SEMANTIC DERIVATION IN ECONOMIC TERMINOLOGY
FORMATION IN THE GERMAN, RUSSIAN AND TATAR LANGUAGES

Darya Leonidovna Abuzyarova
Assistant lecturer, Institute of International Relations, History and Oriental Studies, Kazan Federal University, Kazan, Russia

Alfiya Nailevna Zaripova
Associate professor, Institute of International Relations, History and Oriental Studies, Kazan Federal University, Kazan, Russia
Alfija_kazan@hotmail.com

Olga Valerevna Akimova
Associate professor, Institute of International Relations, History and Oriental Studies, Kazan Federal University, Kazan, Russia

ABSTRACT
This article is devoted to the analysis of productivity of the semantic method of economic terminology formation of the German, Russian and Tatar languages. The following methods were used to determine the productivity degree:
- comparative method, which revealed the typological characteristics of the test units;
- statistical method as qualitative and quantitative analysis of the terms in the comparable languages in order to identify the most productive models, as well as their general and specific structuring.

Most linguists are inclined to believe that most of the terms are formed due to the means of the common-literary language. "It is used for all the variability of language material (terminologization of common language words, multi-sectoral borrowings, re-terminologization) [1,10]. The analysis conducted leads to the conclusion that with the help of semantic methods of term formation there is a small number of terms – about 3%. The economic terminology of compared languages includes all kinds of semantic derivation. However, they differ in varying degrees of activity. For example, a large part of economic terminology of the Tatar language is formed by narrowing the meanings of common words due to the desire to refuse borrowings and intensify its own means. In contrast to the Tatar language, this kind of semantic transformation is non-productive in the economic terminology of the German and Russian languages. The materials of the analysis conducted may be useful in the process of teaching the German, Russian and Tatar languages and may be used in courses on comparative typology and lexicology.

Keywords: semantic derivation, term, terminology, term formation, terminologization, economic terminology, primary and secondary naming.

INTRODUCTION
As a special kind of reality the economy has its own complex and multifaceted conceptual apparatus, which reflects the development of appropriate scientific thought. With the increasing sophistication and deepening of economic knowledge the concepts transmitted by the terms become also more complicated. Each epoch relied on the predecessor terminology, and then developed its own range of concepts. For example, the political economy terms were disclosed and developed on the terms of bourgeois economy. Thus, the economic terminology is a product of historical development. It reflects all the stages of economic changes in the human society. Each stage is characterized by its terminological vocabulary, which reflects the character of production relations: primitive communal, slave, feudal, capitalist, socialist, post-socialist.
All significant changes in the economic processes take place against the background of changes in the entire social body. These new changes are reflected in the language of the society. There are keywords that characterize a specific historical stage of social development. The social changes in society have their effect on the economic terminology of any language. For the economic situation in the world, two thousandth years are characterized by such terms as: economic crisis, petrodollar, management, off shore, audit, consulting, diversification, emission, engineering.

Such words tend to make up the basic terminology and are included in the terminology as a necessary and indispensable element. On the one hand they are used by the native speakers to refer to the corresponding processes and phenomena, on the other hand, they are the means of knowledge of these processes and phenomena.

The system of economic concepts is characterized by unity, integrity, hierarchical organization of elements, which are of very non-uniform content and the role they perform.

The heterogeneity of content of the economic concepts is directly dependent on the particular place occupied by the economy as a system. The economy specificity is reflected in the economic terminology, where, along with the purely economic terms, the terms borrowed from other terminological systems (legal, historical, geographical and other) function. Thus, its position in the language (macro level) is characterized. However, the internal structure of economic terminology is not uniform in its content (micro level).

The economy specificity is reflected in the ambiguity of definition of the "economy" concept, which shows that the "economic terminology is heterogeneous and includes, along with the abstract basic terms (production relations, mode of production, productive forces, production means and others), the definitions of the specific areas of economic knowledge" [4,177]. In his paper T. Roelke identifies four sectors of the economy, in which a communication is carried out: primary (extraction of raw materials, animal husbandry, hunting, agriculture), secondary (processing of raw materials) craft, industry, energy and water supply), tertiary (service sector) trade, banks, transport, insurance) and quaternary (information processing) communication technologies, consulting, education and training). In the process of historical development certain sectors of the economy came to the forefront [12, 158].

The economy specificity is also reflected in the area of operation. Unlike other terminological systems, the economic terms are used not only in the speech of experts, but also of general public. In the conditions of economic instability and the emergence of new economic realities, the interest in economic issues is increasing in the society. The scope of operation of economic terminology is far beyond a professional communication. The talks on economic topics have become commonplace in everyday communication. The mass media and economic literature are focused both on the professionals and the mass addressee. The economic issues and economic terminology are "present in a wide variety of communicative situations and their respective types and genres of speech" [4,213].

The term formation is a process of creating new terms of available language material in accordance with the specific structural and semantic models [11]. As it is known, it has developed its own specific word-formation system in terminology, which is formed through the language system levels. At the heart of this system is a dual understanding of the essence of the term - logos and lexis, expressed for the first time by A.A. Reformatskiy. The significance of "logos" and "lexis" factors varies depending on the methods of terms creation. One of the methods is designation of a scientific concept with a word of common language or its terminologization. A terminologization may mean the process of giving more specific or metaphorical meaning in a specialized context to the common language units [14]. In other words, under terminologization a word gets a particular meaning beyond its semantic content, which relates to a particular concept within a particular thematic field, thus gaining a term status with all its properties [13,
Another method includes the word-formation processes, which differ from the usual ones by preference for certain models. The third method includes borrowing of the finished term from another language. There are their own trends in term formation in every language. The methods of term formation were studied in the Tatar language by F.S. Faseyev [8], in the German language - by L. Drodts and V. Zaybike [9]. The problems of term formation in the Russian language were studied by V.P. Danilenko [3], A.V. Superanskaya [7], S.V. Grinev-Grinevich [2], and many others.

