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WORD-FORMING ACTIVITY OF NEW ECONOMIC TERMINOLOGY ON THE BASIS OF MODERN MEDIA

The paper is devoted to the description of word-forming potential and syntactic compatibility of new borrowed terms in the economic terminology of the Russian language based on the material of modern printed media. The results of the investigation show that in a new language environment economic terms display a certain word-forming activity expressed in the ability to form new words by various productive ways of word formation.

Key words: word formation, affixation, suffixes, prefixes, a morphological way of word formation, a lexical-and-semantic way of word formation, metaphorical transfer.

This article focuses on word formation as a productive morphological and lexico-semantic ways of forming words and their ability of co-classification of certain semantic group of words with the corresponding area of knowledge and activity. This paper is devoted to lexical terminology processes, especially derivational adaptation of economic terms, in the area of specialized vocabulary. If special vocabulary means the totality of lexical structures, except for nationwide and literary, used in specialized fields of human activity (in this case - economics), then the term "special language" and "terminological vocabulary" in our work can be considered synonymous, although it should be said that in the literary sense of the term "special language", it seems quite broad and includes the proper terminology. According to M.A. Levina, "a special terminology is a source of replenishment of the vocabulary of general use language, but, in turn, enriched by the words of the common language, which receive a special meaning, not peculiar to them in general use".

The relevance of the study of this work is conditioned by both extra-linguistic and linguistic factors. New economic and social development has prompted Russia to the development and deepening of international contacts, to strengthen the multilateral cooperation of people, which led to the need to improve the processing and transmission of information, harmonization of certain areas of knowledge, particularly economics about what in due time V.I. Vernadsky prophetically spoke [1]. This led us to choose as a topic of research problem of word formation activity of the new economic terminology in modern media (the media) to explore and describe new trends of their use, and functional characteristics as the specifics of the modern era in the life of Russian society cannot be reflected in the language, in its lexico-semantic system.

By word formation activity in this paper we mean the ability of a particular system of word formation, such as derivation, forming of new words, as well as the use of a new word in a particular aspect or communication situation. Choice of the media is due, especially, to the fact that currently, they are the main "supplier" of new vocabulary. Modern media tend to be the supply line of all the processes that take place in the Russian Language, including word-formation. Moreover it is the newspaper, which dramatically changed its appearance and direction, stimulated these processes.

Literary novelty can be defined as unexplored reservoir of the Russian language, the lack of comprehensive studies of functional features, including word-formation models and ways of economic terminology in recent years. A detailed examination of the role of background knowledge of positions and presuppositions, contextual dependence of neoplasms in line with pragmalinguistics make us see both contextual conditions influence the fate of new words. We were interested in the overall picture, which enables us to see the use of newly borrowed words in the native Russian Language. The novelty of this research is that it is based on a multi-faceted new study of borrowed vocabulary in the field of economics, and it is constructed as a description of the new trends in the functioning of foreign language neologisms in contemporary Russian journalism. And the special importance attached to the work of illustrative material research.

The research was carried out on contemporary material, the sources of which are highly specialized dictionaries and the media. The range of terms analyzed in the work is based on the following sources:

1) The current edition of dictionaries and reference books on the vocabulary of a market economy, and 2) a wide range of media (newspapers, magazines, economic periodicals "Kommersant", "Profile", "Company", "Arguments and Facts" , "Money", "Financial news", "Expert", "Economy", as well as Internet sources, such as: [http // www.businesspress.ru](http://www.businesspress.ru), <http://businessman.ru/>, [http://www.kommersant.ru /](http://www.kommersant.ru/), <http://www.rbc.ru/> and others).

We have been interested in this problem for 5 years. General familiarity with the problem started in the Master of Arts Thesis, "Peculiarities of the English Language borrowed economic terms in the Russian Language against Serbian counterparts." About 1470 lexical items, which cover phonetic, morphological and semantic aspects were analysed.

The study of the terminology of modern Russian Language requires not only consideration of the actual terms and their functions, but also analyzing how they are coined. Terminology formation is a self-organized system, which is characterized by a number of principles such as integrity, hierarchy, presence of constituent elements, set of connections and relationships between them. This discipline studies all aspects of derivation of (word formation), function, structure and classification of derivatives and complex terms. It should be noted that in the linguistic designation of the area under consideration, the term "terminology formation" is not synonymous with the term "word formation".

