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REGULAR STRUCTURAL PATTERNS IN BUSINESS TERMINOLOGY-PHRASEOLOGY

The paper is devoted to the study of 'The New Penguin Business Dictionary' with the view of seeking out regular structural patterns in the sphere of Business English terminology having a transferred meaning, id est, in the sphere of terminological phraseology.

Key words: business terminology; phraseological unit; component; structural patterns; semantic transfer in components.

234

ОБЫЧНЫЕ СТРУКТУРНЫЕ МОДЕЛИ
В ДЕЛОВОЙ ТЕРМИНОФРАЗЕОЛОГИИ

Статья посвящена изучению словаря «The New Penguin Business Dictionary» и поиску регулярных структурных моделей в сфере терминологии делового английского языка с переносным значением, т. е. в сфере терминологической фразеологии

Ключевые слова: бизнес-терминология; фразеологизм; составная часть; структурные модели; семантический перенос в компонентах

The paper is **aimed at** seeking out a set of regular structural patterns in business terms of phraseological nature. The **material** of our research is the entries of substantive terms in 'The New Penguin Business Dictionary' [1]. The research is based on A. V. Kunin's phraseological conception and his **method** of phraseological identification [2].

The result of the structural analysis consists in that it finds out the following seven regular patterns in the field of Business English phraseological terminology:

Pattern 1. N + N, embracing 48.9 % of the BE-terms under study: *anchor store* – major retail outlet that serves as a magnet for shoppers [1, p. 10]; *bear market* – a period during which prices in a financial market are going down and a lot of people are selling shares [1, p. 31]; *expansion path* – a graphical depiction of the optimal combination of some item, as the scale of output is expanded [1, p. 128]; *recovery stocks* – shares in companies which have suffered a re-rating downwards and which are now recommended in the hope or expectation that they will recover [1, p. 310];

Pattern 2. Adj + **N,** embracing 21.8 % of the BE-terms under study: *fiscal policy* – government management of its spending and taxation decisions [1, p. 138]; *global bond* – a fixed-interest security issued simultaneously in the US, Europe and Asia [1, p. 149]; *horizontal integration* – the combination of firms operating in the same industry at the same stage of the production-distribution channel [1, p. 157];

Pattern 3. Prtc2 + **N,** embracing 8.7 % of the BE-terms under study: *evoked set* – the special group of brands which a consumer actively considers and sees as acceptable options in a given product category [1, p. 125]; *funded debt* – generally, short-term debt that has been converted into long-term debt [1, p. 143]; *weighted average* – an average calculated by assigning weights to each reflect their relative importance [1, p. 385];

Pattern 4. Prtc1 + **N,** embracing 7.2 % of the BE-terms under study: *accepting house* – an institution specializing in accepting or guaranteeing [1, p. 2]; *clearing bank* – a member of the London bankers' clearing house [1, p. 59]; *floating capital* – capital invested not in fixed assets (e. g. such as buildings) but in work in progress, wages paid [1, p. 139];

Pattern 5. N + N + N, embracing 7.2 % of the BE-terms under study: *equity pair trade* – the adopting of offsetting positions in the equity of a company in different markets where there are small differences in the price of the stock

[1, p. 121]; *fault tree analysis* – a particular technique for analyzing production and operational failures [1, p. 134]; *pyramid investment scheme* – an investment in which generous returns are paid to one set of investors, financed by the deposits of a later set of investition [1, p. 300];

Pattern 6. Adj + N + N, embracing 5.8 % of the BE-terms under study: *blue chip issue* – shares in leading quoted companies that can be easily bought and sold without influencing their price [1, p. 34]; *foreign exchange market* – the exchanging currencies through purchase and sale [1, p. 141]; *final salary scheme* – an alternative term for an occupational pension scheme in which pension benefits are established not with reference to how much a person has contributed to the scheme, but to his salary on leaving the scheme [1, p. 135];

Pattern 7. Adj + Ger, embracing 5.8 % of the BE-terms under study: *full listing* (UK) – the inclusion of a company in the Official List of the London Stock Exchange [1, p. 143]; *financial accounting* – the process of operating the profit and loss account and balance sheet for an enterprise, usually on an annual or 6-monthly basis [1, p. 135]; *hot desking* – the sharing of office space [1, p. 157].

Conclusions. The most regular structural patterns **are as follows:**

1) **N + N,** embracing 48.9 % of the BE-terms under study;

2) **Adj + N,** embracing 21.8 % of the BE-terms under study.

Research **perspectives** are seen in the study of semantic value of components and their contribution to the meaning of the term.

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