The terminology system of the compared languages economy is formed by using semantic, morphological, syntactic and morphological and syntactic methods [2,134]. It should be noted that the productivity of a particular method of term formation is determined by the terminological system specificity and language type, in which it operates. In addition, the methods of term formation are a historical category. In different periods of development of a particular terminology the different ways of term formation, as well as their sources, came to the forefront. For example, for the current stage of development of terminological systems of the German, Russian and Tatar languages the morphological and syntactic methods are leading ones.

The semantic way, "terminologization" or "semantic derivation" shall mean a wide range of semantic transformations, primarily different types of transfers (metonymical, metaphoric, functional), change in the word semantic scope (expansion and contraction, meaning specialization), semantic loan translations. Semantic derivation refers to the so-called secondary naming, i.e. to the use of existing language naming funds in a new idiom function. The existence of primary and secondary naming is the language fact and causes no doubt. In contrast to the lexical-semantic formation of the common words, which is characterized by duration in time and culminates in the formation of homonyms, the term formation "occurs without a long-term evolution" in this manner [3, 32]. K.A. Levkovskaya therefore pointed to the lack of expressiveness and emotional coloration in a term formed in this way: "the imagery (as well as the expressiveness) of relevant terms is erased within the relevant terminology as a certain system, which could lead to the loss of imagery at all and to the disintegration of a corresponding word on the number of homonyms [6, 19].

METHODS

This article is devoted to the analysis of semantic method of economic terminology formation in the comparable languages. To determine the efficiency of this method we used the comparative and statistical methods.

RESULTS AND DISCUSSIONS

The development of the economic field of human activity means the dynamics of a relevant terminological system, as well as the development of different types of the same field is "compared semantically within different language systems, which define the new language means (terms) and their equivalents, reflecting the most appropriate meanings (definitions)" [10, 57]. Terminologization of the national language words, i.e., the transition of common words in the category of terms continues to be the traditional way of economic terminology formation in the German, Tatar and Russian languages. However, it is more productive in the economic terminology of the Tatar language. Let us separately consider each of the types of changes in the lexical unit meaning in the terminological systems of compared languages.

A special group in the terminology of the German, Russian and Tatar languages is formed by the concepts, which meaning scope is similar to the scope of their meaning in common language. These terms constitute the oldest layer in the scientific and technical vocabulary. This part of the vocabulary, according to S.V. Grinev-Grinevich, may be considered the "evidence of initial existence of specific skills
and concepts as a part of universal knowledge" [2, 130]. Among the studied terminology such words include the following terms: Preis m, Wert n, Geld n, Gewinn m, цена (price), стоимость (value), деньги (money), прибыль (profit), бəя, кыйммəт, акча, табыш.

A small group of words of common vocabulary of the German, Russian and Tatar languages has become the economy terms as a result of expansion of their meaning: Ware f, Produkt n, Verkäufer m, товар (item of goods), продукт (product), продавец (seller), азык-төлек, сатучы. These words-terms denote the phenomena of economic life and are used in their common meaning.

Let us compare their terminological and non-terminological use as an example of a few words:

The word Ware, товар (item of goods) has a meaning of the labor product in the terminology used, which is a use-value, and in common speech it is used in the plural to refer to various subjects, being the objects of purchase and sale. This meaning was acquired by the word "товар (item of goods)" as a result of meaning expansion; originally cattle was so called in the Russian language.

The semantic method of term formation, according to many terminology scientists, is reduced to narrowing and metaphorical transfer. In our study we found a small amount of the economic terms of the German and Russian languages, formed as a result of narrowing the word meaning scope: Verkehr m - оборот (circulation), Rechnung f - счет (bill), Vertrag m - договор (contract).

The term formation by specializing the meaning of existing common words is the leading type of the method under consideration in the economic terminology of the Tatar language. This fact indicates a desire to adopt new concepts by the own language means: өстенлек - преференция (preference); аерма - маржа (margin); барлык - валовой (gross).

The metaphorical translations are the common type of semantic derivation in the economic terminology formation of the German language.

A distinctive feature of metaphorization in the language of science, according to E.A. Lapinya, is that it "serves as the primary name of the object referred for the reason that it has no other name" [5, 134]. The scientific metaphor excludes a possibility of parallel existence of direct and figurative meanings. The metaphorization process begins from the term formation with the selection of a common word to denote a scientific concept.

The economic terminology analysis of the German language showed that metaphorization is involved in the formation of not only one-word, but also two-element terms: Muttergesellschaft f (общество-мать (mother company)), Tochtergesellschaft f (дочерняя компания (subsidiary company)), экономика (economy), Überbrückungsgeld n (выходное пособие (severance pay)).

The similar terms in the Russian and Tatar languages, presented by phrases, are the result of loan translation.

CONCLUSION

The economic terminologies of the compared languages include all kinds of semantic derivation. However, they differ in varying degrees of activity. For example, a large part of economic terminology of the Tatar language is formed by narrowing the meanings of common words due to the desire to refuse of borrowings and intensify its own means. In contrast to the Tatar language, this kind of semantic transformation is non-productive in the economic terminology of the German and Russian languages.
A special group in the economic terminology of compared languages is presented by the ancestral simple terms, the meaning scope of which is equal to the scope in the common vocabulary. Despite the fact that in general their number is small, they form the core of economic terminology and are widely used for the formation of new terms by derivation, compounding and formation of phrases with the defining and qualifying words. These terms have a high frequency of use, are generic concepts for the other terms of this terminology and many of them are the names of the economic terminological groups.

ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

REFERENCES