On the example of economic terminology, terms are formed with suffixes and prefixes and active models.

Currently, word formation as a branch of Modern Russian Language is studied quite extensively. In the entire history of word formation scientists made several attempts to classify the basic mechanisms of word formation. The research was carried out by G.O. Winokurs, M.N. Volodin, E.Vyuster, A.S. Gerd, B.N. Golovin, S.V. Grinev, V.P. Danilenko, V.M. Leichik, D.S. Lotte, G.P. Milnikov, V.F. Novodranova, A.A. Reformatsky, G.Rondo, A.V. Superanskaya. V.A. Tatarinov, L.B. Tkachev, H.Felber and others. Analysis of this study led to the release of the most detailed classification methods of Russian terminology formation, characterized by the following methods:

- 1) semantic (use of word or phrase as a term commonly understood to give it a new meaning that is a semantic change of words (its expansion or contraction);
- 2) morphological (creation of a new term by affixation, complex word formation);
- 3) syntax (the formation of terminological expressions);
- 4) borrowing of words and phrases: a) from the vernacular language and other terminological b) from other languages, especially if the language units are internationally recognized;

5) acronyms - even though they "serve only as a conditional notation of an object or phenomenon, it can enforce the main functions of the term" [2, p. 16], and semantic change of words (its expansion or contraction).

The objective of this paper is to review the most recent active modes of formation of economic terminology, including affixing and metaphorical carrying over.

New economic terms, as it is reflected in the press, illustrate all of the features of the two main ways of Russian word production: morphological and semantic. For example, one of the performance-state methods of formation of new terms is compounding when new words arise from the expressions. And most of these tokens emerge by merging already firmly entrenched words in the language, each of which can be both genuine Russian and borrowed. Sometimes a new meaning formed in stable contexts is then singled out as a phrase and assigned to the word itself. Thus, constant or frequent use of the word in certain combinations, certain speech contexts may also affect its value. For example, in professional and everyday economic sphere of activity there are nouns, which explicitly include the term loan: loan: **кредит «Доверие» - до 2 млн.руб.** - "Confidence" loan up to 2 million rubles, **кредит «Бизнес-Оборот»**- "Business turnover," loan, **кредит «Бизнес-Инвест»** - "Business-Invest" loan, **кредит «Бизнес-Авто»** - "Business Car" loan, **кредит «Бизнес-Актив»** - "business assets" loan, **кредит «Бизнес-Недвижимость»** - "business property." –loan. The following examples are cited for the sake of clarity:

«Для бизнеса нужен автомобиль или микроавтобус – выручает кредит «Бизнес-Авто.» (АиФ, № 43, 2011) - "A car or a van is needed for business - loan credit" Business car. (AIF, № 43, 2011)

« Новое и поддержанное оборудование (производственное, ремонтное, холодильное, медицинское, типографское и т. д.) можно приобрести с помощью кредита «Бизнес-Актив» [ibid] - "New and used equipment (production, repair, refrigeration, medical supplies, printing, etc.) can be purchased with credit" business asset " [ibid].

«Достаточно оформить кредит «Бизнес-Оборот», и можно приобрести сырье и полуфабрикаты для производства, пополнить товарные запасы, осуществить текущие расходы на бизнес и сформировать гарантийные взносы на участие в тендерах» [ibid] - "Suffice it to get credit" Business turnover, "and you can buy raw materials and semi-finished products, replenish inventory, operating costs to implement the business and generate profit margin calls for participation in tenders" [ibid].

«С помощью кредита «Бизнес-Инвест» можно модернизировать производство, отремонтировать помещения и оборудование или начать капитальное строительство» [ibid] - "With the help of a loan" Business-Invest "one can modernize production, carry out repair works in the factory and equipment or start a major construction" [ibid].

