

Finally, the information mentioned above, allows us to deduce that, competent choice of a strategy with certain topics has a greater impact on the addressee of the text, which in turn makes it possible to take a closer look at the mechanisms of text organization.

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COMPOUNDING AS A WAY OF WORD FORMATION IN MARKETING TERMINOLOGY

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Recently, the use of terms that denote fundamental and applied concepts of marketing activity has increased. Terminology is the science of studying terms and also an important part of language, which plays a big role in the development of lexicology. The terms differ from other categories of words in their high informative value and absence of expressiveness. The relevance of the topic of the presented article is determined by frequency of usage and rapid growth of marketing terms.

The purpose of the study is to consider types of compound words in marketing terminology.

Material and methods. The materials of our research are “The International Dictionary of Marketing” by Daniel Yadin [1] and “Lexicology of Modern English” by I.V. Arnold [2]. To gain the mentioned purpose we have used the following methods: descriptive method, synthesis, analysis, interpretation method.

Findings and their discussion. One of the ways of word formation is compounding – the process of combining two and more words to create a new lexical unit. Most of the time, these words are written together or with the use of hyphen and it is really rare when they are separated. Most researchers consider compounding to be one of the main directions in the development of the vocabulary of the English language.

Depending on the word structure, I.V. Arnold divides compound words into five groups: 1) compound words formed by simple combination of words stems; 2) morphological compound words in which stems are connected by a connecting vowel or consonant; 3) compound words in which the stems are connected by the preposition or other functional word; 4) contracted compound words; 5) derived compound words.

Our research found that compound words make up 5,5% of marketing terminology. In modern English, the most common way of compounding is the first category, a simple combination of stems, but specifically in our case, we observe the opposite result. The most numerous group, which comprised 70,9% of the whole number of compound words, turned out to be contracted compound words, e.g.: ad-click (advertisement + clicked) ‘advertisement has been clicked’, AIR (average issue readership), BACC (The Broadcast Advertising Clearance Centre), DPS (double-page spread), e-tailing (electronic + retailing) ‘retail transactions carried out via the Internet’, marcoms (marketing + communications), multicast (multiple + cast) ‘a technique for the transmission of a message to a number of recipients’, etc.

Nevertheless, the first type of compound words accounts for 23,6%, e.g.: airtime (air + time) ‘the amount of time during which entertainment is transmitted’, breakdown (break + down) ‘separation of the individual elements’, down-market (down + market) ‘a segment of a market in which prices are low’, photogravure (photo + gravure) ‘a printing process using printing cylinders’, watermark (water + mark) ‘a design, trademark or logo, impressed into paper’, etc.

The derived compound words comprise 3,6%, e.g.: supercalendered (super + calender + ed) ‘a surface finish on paper’, gatekeeper (gate + keep + er) ‘an executive or secretary whose job is to intercept promotional material’, cost-effectiveness (cost + effective + ness) ‘the degree to which a business project meets its financial objectives’, benchmarking (bench + mark + ing) ‘a standard of performance’.

The second category of compound words is about 0,9% and represented by only one example – runaround (run + a + round) ‘type set to follow the contour of an illustration’. It should be noted, that it’s not surprising that we found one example of morphological compound words because this type is more common for the Russian language rather than for English.

The third group is also 0,9% and includes built-in obsolescence (built + in + obsolescence) ‘a situation in which the working life of a product is limited by forward planning at concept stage’.

Conclusion. Thus, the study has shown that compounding takes place in formation of marketing terminology. The contracted compound words turned out to be the most common type, followed by compound words formed by simple combination of stems. And the least numerical are morphological compound words, derived compound words and compound words in which the stems are connected by the preposition or other functional word.

1. Yadin, D. The International Dictionary of Marketing / D. Yadin. – Kogan Page, 2002. – 449 p.
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