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**PROFESSIONAL VOCABULARY OF THE ENGLISH-LANGUAGE MASS MEDIA:
STRUCTURAL CHARACTERISTICS**

**ПРОФЕСІЙНА ЛЕКСИКА АНГЛОМОВНИХ ЗАСОБІВ МАСОВОЇ ІНФОРМАЦІЇ:
СТРУКТУРНІ ХАРАКТЕРИСТИКИ**

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Професійна лексика англійської мови представлена такими сферами людської діяльності, як радіо, телебачення, інтернет, які з'явилися порівняно недавно (протягом останніх ста років) та активно розвиваються нині. Засоби масової інформації, як сфера людської діяльності, бурхливо розвиваються останнім часом. Цей процес тісно пов'язаний з розширенням номінативної функції мови та зміною способів номінації.

Мета цієї роботи полягає у комплексному вивченні механізмів формування лексичних одиниць, що позначають професійну сферу англійської мови. Актуальність обраної теми статті пов'язана з тим, що засоби масової інформації набувають на сучасному розвитку суспільства все більшої сили та значущості, і визначається як загальним інтересом сучасної лінгвістики до вивчення професійної лексики, так і недостатньою вивченістю професійної лексики засобів масової інформації.

Засоби масової інформації є невід'ємною частиною культури, беручи активну участь у формуванні мовної культури народу. Сфера ЗМІ давно приваблювала дослідників-лінгвістів: Griniew S., Ohly R., Baran S.J., Allwood T., Carey J.W., Grice H.P. та інших.

Основа моделі, за якою утворюються похідні імена зі значенням особи з професійної діяльності, – це модель, де ономазіологічна ознака має семантичну роль об'єкта дії. При цьому вираз об'єкта дії може бути експліцитним чи імпліцитним. Моделі, де імена, що стоять в позиції ономазіологічної ознаки, мають значення інструмента / знаряддя або значення місця дії, мають меншу продуктивність.

Дослідження показало, що у різних етапах номінативні процеси йдуть у тих напрямках, які є у ядрі мовної системи на даний період. Все це дозволяє припустити, що тенденції, притаманні професійній лексиці англійської мови, є характерними для розвитку сучасної англійської в цілому.

Ключові слова: семасіологічний підхід, ономазіологічний підхід, словотворення, засоби масової інформації, номінація.

The professional vocabulary of the English-language mass media is represented by such areas of human activity as radio, television, and the Internet, which appeared relatively recently (within the last hundred years) and are actively developing today. Mass media, as a sphere of human activity, has been rapidly developing recently. This process is closely related to the expansion of the nominative function of the language and the change in the methods of nomination.

The purpose of this work is a comprehensive study of the mechanisms of formation of lexical units that mark the professional sphere of English-language mass media. The relevance of the chosen research topic is due to the fact that the media are acquiring ever greater strength and significance at the present stage of the development of society, and is determined both by the general interest of modern linguistics in the study of professional vocabulary, and by the lack of knowledge of the professional vocabulary of the media.

Mass media is an integral part of culture, taking an active part in the formation of the language culture of the people. The field of mass media has long attracted linguistic researchers: Griniew S., Ohly R., Baran SJ, Allwood T., Carey JW, Grice H.P. and others.

The main model, according to which derived names with the meaning of a person from professional activity are formed, is a model where the onomasiological feature has the semantic role of the object of action. In this case, the expression of the object of action can be explicit or implicit. Models where names in the position of an onomasiological feature have the meaning of a tool or the meaning of a place of action are less productive.

The study showed that at different stages, nominative processes go in the directions that are in the core of the language system for the current period. All this suggests that the trends inherent in the professional vocabulary of the English-language media are characteristic of the development of modern English as a whole.

Key words: semasiological approach, onomasiological approach, word formation, mass media, nomination.

Introduction. The word, according to a well-known thesis, embodies the unity of generalization, communication and thinking. Based on this, the study of vocabulary requires an appeal to two aspects: the aspect of its creation and development, on the one hand, and its functioning, on the other. In the process of creating new vocabulary, i.e. as a result of nominative activity, there is a fixation of fragments of a person's activity experience in the vocabulary.

Sign formation is always the process of turning facts of reality into signs and categories of language, reflecting the social experience of native speakers, their subjective and pragmatic assessments. Being an integral component of consciousness, language is its tool [3].

