

NEOLOGISMS IN MODERN BUSINESS ENGLISH

Lexics being the most changing part of the language reacts very keenly to all social, cultural, political and other changes which take place in the life of people. It happens so because the word is “the mirror of our life”. Vocabulary enriches thanks to the emergence of neologisms, i.e. absolutely new lexical units for every historic period. These new words denote new facts, new objects or notions. Such words are not in the active vocabulary and can be not understandable causing difficulties for communication and for translation.

English language as many other languages is in the constant movement. Nowadays English survives “neological boom”. A great amount of new words and the necessity to describe them have caused the creation of a specific branch of lexicology – neology – the science about neologisms.

Business is in the centre of the intercultural communication of XX – XXI c. that is why a lot of neologisms appear in this sphere of people’s life.

The aim of this research is to study newest neologisms in the modern business English and to determine the most popular ways of their formation.

More than 400 neologisms have been analyzed in this research. The literature used: electronic address www.wordspy.com, the vocabulary of English neologisms.

According to this research it is possible to make the following conclusion:

1. most of the new lexical units are nouns, because the vocabulary growth happens due to new names of objects and facts;
2. people’s form of activity and the personal individualization on the basis of inner characteristics as a rule forms the basis of new names;
3. verb phrases can be found much rare. Usually they form phraseological units;
4. word addition is the most popular way of neologism formation: more than a third of new words is compound words in modern business English. Among them the

most popular are compound words consisting of two nouns or a noun plus an adjective;

5. affix units make 24% of all new words. Prefixes de- (means reverse process), e- (can be found in e-commerce) are the most productive prefixes –ism and –er (means actor) are the most productive suffixes;

6. abbreviations and euphemisms are also very common ways of word formation in recent years;

7. sound similarity is the well known way of neologism formation for the sphere of business and commerce where the main aim is to attract new customers and investors.

Neologisms are interesting for both ordinary people and scientists. It is connected with the development of our society, emergence of new objects and facts, for which we need new names. Such researches are very useful to study and to analyze. The results of this research can be used for conducting different studies in lexicology and neology.

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BODY LANGUAGE IN BUSINESS

Communication through body language has been going on for over a million years but has only been scientifically studied to any extent since the end of the twentieth century. Body language is finally being discovered by people throughout the world and is now a part of formal education and business training everywhere.

Let's pay attention to the main secrets of attractive body language which lead to success.

- Everything starts from a smile. Smiling at the appropriate time produces a positive response that gives more successful outcomes of negotiations. When you give it to someone, no doubt it will be returned. You will probably ask how to distinguish between a real smile and a fake one. A liar's smile comes more quickly