«Негде разместить оборудование? Приобретайте недвижимость! Самые разные помещения (офисные и складские), торговые площади и земельные участки можно купить на соответствующий кредит «Бизнес-Недвижимость.» (АиФ, № 43, 2011)

"No space for equipment? Purchase real estate! A variety of premises (offices and warehouses), retail and land can be acquired with the appropriate credit "business property." (AIF, № 43, 2011)

«Ваша фирма подписала государственный контракт, но вам не хватает оборотных средств для выполнения обязательств? Для таких случаев Сбербанк предусмотрел кредит «Госзаказ» (Там же) - "Your company has signed a government contract, but you do not have enough working capital to meet obligations? For such cases, Sberbank has provided a loan to "state order" [ibid].

In this context, the word "credit" acquires characteristics of analytical adjective.

It is easy to notice that combinations of words are closely related not only to the syntagmatics, but also paradigms of words, since it has influence on the kind of combinations of

words, that is contributes to the development of the lexical valency. A special place in this process is the compatibility of components in terms of the composite forming potential of scientific terminology skills. Many terms and professional nominations emerged on the basis of commonly used ambiguous words, therefore, their compatibility is an essential feature of a special terminological differentiation value. A.G. Khodakova treats terminological polysemy as "different denotations of the term relating to one or more related areas of knowledge which reflect the logical and meaningful relationships of general cognitive concept signs in that (those) area(s) of knowledge [4, p. 121]. For example, the term *деньги* – (money) matters - a special commodity, dedicated and secured historically, which serves as the universal equivalent in exchange of products, goods and services, which is expressed through the value of all other commodities [3, p. 172]. It forms a number of terms: *деньги безналичные* – (*non-cash* money), *деньги бумажные* – (*paper* money), *деньги кредитные* – (*credit* money), *деньги чековые* – (*voucher* money), *деньги пластиковые* – (*plastic* money), etc. Professional terminologies also form a series of attribute nominations: *деньги «горячие»* - ("hot" money), *деньги «дешевые»* ("cheap" money), «*деньги короткие*» - ("short" money), «*деньги очень короткие*» - ("very short" money), *деньги «длинные»* - ("long" money), *деньги «дорогие»* - ("expensive" money), *деньги «грязные»* - ("dirty" money), «*деньги серые*» - ("grey" money"), «*деньги параллельные*» - ("parallel money"), etc.

In both the first and second rows of nominations word collocation performs the function of change in meaning, as a means of establishing the values of differentiation, while at the same time the word determines its compatibility realized in concrete structures.

Words under review are new words usually formed in the traditional ways (affixation, addition, universality, abbreviation), and (with few exceptions) are traditional models of word derivation. However, these models are to varying degrees, productive, semantic and structural modifications that may be indicative of their evolution.

Analysis of the collected data led to the conclusion that the formation of new economic terms in the Russian Language is the most productive morphological method. Productive morphological method of forming economic terminology of modern Russian Language is affixation - word derivation method by which new words are created "by the process of fitting formative affixes, that is, prefixes and suffixes to the roots of the various parts of speech" [4, p. 13]. The difference between them consists not only in their place in the word, but also in changes by which the prefix and the suffix of the word can create a new word making a new part of speech. In word formation, one can distinguish affixation, suffixation and prefixation.

A significant part of neoplasm economic terms are nouns formed by suffixation. By the term suffix (from the Latin. Suffixus - attached) we means affixed morpheme is attached to the position after the root of the word. The most current social activities are coined by the help of the suffix: -ник (*банк-участник* –(*bank party*), *посредник* – (*intermediary*), *контрактник* – (*contractor*), *льготник* – (*beneficiary*), *рыночник* – (*market economist*), -щик, -чик, -льщик (*пиарщик* – (*Public Relation Officer*), *креативщик* - (*creator*), *оценщик (недвижимости)* – (*valuer-real estate*), *трамбовщик* – (*rammer*), *фискальщик* – (*tax inspector*), *закупщик* – (*purchasing agent*), *застройщик* – (*developer*), *кодировщик* – (*coder*), *плательщик* – (*payer*), *табельщик* – (*time-keeper*), *маркировщик* – (*marker*), *пайщик* – (*shareholder*), *сметчик* – (*quantity surveyor*), *приемщик* – (*receiving clerk*), *распратчик* –(*embezzler*), *весовщик* – (*weigher*), *таксировщик* – (*price fixer*), *дольщик* – (*shareholder*)), -ец (*переселенец* – (*boomer*), *управленец* – (*manager*), *делец* – (*businessman*), -ист (*финансист* – (*financier*), *секретарь-ресепшионист* – (*secretary-receptionist*), *стендист* – (*stand staff*), *аукционист* – (*auctioneer*), *аферист* – (*swindler*), *галерист* – (*gallery owner*)), -ла ((*«меняла»* - *moneychanger*, «*зазывала*» - *baker*, «*воротила*» - *tycoon*, «*кидала*» - *bunko artist*), -вед/вод (*товаровед* - *commodity expert*, *счетовед* - *invoice issuer*), -лог ((*маркетолог* - *market specialist*), -тель (*лизингодатель* -