The nomination process depends on the national and cultural specifics. Languages differ not only in grammar and vocabulary, but also in the national and cultural specifics of the division of the world – the allocation in it of elements, properties, and phenomena that are essential for a given people and its ecological sphere.

The space of lexical meanings is a reflection of knowledge about the world, into which the cultural and linguistic experience of a given linguistic community is involved.

In the XX century, there is an expansion of old and the emergence of new areas of nomination, which is caused by the rapid development of science and the media. However, the development of the nominative function of the language is reflected not only in the expansion and renewal of the conceptual sphere of reference of names, but also in the change in the methods of nomination. In different epochs of language development and in different languages, different types of nomination creation prevail, certain types of active nominative processes operate.

Semasiological and onomasiological approaches are the consideration of a lexical unit from the point of view of the transition from the form of expression to the meaning (which corresponds to the activity of the listener), and from the meaning to the form (which corresponds to the activity of the speaker) [1]. This combination of these two approaches is consistent with the principle of anthropocentrism, which underlies linguistic research in recent years.

This principle is also associated with the formation in linguistics of the last decades of a new communicative-pragmatic research paradigm based on the principle of activity. In this regard, we can talk about the possibility of a pragmatic approach to units of all language levels, including units of the lexical level.

Mass media are an integral part of culture, taking an active part in shaping the language culture of the people. The media field has long attracted linguistic researchers: Griniew S., Ohly R., Baran S.J., Allwood T., Carey J.W., Grice H.P. and others.

The **object** of research in the article is the professional vocabulary of the English-language mass media, its structural characteristics are considered as the **subject** of research.

The relevance of the chosen research topic is due to the fact that the media are acquiring ever greater strength and significance at the present stage of the development of society, and is determined both by the general interest of modern linguistics in the study of professional vocabulary, and by the lack of knowledge of the professional vocabulary of the media.

The **purpose** of this work is to comprehensively study the mechanisms of formation of lexical units denoting the professional sphere of the English-language media.

Structural and onomasiological characteristics of the professional vocabulary of the media.

As a result of nominative activity, fragments of a person's activity experience are fixed in the vocabulary. Moreover, nominative processes go in those directions that are at the core of the language system for a given period. All this suggests that the trends inherent in the professional vocabulary of the English-language media are characteristic of the development of modern English as a whole. Since the very sphere of human activity associated with the media appeared relatively recently, we can conclude that in the English language as a whole at this stage the same word-formation models are productive as in the professional vocabulary of the English-language media that we have considered [1].

The expansion of the nominative function of the language is reflected not only in the expansion and renewal of the conceptual sphere of the reference of names, but also in the change in the methods of nomination. Thus, a high activity of such analytical methods of word formation as word composition, telescoping, abbreviation were noted. We can say that in the composition of the effective core of the word-formation system there are constant changes, the activation of some models at the expense of others. So, recently, these analytical methods have moved from the periphery to the center of the word-formation system of the language.

The affixal way of word formation remains traditionally productive. The formation of nouns is the most active, which is due to the need to nominate new objects and processes in such a rapidly developing area as the media [5]. A tendency towards the emergence of new derivational affixes and morphemes of indefinite status is noted. The increased role of semi-affixes in modern word formation can be explained by their greater semantic loading compared to affixes, which allows them to have a greater influence on the semantics of derived units. Inherent expression of some derivational elements is also noted.

A tendency towards an increase in complex semantic structures is noted. The active formation of complex words and telescoping connections corresponds to the trend towards rationalization and economy of the language. However, the scope of the use of telescoping words, as well as abbreviations, is mainly limited to the sphere of professional communication, since it assumes that the communicants have general knowledge in this area. Language economy and pragmatic orientation are also manifested in the formation of verbal nouns by conversion based on postpositive verbs.

The main need for expanding the nomination is concentrated in the field of objects and phenomena, therefore, the lexical units of the professional sphere of the media belong mostly to derivative names with objective meaning [5]. These can be names containing an indication of an animate person or an inanimate object, i.e. derived names (DN) with the meaning of person and DN with the meaning of non-person.

The main role type of DN with the meaning of a person, allocated on semantic grounds, is the agent. In this group, the semantic role of the onomasiological basis can be defined as agentive.

The main role types with a non-person meaning are objects and tools. Objects include: names of genres, sections of periodicals, types of programs; names of working premises and their parts; names of sciences,

doctrines, theories. The group of tools includes: names of tools, fixtures, devices, mechanisms and names of vehicles; means of implementation of action (names of substances and materials); process names.

