

Compound Words (with an English Component) in Russian Economic Terminology

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Résumé

Pour suivre le rythme de la vie et de la société en évolution, toute langue enrichit sans cesse son vocabulaire, ce qui mène à l'apparition de nouveaux mots pour pouvoir nommer différentes réalités nouvelles, dans tous les domaines. Nous nous sommes proposé d'analyser le langage économique et nous nous sommes arrêtée surtout sur l'analyse de la terminologie économique de la langue russe, à savoir les mots composés (avec un composant anglais). D'une part, nous avons brièvement démontré comment s'y sont adaptés les emprunts, d'autre part nous avons inclus un classement des mots composés de la terminologie commerciale russe (les plus productifs), et quelques particularités de leur composition.

Mots clés : néologismes, emprunts, mots composés, anglicismes, termes économiques, terminologie

1. General and current theories

The constant evolution of life and society causes new words to appear in order to define new and distinct realities that previously did not exist or that, for various reasons, cannot be defined with the name they previously had. New words can come from loans from other languages and this process of enriching a language is clearly manifested in the last decades in both the Russian and the Romanian languages. Most of the new words are formed by using elements already existing in that particular language. In Russian, new words can be formed using several classic methods, such as: by derivation, compounding, conversion, contraction.

Compounding is the process through which two or more words come together to form a new lexical unit. In this way, the components lose their morphological and semantic individuality and generate a new word. Compound words are therefore lexical and grammatical units with an invisible structure, obtained by fusing together two or more radical morphemes, welded under an accentologic, morphological [2: 245-247] and semantic aspect.

Compound words are especially used for describing complex concepts and they represent a significant part of the contemporary Russian vocabulary. The compound procedure has encountered a very high effectiveness in the last two decades, especially in the field of terminology.

The proneness, at times exaggerated, for frugality regarding word formation methods leads to the removal of the contradiction between the periphrastic form of the terms and the semantic unit. Appearing in an ever increasing number, compound words are at the limit of word and phrase, as a result of a predisposition to analitism (*газогенератор, маркетолог, товародемпинговый, взаимоопционный, суперполитпросветорганизаторы*, etc).

In detecting current compound words, especially when we talk about compound words formed with borrowed parts, we need to distinguish between actual compound words and stable syntactic groups consisting of several words, such as: *железнодорожнаянакладная, долгосрочныйкредит, спецификациятовара*, etc. From a formal point of view, the differences between these two categories are not always obvious. [2:245-247]

2. Classification of compound words in Russian commercial terminology

Russian commercial terminology has a significant number of compound words, about 27% of all specialized lexical units [17:3-5]. The morphological classes which benefit from the increased productivity of the process of compounding are the adjective (the most productive in this regard in Russian), the noun and the verb.

When classifying the compound words from the commercial terminological sphere, we focused on the morphological criteria to which we have added other secondary criteria, such as the syntactic and semantic criteria. The morphological classes to which the compounds belong and the parts of speech that go into the compound are also taken into account.

A feature of the Russian language is the thematic compounding formed by juxtaposition with the help of liaison vowels (the interfixes) /o/ and /e/. These liaison vowels are used according to the phonological structure of the first element of the compound. If the radical morpheme from the first position ends in a hard consonant, the liaison vowel used is /o/:

- товар**о**демпинговый
- дисконт**н**ольготный

- кредитоавансовый
- бартеропредприниматель
- взаимопционный
- кредитоспособность.

If the first element of the compound ends in a palatal sibilant consonant or ц, then /e/ will be the liaison vowel.

- нынешнеистеблишментовский
- внешнемаркетинговый [17:23-25].

As demonstrated in the examples, this process can be carried out by compounding two adjectives, an adjective with a noun, an adverb with an adjective, two nouns etc. Note that in all the examples one of the terms is Russian and the other is a derivative form of a noun of English origin or an assimilated form of an English loan.

3. Peculiarities of compounding in Russian

In Russian commercial terminology there are a number of formations that have in their structure compounding elements without an independent existence in the Russian language:

- **строим дачхаусы** (building holiday homes) – from the English word *cottage* which is not independently registered in Russian texts) and the Russian word *подобный* (adjective) – similar (with a low frequency in comparison to its synonym *похожий*)
- **аутсайдеры** (<engl. outside)

Example:

В этом случае аутсайдерами рынка станут котировки акций подобных компаний [16:5].

None of the components of the compound borrowed entirely from English is used in Russian (apart from the sports terminology "аут").

Many lexical units are formed by composing two autosemantic words, one in-land and one of English origin (or by affixes, mainly using prefixes and suffixes that, in our case, serve to generate different grammatical forms or to confer certain semantic and morphological values).

