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SEMANTIC VARIABILITY OF EQUIVALENT TERMINOLOGICAL SYSTEMS (ENGLISH, RUSSIAN, TURKMEN)

СЕМАНТИЧЕСКАЯ ВАРИАТИВНОСТЬ ЭКВИВАЛЕНТНЫХ ТЕРМИНОСИСТЕМ (НА МАТЕРИАЛЕ ЭКОНОМИЧЕСКИХ ТЕРМИНОВ АНГЛИЙСКОГО, РУССКОГО И ТУРКМЕНСКОГО ЯЗЫКОВ)

Global competition and global cooperation imply global communication. Rapid technological development in general and the growth of completely new fields and industries in particular, has led to shorter and shorter innovation cycles and to an exponential growth in knowledge and the need for its rapid and effective communication. A large majority of documents today are designed for specialist communication, 30-80% of which is composed of terminology. Terminology is the study of terms and their use. Terms are words or expressions that in specific contexts are given specific meanings. The term is a language sign that represents the scientific concept of a special, professional branch of knowledge.

The main semantic feature of terms is that within the scope of application they are monosemous, unlike the words of general vocabulary, which are often vague and have emotional coloring. The unambiguity of the terms' meaning is dictated by their basic language function – to provide effective and accurate communication within the framework of a certain profession, allowing a minimum of discrepancies and misunderstandings.

This is also true for economic discourse, as the globalization of economic processes necessitates the existence of equivalent systems in the economic terminology of different languages; otherwise, inter-lingual communication among businessmen would be impossible or significantly hampered. For equivalence stands similarity between word or expression in one language and its translation in another.

At the same time semantic analysis of the terms shows the absence of complete definitions equivalence of economic terms.

In this study, we aim to identify the degree of semantic identity of equivalent economic terms (in Russian, English, Turkmen) on the material of the dictionaries of economic terms, and also to determine the nature and pattern of differences in their semantics.

In Russian dictionary of economic terms *cost* is the monetary estimate of the value of material, labor, financial and other type of resources for the production and sale

of products for certain period of time. In English in its turn it is the amount of money that you need to buy or do something. While in Turkmen the definition of *cost* is the amount of money which is spent for living. As we see in Russian *cost* is more likely related to the value of the products. However, in English and Turkmen the term *cost* is about an amount that has to be paid or spent to buy or obtain something for living.

In Russian *sell* is to give somebody something in exchange for money or other valuables. Whereas in English *sell* is to give something to someone, if this person gives you money back, also *sell* is to offer something for people to buy. In Turkmen it is to give something to somebody for a specific amount of money. In English the definition of *sell* "to offer something for people" is true only for this language, in the definitions of other two languages this accent is absent. The stage of transferring the property is important in Russian, while in English the stage of selling and offering the product is important, the definition also is given from the seller's point of view.

In Russian *buy* is to get something into property, exchanging it for money or other valuables. While in English it is to get something by paying money for it. In Turkmen it is when people getting something by paying a specific amount of money. In Russian *sell* and *buy* is a process of exchanging something for money or other valuables. So, it is considered as an act or process of substituting one thing for another, while in English definition it is to get/give money to someone for something. In Turkmen the definitions of *sell* and *buy* are when someone gives/gets something by paying back a clear and exact amount of money.

Tip is the amount of money voluntarily given to the service staff of hotels, catering establishments, hairdressers, taxi drivers, etc., over the account balance – "for tea" in Russian. In English it is an extra amount of money given to service staff to thank them. In Turkmen it is amount of amount you give to the service staff, in case you like the service provided. So, in Russian definition of *tip* is to give extra money voluntarily for named professions below, in English to thank the service staff, and in Turkmen *tip* is given when the service provided is liked. As we see in Russian and Turkmen the attitude towards *tip* is more addressed inside of the person, while in English it is addressed outside.

After analyzing the definitions of seven economic terms we have come to the following conclusions. The definitions in general have similar idea in three languages. However, there are many details that are relevant for one language, and for others are not. In general, Russian definitions of terms are more formal in comparison with English and Turkmen. The definitions in these languages are given in more plain language.

Minimum equivalency in definitions can be seen in the notions that have to be unambiguous and devoid of any expression. The explanation is lying in the cultural differences of the nations who speak these three languages: Russian, English, Turkmen.