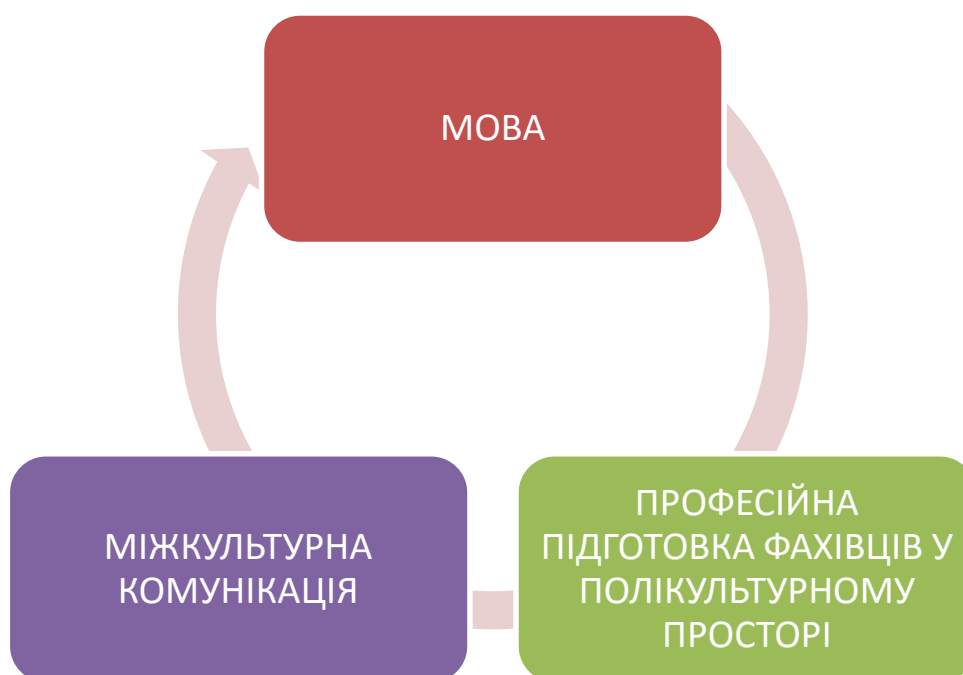


**МАТЕРІАЛИ**  
**II МІЖНАРОДНОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ**  
**«АКТУАЛЬНІ ПРОБЛЕМИ ФІЛОЛОГІЇ І**  
**ПРОФЕСІЙНОЇ ПІДГОТОВКИ ФАХІВЦІВ У**  
**ПОЛІКУЛЬТУРНОМУ ПРОСТОРІ»**



**ОДЕСА – 2016**

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ**

Державний заклад

«Південноукраїнський національний педагогічний  
університет імені К.Д. Ушинського»

Кафедра перекладу і теоретичної та прикладної лінгвістики

Секція теоретичної та прикладної лінгвістики

Південного регіонального наукового центру НАН і МОН України

**II МІЖНАРОДНА НАУКОВА КОНФЕРЕНЦІЯ**

**«АКТУАЛЬНІ ПРОБЛЕМИ ФІЛОЛОГІЇ І ПРОФЕСІЙНОЇ  
ПІДГОТОВКИ ФАХІВЦІВ У ПОЛІКУЛЬТУРНОМУ  
ПРОСТОРІ»**

**16.05.2016 - 17.05.2016**

Одеса – 2016

## ОРГКОМІТЕТ КОНФЕРЕНЦІЇ

### **Голова:**

*Т. І. Койчева* доктор педагогічних наук, професор,  
проректор з наукової роботи  
ДЗ «Південноукраїнський національний  
педагогічний університет імені К.Д. Ушинського»

### **Заступник голови:**

*Т. М. Корольова* доктор філологічних наук, професор,  
завідувач кафедри перекладу і теоретичної та  
прикладної лінгвістики  
ДЗ «Південноукраїнський національний  
педагогічний університет імені К. Д. Ушинського»

### **Члени оргкомітету:**

*О. В. Попова* кандидат педагогічних наук, доцент кафедри  
перекладу і теоретичної та прикладної лінгвістики,  
співдиректор Освітньо-культурного центру  
«Інститут Конфуція» ДЗ «Південноукраїнський  
національний педагогічний університет  
імені К. Д. Ушинського» з українського боку;