lessor, лизингополучатель - lessee), -ун («летун» - "flyer", «несун» - "pilferers"), -ик (*аналитик - analyst, логистик - estate officer, биржевик - stockbroker, налоговый - tax officer* - , *экономист-информатик - economist and computer scientist, теневик - semi-legal business owner*), titles of people in relation to what they do. For example, the word *банкротщик - bankrotschik* formed from the borrowed word *банкрот - bankrupt*, which is codified in Russian dictionaries, while *банкротщик - bankrotschik* is not yet codified. In the semantics of innovation *банкротщик - bankrotschik* (bankruptcy specialist) has a negative background connotation.

«Еще в 1991 г. будущий главный банкротщик страны возглавлял исследовательский центр «Соупекс.» (Огонек, 1998). - "Back in 1991, the future банкротщик - *bankrotschik* head of the country was labelled Research Center" Soupeks. "(Spark «Ogonek», 1998).

The fact that propelled these designations can be illustrated with the following examples of the print and online editions of newspapers.

«*Банковские технологии. Фондовики помогут строителям законодательно.*» (Финансовые известия. – 22.12 2004); - "*Banking Technology. Фондовики - Fondoviki lawfully helps builders.*" (Financial News. - 22.12 2004);

«У налоговиков нет единой базы или реестра всех зарегистрированных предприятий. А если такая и появится, как говорит председатель Московской регистрационной палаты Игорь Александров, нет уверенности в том, что фискальщики будут охотно делиться информацией о том или ином предприятии.» ([http // www.businesspress.ru](http://www.businesspress.ru)).

"Tax experts do not have a single tax base or registry of all registered businesses. And if such appears, says the head of the Moscow Chamber of Registration Igor Alexandrov, there is no assurance that фискальщики - *fiskalschiki* will gladly share information about a particular company »([Http // www.businesspress.ru](http://www.businesspress.ru)).

During our analysis, we highlighted suffixes used to form adjectives and participles:

-овый (*франчайзинговый - franchising; кейтеринговый - catering; реинжиниринговый - re-engineering; рекрутинговый - recruiting; аутсорсинговый - outsourcing, etc*): -нный (*софттизированный (softizirovanny), капитализированный - capitalizing, etc*): -ованный (*брендованный -branding, кредитованный -crediting, etc*): -ский (*провайдерский - the services of a provider, девелоперский - real estate development, логистический - logistics, промоутерский - promoter, инсайдерский - insider, etc*);

- suffixes used for forming verbs / verbal terms: - izirovat (*софттизировать - softizirovat, ротировать - rotate, etc*.)

In the group of terms formed with suffixes are also found nouns ending with -ство (*брокерство - brokerage, дилерство - dealing, аудиторство - auditing, etc*), as well as nouns expressing processes with the suffix -ирование (*кроссирование - crossing, рефинансирование - refinancing, хеджирование - hedging, эмитирование - emitting*). These nouns are expressed in English Language with -ing.

It should be noted that some of the nouns with the suffixes are not fixed in special dictionaries that characterize a person as belonging to a particular industry in the economy (gas producers, transporters, glazier, game-bowel, etc.) are almost universal in its use in various fields of communication . They operate equally well in speech,-While the official and popular business press, and even part of the nomenclature designations of some organizations, such as: «*Национальная ассоциация игрушечников России (НАИР)*» - «Russian National Toy Association (NAIR)», «*Ассоциация газовиков-строителей*» - "Gas Industry Association-builders".