An onomasiological basis (OB) can be expressed either by a suffix element or, in composite formations, by a name [5]. The latter can be either simple (e.g. *newsman*) or derived (verbal) (e.g. *newscaster*). The suffix is considered as an OB, or the main component, since the concept expressed by the suffix acts as a generic one in relation to the concept expressed by the word. Onomasiological feature (OF) is expressed either by the basis of a suffix formation, or by the first basis in composite formations. In other words, OB usually occupies the position on the right, and OF – on the left.

Within the group of derived names with the meaning of a person, two subgroups of names are distinguished: the names of a person based on professional activities and the names of a person based on non-professional activities (information recipient).

The main model by which DNs are formed with the meaning of a person by professional activity is "Object – Agent", where an active person performs an action aimed at an object (material or ideal). This is a model where the onomasiological feature has the semantic role of the object of action. An action object expression can be explicit (when the OB has an object meaning) or implicit (when the OB has an action meaning).

Three more productive onomasiological models are noted, according to which DN data are formed. In order to decrease productivity, these are models where the names in the position of the OB have: the meaning of an instrument or instrument with which a professional action is performed; the meaning of the place of action or are characterized by the relation of identity with OB.

The group of names, which are the names of a person by professional activity, is characterized by a variety of structural models, including both suffixal and composite formations. The most productive is the N+N composite model. The second most productive is the structural model V + -er, and the third N + -ist.

Conclusions. The application of an integrated approach to the study of the professional vocabulary of the English-language media made it possible to consider the onomasiological aspect of the nomination and the main word-formation models. This vocabulary is an integral component of the language, and in its example we got a picture of the processes characteristic of the English language as a whole.

The subject area of the professional vocabulary of the English-language media is represented by such areas of human activity as radio, television, the Internet, which have appeared relatively recently (over the past hundred years) and are actively developing at the present time.

The media, as a sphere of human activity, has been rapidly developing in recent years. This process is closely connected with the expansion of the nominative function of the language and with the change in the methods of nomination. If at the first stages of the formation of the terminological system of the media, the nomination proceeded according to established models (the formation of words from the roots of classical languages), then the current stage in the development of the professional vocabulary of the English-language media, along with semantic rethinking, is characterized by a special activity of analytical methods of word formation, such as word formation, telescoping, abbreviation. These ways have moved from the periphery to the center of the word-formation system of the language. The active formation of complex words and telescoping connections corresponds to the trend towards rationalization and economy of the language. The same tendency finds expression in the formation of verbal nouns by conversion based on postpositive verbs. It should be noted that such models as telescoping connections, abbreviations and conversion of postpositive verbs have a clearly defined pragmatic focus, since their use is mainly limited to the sphere of professional communication, assuming a certain type of competence in this area among communicators.

In the traditionally productive ways of word formation, such as the affixal way, new trends are also noted. The activation of semi-affixes can be explained by their greater semantic loading compared to affixes, which allows them to have a greater influence on the semantics of derived units.

From the point of view of education methods, the professional vocabulary of the English-language media consists of secondary nomination products,

derivatives and composites. In accordance with the nature of the called objects of reality, the lexical units under consideration belong mainly to the area of subject nomination. Basically, these are derivative names with objective meaning, which can be expressed either as derivatives or as composites. This situation is explained by the fact that the main need for expanding the nomination is concentrated in the field of objects and phenomena. The nature of the field of activity described by the professional vocabulary of the media determines that these units mostly belong to derivative names with objective meaning. These can be names containing an indication of an animate person or an inanimate object, i.e. derived names with a person meaning and derived names with a non-person meaning.

The main model by which derivative names are formed with the meaning of a person according to professional activity is a model where the onomasiological feature has the semantic role of the object of action. In this case, the expression of the object of action can be explicit or implicit. Models where names in the position of an onomasiological feature have the meaning of a tool or the meaning of a place of action are less productive. The most active in the formation of derivative names of this group are the structural models $N + 1^{\wedge}$ and $V + -eg$.

The analysis showed that the professional vocabulary of the English-language media includes terminology, common vocabulary, professional jargon, is characterized by proximity to the common language and is an integral component of cultural competence. The very sphere of human activity associated with the media appeared relatively recently, which made it possible to follow the path of the formation of the language of professional media communication on the basis of extensive linguistic material. The study showed that at different stages nominative processes go in those directions that are at the core of the language system for a given period. All this suggests that the trends inherent in the professional vocabulary of the English-language media are characteristic of the development of modern English as a whole.

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