*Дін Сінь* кандидат психологічних наук, доцент гуманітарного  
Інституту Харбінського інженерного університету,  
співдиректор Освітньо-культурного центру «Інститут  
ДЗ «Південноукраїнський національний  
педагогічний університет імені К.Д. Ушинського»  
з китайського боку

### **Відповідальний секретар конференції:**

*Т. В. Стоянова* відповідальний секретар Освітньо-культурного центру  
«Інститут Конфуція» ДЗ «Південноукраїнський  
національний педагогічний університет  
імені К. Д. Ушинського»

**СЕКЦІЯ І**  
**АКТУАЛЬНІ ПИТАННЯ ЗАГАЛЬНОГО МОВОЗНАВСТВА,**  
**КОНТРАСТИВНОЇ ЛІНГВІСТИКИ ТА ПЕРЕКЛАДОЗНАВСТВА**

**Iryna Bakotska**

**Lesia Kushmar**

**State Economic and Technological University of Transport**

**COMPARATIVE CHARACTERISTICS OF LEXICAL  
AND ASSOCIATIVE VALUES OF THE ECONOMIC CONCEPTS  
(CLIENT, MARKET, DEBT COMPETITION, CORPORATION)**

There are *linguistic* and *conceptual* pictures of the world. *Conceptual picture of the world*, among all nations is the same as the human mind is based on the same laws. The meaning of the term *conceptual picture of the world* does not coincide with the meaning of the term *language picture of the world*. *Conceptual picture of the world* is all scientific knowledge about the world which saved up for the history of the people speaking language existence. *Conceptual picture of the world* can be a global, universal because contains the logic of human thinking [13].

*Linguistic picture of the world* is the system of knowledge imprinted in language signs about the world, and ways of receiving and interpretation of new knowledge. At such an approach language is considered as a certain conceptual system and as means of registration of conceptual system of knowledge of the world. Linguist V. Maslow believes that *conceptual picture of the world* is much richer than *language picture of the world*. The proof is the fact that *conceptual picture of the world* can be represented by spatial, quantitative, ethical and other parameters [10].

*Linguistic picture of the world* as opposed to conceptual world is more inert and archaic. Native speakers do not notice this phenomenon. Thus, *linguistic picture of the world* refers to *conceptual picture of the world* as a private to a whole, taking up considerable space in *conceptual picture of the world*, because knowledge

inspires man mother tongue, much superior to the knowledge of the volume and quality diversity derived from all other sources together combined [13].

The aim of the article is the lexical and associative meanings comparison of some words from the economic sphere (CLIENT, MARKET, DEBT COMPETITION, and CORPORATION) that makes it possible to reproduce some elements of the structure from *linguistic and conceptual pictures of the world*.

All reactions to the appropriate stimulus provide an opportunity to establish the structure of *conceptual picture of the world*. *Linguistic picture of the world* is formed by lexical meanings of the corresponding stimulus.

A comparison of lexical meanings with associative meanings of the analyzed stimuli occurred according to the following algorithm: I. Fixing the lexical meaning of the relevant stimulus from online resources, books and encyclopedias of the economic sphere. II. Structural-semantic analysis, which has allowed defining principal components in the structure of lexemes. III. Establishing the total number of reactions to the relevant stimulus, reflecting the relevant picture of the world. IV. Establishing the total number of reactions, which are the same as the dictionary meaning. V. Statistical analyses: the total number of nuclear reactions was divided by the number of nuclear according to the formula:  $A / B = C$ , where A is the total number of nuclear reactions, B – the nuclear reactions, which are the same as the dictionary meaning. VI. Formation of concepts groups on levels of intimacy lexical and associative values by the formula: – if  $C = 1$ , then the stimulus lexeme belongs to the first level of approximation; – if  $< 2$ , then the stimulus lexeme refers to the second level of approximation; – if  $> 2$ , then the stimulus lexeme belongs to the third level of approximation.

CLIENT: I. 1. A person using the services of another person to join with him in a business relationship [7]. 2. Natural or legal person carrying out the payment of money and is a purchaser of goods or services [5]. 3. Someone who receives services [2]. II. Main components: business relationship, natural or legal person. III. The total number of nuclear reactions – 504. IV. The total number of nuclear reactions, the corresponding dictionary value is 274. V.  $504/274=1.8$ . VI.  $1.8 < 2$ .