Example:

- **бартерОпредпринима-тель** (suffix –тель)
- **кредитОспособн-ость** (suffix –ость)
- **банкОликвидн-ость** (suffix –ость)

- **многОбренд-ов-ый** (suffix –ов, desinență -ый)
- **маркетОведение**
- **трансферОагент**

From the morphological point of view, some compounds carry a unit with welded components and they are written in a single word (with liaison vowels – О- or – Е- or none). These are simple words, changing only their last item:

Example:

- **бартеропредприниматель** - (noiun, masculin, sg., N)
(entrepreneur practicing barter)
- **бартеропредприниматели** – (plural, N)

Declination

- **бартеропредприниматель**

- N. бартеропредпринимател**ь**
- G. бартеропредпринимател**я**
- D. бартеропредпринимател**ю**
- A. бартеропредпринимател**я**
- I. бартеропредпринимател**ем**
- P. (o) бартеропредпринимател**е**

Others, however, have a less advanced stage of compounding, they do not behave as a single word, they are written with a hyphen and receive endings for the first item, for the second one or (rarely) for both of them:

- N. сделка-опцион
- G. сделки-опцион
- D. сделке-опцион
- A. сделки-опцион
- I. сделкой-опцион
- P. (o) сделке-опцион

or

- N. прайс-лист
- G. прайс-листа
- D. прайс-листу
- A. прайс-листа
- I. прайс-листом
- P. (o) прайс-листе

or

- N. филиал-компания
- G. филиала-компани**и**
- D. филиалу-компани**и**
- A. филиала-компани**и**
- I. филиалом-компани**ей**
- P. (o) филиале-компани**и**

4. Compound words consisting of two, three or more words

Since the 21st century a lot of compound words consisting of a special type appeared in the Russian language. Not only two words (the whole word or just parts of these words), but even three words entered in the process of compounding:

- **ультра/дисконтнО/льготная** (adjective) **политика** – a policy aimed at providing facilities and substantial price reductions
- **внеш/торгО/кредит** (noun) – credit for foreign trade operations
- **вне/плановО/реинвестиция** (noun) – a reinvestment outside the plan

New words can be formed in Russian also using the abbreviation of a word and its annexation to another autosemantic word used in oblique cases (genitive or instrumental):

- зав- (de la *заведующий*) + Instrumental
- example: *завофисом* – Head of Department
- зам- (de la *заместитель* кого?) + Genitive
- example: *замменеджера* – Deputy Director
- спец- (de la *специальный*) + Nominative
- example: *спецкурс, спецмиттинг, спецсаммит*

Compound adjectives are a special category in contemporary Russian and have a neologistic element and the prefixes:

- ультра-, супер-, интер- :*
- *ультравысокорейтинговый*
 - *ультратопбизнес*
 - *супермногобрендовый*
 - *интерваучеризация*

5. Abbreviated compounds

Abbreviated compounds hold a special place in contemporary Russian and they are mostly nouns which refer to institutions, enterprises, social and political organizations, economic terms etc. and consist of one or more abbreviated words. Their spelling and articulation are closely related to their formation (i.e. abbreviation) of the elements which have entered into combination:

- compounding initial letters (sounds): НДС
(налог надобавленную стоимость) - (VAT), ВВП
(валовой внутренний продукт) - (GDP), ООН
(организация объединенных наций) - (UN);
- compounding the initial syllables of words from a phrase:
горком, внешторг, госбанк, торгпредство;
- compounding from abbreviations combined with whole words:
госкредит, госбюджет, госдивиденты.

These few assessments regarding the concept of compound words, the classification of compound terms, compounding using liaison vowels are the result of a thorough analysis of a rich collection of Russian commercial terms, performed on three specialized dictionaries but mostly based on the material provided by the trade magazine *The Businessman*, [16:2-3].

6. Conclusions

The general conclusions regarding the category of compound words from Russian commercial terminology (with a borrowed component) as a result of this study are:

- After derivation using suffixes, compounding is the most important process of forming new commercial terms. Some compound adjectives have been formed from compound nouns which in turn have been formed through derivation with suffixes (sometimes also with prefixes).
- Depending on the particularity of lexical units and components, compound words can be grouped into three broad categories [3:7-8]:

1. Compound words consisting of whole words which exist independently in the language:

- **nouns:** *автолобби, консалтингкомпания, трансферагент, экспорт-менеджер, филиал-компания* etc.
- **adjectives:** *нынешнеистеблишментовский, взаимопозиционный, , кредитно-финансовый, финанслизинговый* etc.
- **verbs:** *преваучеризировать (всю страну), планоинвестировать, товароликвидировать, внешнемаркетинговать* etc.

2. Compound words formed from compound elements without an independent functionality in Russian and combined either with each other (*аутсайдеры, шоптуры, топхаусы, дачаусы*) or with independently existing words (*маркетолог, бартеровец, аутсорсинг*).

3. Compound words formed only by word abbreviations:

ДВО (pronounced дэвэо) - *дальневосточная область* = region from the Far East;

ЕПО (pronounced эпо) – *единоепотребительноеобщество* = throwaway society; НДС (pronounced эндээс) -

Налогнадобавленнуюстоимость = VAT; ВВП (pronounced вэввпэ) - *Валовойвнутреннийпродукт* = GDP etc.

The high percentage of international terms and neologicistic compound elements found in the commercial lexicon emphasizes the tendency to systematizing that occurs within this terminological microsystem.

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