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MORPHOLOGICAL NEOLOGISMS IN ENGLISH MARKETING TERMINOLOGY AND FEATURES OF THEIR TRANSLATION INTO UKRAINIAN

The rapid development of digital technologies and the globalization of business processes lead to a continuous update of the marketing terminology fund. English, as the primary source of innovation in this field, demonstrates high intensity in creating new lexemes to denote modern strategies and promotional tools (Kryvovyazyuk et al., 2018). Researching the morphological structure of these innovations is a prerequisite for their adequate rendering into Ukrainian scientific and business discourse.

Firstly, a key factor in the emergence of marketing neologisms is the productivity of English morphological models. In particular, processes such as **affixation** and **compounding** allow for the prompt creation of terms that meet new market demands. As noted by I. Plag, it is morphological productivity that ensures the linguistic system's ability to adapt to changes within a professional environment (Plag, 2003).

Secondly, the translation of marketing terminology requires special attention to maintaining semantic accuracy and the functional purpose of the term. According to the concept of V. I. Karaban, the translation of professional literature, must be based on a deep analysis of the word's inner form and the context of its usage (Karaban, 2004). This

is especially important for marketing, where terms often carry emotional and pragmatic weight.

Thirdly, the specificity of rendering **neologisms** into Ukrainian lies in the choice between using direct borrowings and searching for native equivalents. Research by I. V. Bahaieva emphasizes that to achieve equivalence, translators are often forced to apply transformational methods, such as calquing or descriptive translation, which helps to avoid ambiguity (Bahaieva, 2021).

In conclusion, the successful adaptation of English neologisms is impossible without the use of specialized lexicographical sources. Working with professional dictionaries, such as the "English-Ukrainian Dictionary of Marketing Terminology" (Kyyak, 2012), allows the translator to unify term usage and contributes to the harmonization of the Ukrainian terminology system with international standards.

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