MARKET: I. 1. A category of commodity economy, a set of economic relations based on regular exchange transactions between producers of goods (services) and consumers [14]. 2. A place where buy and selling occurs [14]. 3. Institution or mechanism that brings together buyers (bearers of demand) and sellers (suppliers) of specific goods or services [4]. II. Main components: commercial demand, retail sale. III. The total number of nuclear reactions – 474. IV. The total number of nuclear reactions which are the same as the dictionary meaning is 132. V.  $474/132=3.6$ . VI.  $3.6 > 2$ .

DEBT : I. 1. This obligation, as well as cash or other assets that the lender sends the borrower (debtor) under the condition of their return in the future and remuneration [14]. 2. A state of obligation to pay something owed [6]. 3. Obligation (contractual or non-contractual) resulting from the transaction (act or omission), failure to comply with which entails compensation for damages (fine, penalty, etc) by the court [12]. II. Main components: obligation, responsibility. III. The total number of nuclear reactions – 509. IV. The total number of nuclear reactions, the corresponding dictionary value is 312. V.  $509/312=1.6$ . VI.  $1.6 < 2.0$ .

COMPETITION : I. 1. A situation in which someone is trying to win something or be more successful than someone else [6]. 2. An organized event in which people try to win a prize by being the best, fastest, etc [2]. 3. A struggle between economic entities for the most efficient use of production factors [14]. II. Main components: struggle, production factors. III. The total number of nuclear reactions – 664. IV. The total number of nuclear reactions, the corresponding dictionary value of – 278. V.  $664/278=2.4$ . VI.  $2.4 > 2.0$ .

CORPORATION: 1. 1. A large company or group of companies that is controlled together as a single organization [9]. 2. A group of individuals, created by law or under authority of law, having a continuous existence independent of the existences of its members, and powers and liabilities distinct from those of its member [4]. 3. A company or group of people authorized to act as a single entity (legally a person) and recognized as such in law [12]. II. Main components: Joint stock company, group of individuals. III. The total number of nuclear reactions –

602. IV. The total number of nuclear reactions, the corresponding dictionary value is 436. V.  $602/436=1.38$ . VI.  $1.38 < 2$ .

So, comparing the associative value of economic words with lexical value there have been defined some features: – 60 % of associative values are identical to lexical; – 40% are the low approximation degree of associative and lexical meanings. Comparative analysis of lexical and associative values of economic sphere words reveals the difference between linguistic and conceptual pictures of the world. Further research must involve the extension the circle of economic spheres words in lexical and associative values mapping and associative fields by lexeme structuring.

### Literature

1. Апресян У. Д. Integral description of language and systemic lexicography. Selected works [Electronic resource] / Апресян У. Д. – М. : Language of Russian Culture Press. 1995. – V. 2. – 766 p. – Access mode : <http://www.kafu-academic-journal.info/journal/1/16/>.
2. Cambridge Dictionaries [Electronic resource]. – Access mode : <http://dictionary.cambridge.org/ru/>.
3. Conceptual Investigations in Modern Linguistics [Electronic resource]. – Access mode : <http://www.linguisticstudies.org/>.
4. Dictionaries and Encyclopedias at Academics [Electronic resource]. – Access mode : <http://dic.academic.ru/>.
5. Dictionary reference [Electronic resource]. – Access mode : [http://www.dictionaries/English\\_reference\\_dictionary/](http://www.dictionaries/English_reference_dictionary/).
6. Encyclopedias and Dictionaries [Electronic resource]. – Access mode : <http://enc-dic.com/>.
7. English Dictionary [Electronic resource]. – Access mode : <http://engood.ru/anglijskij-tolkovyj-slovar/>.
8. English vocabulary [Electronic resource]. – Access mode : <http://books.google.com.ua>.
9. English Vocabulary [Electronic resource]. – Access mode : <http://diskart.ru/webster.aspx>.
10. Linguistic pictures [Electronic resource]. – Access mode : <http://eprints.port.ac.uk/id/eprint/4231>.
11. Oxford Dictionary of English [Electronic resource]. – Access mode : <http://eprints.port.ac.uk>.
12. School knowledge [Electronic resource]. – Access mode : <http://znaniya.com/>.
13. TERMINOLOHICHNYI VISNYK [Electronic resource]. – Access mode : <http://term-visnyk.net/>.
14. Wikipedia [Electronic resource]. – Access mode : <https://en.wikipedia.org/>.