In the language of economics, new words formed by removing the suffix: *федерал* (федеральный уровень) - Federal (Federal Level); *опт* - wholesale, *зелень* (доллары); green (dollars); *нелегал* (нелегальный бизнес) - illegal (non-legal business); *нал* (наличные деньги) -

cash (cash); *безнал* – clearing; *виртуал* (виртуальный магазин) - Virtual (online store); *евро* - euro.

This derivational model enters the vernacular words, though often at the level of colloquialism. "It is quite clear that not once, but very soon prices will follow the trend of the Euro". (Kommersant, 11/10/08).

Another way affixation derivation we noted is not very typical for the formation of economic terms. By prefixation, morphemes are prefixed to the root of words and this changes the lexical meaning of the word, but in most cases "will not affect its belongingness to its original lexical and grammatical class" [5, p. 123].

Under prefixing, the following types of prefixes are identified: de- ((*деприватизация* - deprivatization, *декапитализация* - decapitalization): суб-, контр-/контро-, де-, дез-, ре-, пост- (*сублизинг* - subleasing, *контрмаркетинг* - contre-marketing, *дезинвестиция* - disinvestment, *реинжиниринг* - re-engineering, *постаудит* - post-auditing). The most dominant prefixing is the method of forming contradictory antonym pairs: де/ре-, гипо/гипер-, про/контр- (*рекапитализация* - recapitalization, *реакцептация* - re-acceptance, *редисконтирование* - rediscounting, *реимпорт* - re-importing, *реинжиниринг* - re-engineering, *ревальвация* - revaluation, etc.; *деинвестирование* - disinvestment, *деиндустриализация* - deindustrialization, *деквалификация* - deskilling, *декомпозиция* (метод теории управления) - decomposure (method of administration), *деконцентрация* (производства) - deconcentration (production), *демаркетинг* - demarketing, *демонетизация* (утрата благородными металлами денежных функций) - demonetization (loss of precious metal monetary functions), *деприватизация* - deprivatization, *дерегуляризация* - deregulation, etc.); транс- (*транзакция* - transaction, etc.)

In general, there is no gainsaying the fact that these phenomena cannot be described as pure prefixing, as they have entered the language as borrowed words. These prefixes are however, international in nature, and so stand out glaringly in Russian Language.

Analysis of the collected data makes it possible for us to group prefixes on the basis of their morphological properties as follows:

a) prefixes used in the formation of adjectives: без- (*безакцептный* - without acceptance (payment), *безвалютный* – currency-free, *безрисковый* – risk-free, *безденежный* – non-monetary(credit), *бездокументарные* – undocumented (ценные бумаги - securities), *безубыточный* – breakeven (cost-effective), *безналичный* – non-cash (расчет - settlement - transfer) and others;

b) prefixes used to form verbal terminologies; про- (*профинансировать* – to finance, *проинвестировать* – to reinvest and others.); пере- (*перекредитовать* – to be loaned up (реструктурировать задолженность – to restructure debt); *перепозиционировать* – to reposition (сменить имидж продукта – to change the image of a product);

c) a confix used in forming adjectival terminologies: под-...-ный (*подотчетный* - accountable, *подакцизный* – excisable and others.)

In word formation system of the Russian Language, as it well known, there is active development suffixoids, a characteristic which promotes the emergence of a range of new words: евро-(Euro-), транс-(trans-), сверх-(super-), мега-(mega), гипер-(hyper-), мульти-(multi-), медиа-(media-) and others in modern terminologies (*мегабизнес* - megabusiness, *гипермаркет* - hypermarket, *мультивклад* - multivklad, *медиа-стратегия* – media-strategy, *медиа-брендинг* – media-branding, *медиа-баинг* – media-buying, *медиа-байер/медиа-баер* – media-buyer, *евробизнес* – Euro-business, *еврорынок* – Euro-market, *европартнер* – Euro-partner, *евродепозит* – Euro-deposit, *евровалюта* – Euro-currency). For example:

«У компании, планирующей рекламную активность, всегда есть выбор -работать со СМИ напрямую или же привлечь медиа-баера»
<http://www.sostav.ua/news/2011/02/17/9/38212/> - "The company, which is planning an

advertising activity always has a choice: work with the media directly or attract a media-buyer.»
<http://www.sostav.ua/news/2011/02/17/9/38212/>

Евробумаги — ценные бумаги, выпущенные Единым европейским банком — «Управляющий директор департамента инвестиционно-банковских услуг Росбанка Антон Пак по достоинству оценил новый метод секьюритизации автокредитов под выпуск евробумаг «Союза» (Коммерсантъ, 14.07.05) - «Euronotes - securities issued by the Single European bank - Managing Director of Investment Banking Rosbank Anton Pak appreciated a new method for manufacturing auto loan securitization Euronotes «Union» (Kommersant 14/07/05).

The studies of the morphological characteristics of the economic terms in relation to the suffixes and prefixes testify to the support lent to process of formation of new terms with suffixes and smaller - prefixes, and various language changes to this terminological talk about its future development.

In addition to the morphological method, lexico-semantic way of terminology formation is also of significant importance. This method includes a wide range of semantic transformations, namely various types of transfers (metaphorical, metonymic), and semantic change of words (its expansion or contraction). Linguists, who study this complex process, noted its strengths and weaknesses. Its description requires further studies. In this article, we call attention to only some characteristics of metaphorical transfer.

As it is known, metaphorical transfer refers to "the name of an object or event is transferred to another object or phenomenon on the basis of their similarities" [6, p. 94]. Metaphorical term formation includes: 1) A comparison of the special concept of words known as the concept is generally known. Mapping can occur on one or more grounds, both essential and non-essential for a special concept [7, p. 42]. Sources of metaphors for conceptualizing reality, according to some scientists, are selected on the basis of the objective nature of the spatial representation of the possibility and extent of the realities in the broad consciousness (life, nature, sports, theater, etc.), which are words or phrases with structures of metaphors borrowed from the regions and areas that most professionals are familiar with. This fact is very important, as the reference to these areas is in itself capable of creating certain valuation effect, which is characteristic of metaphors. For example:

«Ножницы цен» - "Price scissors" - effect in which the price of the end product is cheaper than the cost of the raw materials: "In the long term accumulated effect of" price scissors ": the products of processing industries, by definition, cannot be cheaper than the raw materials, of which it is made" (ME № 7, 2005, p.9).

«Вилка процентных ставок» - "Fork in interest rates" - the interest rate for individuals between the different types of deposits, "singled out" Alfa-Bank "immediately begins work with large initial payment and exposing relatively a narrow fork interest rates" (VD, № 118-119, 01/06/06).

Economic concepts are often represented by anthropocentric metaphorical model: man-economics, etc. Here are some examples:

«Рынок ленивый» - "The market is lazy" - a situation in the market, with virtually no trade-transfer model for the man-economy, where detected predicative metaphor, which implies the concept of lazy people. Through the metaphor of the ability of the market place associated with the psychological state of a person - lazy. This metaphor shows that the market is not working at the moment. This feature becomes the target of the metaphor.

«Брокер слепой» - "Broker of the blind" - agent working on their behalf and not to reveal the names of their clients. This procedure is common, but in the federal funds market and features EuroDeposit not apply.

As economic concepts, through metaphors, represent models based on the symbols of historical facts, traditions, etc. Let us enumerate the main vocabulary involved in the metaphorical formation of economic terms:

1) The names of animals (insects), for example:

«Гордые львы» - «Proud Lions» - large enterprises with high growth scales of activity, but at the same time with a low level of diversification of production.

«Хромая утка» - «Lame duck» - a company in dire financial straits, fix that may, in particular, the reorganization of states.

«Жирный кот» - "Fat Cat" - the financial firm which receives extremely high profits by financing risky operations.

«Дойная корова» - "Cash Cow" - used in foreign literature code name products, companies, generating a constant, steady income, providing virtually endless flow of profits.

