and cultural diversity of the native language.

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