

SECTION 16.

PHILOLOGY AND JOURNALISM

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ENGLISH BUSINESS TERMINOLOGY IN THE MODERN UKRAINIAN ECONOMIC CONTEXT

The integration of Ukraine into the international community and the expansion of economic relations, along with the need for business communication, have significantly influenced the formation of a new vocabulary. The terminological system of the Ukrainian language has been enriched with a significant number of loan words, which is a natural process of language adaptation to new realities. This process has been considerably accelerated by the development of new information technologies and computer-mediated communication (CMC).

English is today's lingua franca – a tool for interacting in a globalized world. Over two billion people currently speak English [1], with the number of non-native speakers continuing to grow. The language of states that are leaders of intellectual progress significantly influences the language of countries that have not yet reached a parity level of development [2, 69].

The incorporation of English loanwords, which have become international terms, into Ukrainian economic terminology facilitates mutual understanding with partners and scientists from other countries in the process of business correspondence and oral communication.

The present era seems to be the most productive period in terms of the adoption of new English terms into a large number of European languages [3]. Modern terminology is an indispensable component of professional economic literature. It is utilized in the teaching of relevant disciplines. Furthermore, opportunities for education abroad are expanding, in part due to the development of online education. Consequently, the use of English for international business terms is becoming increasingly prevalent.

The term "monetary policy," which entered the Ukrainian economic lexicon, is an example of a term borrowed from another language. It was introduced by Milton Friedman, an American economist and Nobel Prize winner in Economics.

It is of significant importance to direct attention to the terms introduced by John Maynard Keynes, a British economist. His contributions have led to the widespread use of terms such as "Keynesian economics" and "consumerism" in the field of economic science

Terms such as «інфляція» (*inflation*), «дефіцит» (*deficit*), «інвестиції» (*investment*), «експорт» (*export*), «імпорт» (*import*), and others used in economic research and analysis are English terms that have long been in active use in Ukrainian economic terminology.

The recent technological boom has been associated not only with the introduction of the latest technologies, but also with a new vocabulary. Terms such as «інфраструктура» (*infrastructure*), «стартап» (*start-up*), «дохід», «інкам» (*income*), «інновація» (*innovation*), «нідпрув» (*disruption*) та «єдиноріг» (*unicorn*) have long been part of the language of

entrepreneurs and technologists. They help to express ideas related to revolutionary technological changes faster and more efficiently.

The advent of novel concepts in sales has given rise to new terms: «е-мейл маркетинг» (*e-mail marketing*), «крос або перехрестний продаж» (*cross-selling*), «трейдинг» (*trading*)

Borrowing is also actively used in the financial sector, especially in the context of «фінтех» (*fintech*) – technology in finance. «Блокчейн» (*blockchain*), «банківська справа», «банкінг» (*banking*), «криптовалюта» (*cryptocurrency*), «акціонери» (*shareholders*), «краудфандинг» (*crowdfunding*), «біржовий» (*stock*), «пірингове кредитування» (*peer-to-peer lending*) are just some of the key terms used to describe the latest financial instruments and services. They reflect not only the development of technology, but also the rapid development of the financial sector, which places new demands on language skills in this area.

English is also becoming a key element of corporate culture. Terms such as «мозковий штурм», «брейншторм» (*brainstorming*), «протокол зустрічі» (*meeting minutes*), «дедлайн» (*deadline*) та «зворотній зв'язок», «фідбек» (*feedback*) are common in business communication.

The term «hedging» (*hedge* — огорожа, живопліт, паркан), which has found its application in the economic and linguistic vocabulary, seems relevant in the study of modern terminology. As a linguistic phenomenon, it implies the use of hedging devices that soften the statement and avoid absolute conclusions. For example, the use of modal verbs (*may, can, will, shall*) or other lexical means that reduce the intensity of an expression (*indicate, suppose, seem, hedging devices*) is a common occurrence in modern language.

In economic terminology, hedging is defined as a special type of transaction designed to balance or compensate for risks. The term is based on the principle of protection against unfavorable changes.

The phenomenon of intensive borrowing of economic terminology reflects the introduction of communication standards and business etiquette, which, in turn, affects the language practices accompanying business relationships.

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