

FEATURES OF ENGLISH-BASED ECONOMIC TERMINOLOGY UNITS

ОСОБЕННОСТИ ТЕРМИНОЛОГИЧЕСКИХ ЕДИНИЦ ЭКОНОМИКИ НА БАЗЕ АНГЛИЙСКОГО ЯЗЫКА

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English has been the working language of the economy since the 16th century. With the development of the information society, where information is needed 24 hours a day, new terms are regularly added to the system of concepts that bring their characteristic national-cultural features.

The use of metaphor and the imagery embedded in words is widespread in English economic terminology. For example, Aunt Milly is not a professional, an amateur [1, p. 520]. The word combination appeared because of high level of involvement of common people in operations with securities. Chinese aunties have a similar meaning.

It is noteworthy that one does not create a new unit, but uses a ready-made one, only modifying it. Reaganomics, Rogernomics, Clintonomics, Bushonomics, Trumponomics, Putinomics; here we observe the transition from the politicians' own name to a combination of two words to describe the current situation related to a particular person.

M.N. Volodina stresses that "Depending on the situation, different information is realised in the inner form of the term, which is directly linked to the communicative and relevance feature of the object in question. At the same time, there are initially different information capacity of the same term in the perception of specialist and non-specialist" [2, P.117]. Thus, Wall Street is not only a business district in New York City, but also a place where various financial institutions are located.

Terms containing borrowed words are also used. Open kimono means a company discloses its inside information to foreign partners. Kamikaze is usually used as fearless but can also be used as kamikaze pricing, "a high-yield but very risky security" [3, p. 382].

A type of economy or type of national economy can also often be nominated using a variety of metaphorical isosemisms. The term kangaroo economy (literally: kangaroo economy) is used to describe the Australian economy [4, p.59]. The tigers economy is often used to refer to the most successful of the smaller East Asian economies. Kiwi economy refers to the national economy of New Zealand and kiwi refers to the national currency.

The peculiarities of terminological units of economy based on the Anglian language are due to individual perception and reflection of national cultures and heritage of states. With the spread of English as an international language, the need to understand these terms is particularly high.

Литература

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THE ROLE OF INTERCULTURAL COMMUNICATION IN THE DEVELOPMENT OF THE ECONOMIC CULTURE OF A PERSONALITY РОЛЬ МЕЖКУЛЬТУРНОЙ КОММУНИКАЦИИ В РАЗВИТИИ ЭКОНОМИЧЕСКОЙ КУЛЬТУРЫ ЛИЧНОСТИ

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At the actual stage of the development of society, the problem of the development of economic culture becomes significant in the context of its contribution to the implementation of efficient economic activities and the evaluation of this activity from the point of view of economic practicability as well as the moral value. The importance of the development of an individual's ecological culture being an important area of education for sustainable development is outlined in the National Strategy for Sustainable Social and Economic Development of the Republic of Belarus for the period up to 2030 [2]. The ecological culture's development acquires a special role on the threshold of independent professional activity that is going to take place in new conditions of the labor market development and technological processes.

The concept of "economic culture" is analyzed from the point of view of various scientific disciplines (philosophy, pedagogy, psychology, economics) as a basic element of the human culture of an individual. In contemporary studies,