«Колл-спред «быков» "Call Spread" bull "- a combination of buying a call option with a higher internal cost and selling a call option cheaper with the same deadline.

«Золотые жуки» - "Gold bugs" - gold dealers, the largest holder of the yellow metal, etc.

2) The names of fictional creatures, such as:

«Ангел» - "Angel" - wealthy people invest their own money in the beginning on or expanding business.

«Банковский рай» - "The banking paradise" - economic zone (or country) in which the tax or currency legislation on banking is rather flexible or exceedingly liberal (eg, Switzerland, Luxembourg, Panama).

«Рай налоговый» - "Paradise Tax" - a state in which the transfer of capital to decrease the amount of tax paid.

«Привидение, признак, дух, мертвые души» - "Ghost, a sign of the spirit of the dead souls" - a person registered as a worker, but in fact does not work or pay taxes. For example:

«Мертвые души» - "Dead Souls" exist. Know this is not all, but many realize. And in almost every company can find their traces, traces those divisible number in the list of wage earners, but actually does not take nick-who participate in the production, or simply does not work in this organization. Why the company needed "dead souls", "snowdrop"? "(Promyshlennik. 12/10/2005)

3) names of persons that originally were not part of the economic activities, such as:

«Клоун» - "Clown" - the client (in the tourism business), often changing their plans and pre-orders.

It should be noted that the scope of metaphor in terms of formation, is not limited to the new examples. So, the aim of our work is to show that the process of metaphorical transfer is a productive process of semantic derivation in economic terms. Metaphorical transfer is carried out mainly in the abstract vocabulary, metaphorization of a concrete vocabulary is not very regular, while there is a specific language transformation in the abstract.

Thus, analyzing the data we have collected, we can conclude that the new words in the field of macroeconomics are defined by:

- Pronounced dependence of the formation and development of the literary language of the regulatory terms of extra-linguistic factors, namely, changes in the economic life of the country, the region and the world at large;

- Formation principally with the innate features of the Russian Language, (including the most productive way of word derivation are morphological and semantic);

- Conversational style. Under macro language, we can distinguish words related to the spoken style. Numerous tumors, when marching from the so-called jargon of economists, in most cases, are based on a metaphorical transfer. Many of them are not registered in dictionaries, but

are not considered important indicator of the degree of evolution of language, with the possible use of the language in the periodicals of general economic nature.

Analysis of collected data led to the conclusion that the formation of new economic terms in the Russian Language is the most productive morphological method. Lexical units formed by affixation constitute a significant part of the total number of words - analyzed terminology. Well represented in the economic terminology and word composition, when new words arise from the expressions.

During our analysis, we came to the conclusion that most of the economic terms of the last decade are formed by the help of Russian words. This is due to the fact that since 1998, the 'new', i.e. market, economic relations in Russia has almost been formed. The huge influx of English terms has declined significantly. In the manual, in the press and thus in dictionaries began to appear more and more words which are derivatives with respect to the English terms and executed with the help of Russian morphemes. This indicates that most of the borrowed English terms have learned the Russian language, and those that do not like, as a rule, is a replacement for Russian new formation [8].

It should be noted that the changes in the language at the present stage of its development manifested in its evolution, which is linked to the general globalization is the world trend in the modern civilized world. Evolution reflects the change of the originating within the language by its own rules. Development reflects adaptation to the changing language (external factors) the conditions of its operation [9, p. 209]. According to I.A.Sternina, "change of functional styles, colloquial and reduced vocabulary expands its functions, a process of so-called democratization of the language, which affects all the leading countries" [9, p. 103]. "The globalization of economic, cultural and political will to continue, the world will gradually merge, which will inevitably lead to expansion of inter-lingual contacts and development of globalization processes in languages Peace" [ibid, p. 104]. Our study of the formation of these new economic vocabulary in Serbian and Russian Languages [10] confirms I.A.Sternin statement that "the current stage of development of the Russian Language can be called the period of its intensive development" [9, p. 210].

Summing up, we note that all the major Russian word formation methods are well represented in the materials of modern media economic directivity. In this case, due to the presence of specific patterns of word formation is possible to create new economic terms to the finished model.

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