

REFERENCES

1. Grushevitskaya T.G. Basics of Intercultural Communication. /T.G. Grushevitskaya, V.D. Popkov, A.P. Sadokhin. Moscow: YUNITI-DANA, 2002. – 298 p.
2. Kulikova L.V. Intercultural Communication: Theoretical and Application Aspects. On the material of the Russian and German Linguoculture: Monograph – Krasnoyarsk: RIO KGPU, 2004 – 288 p.
3. Malyuga E.N. (2004). Osobennosti yazyka i kul'tury v delovoy kommunikatsyi. Moscow, MAK Press, 173 p.
4. Malyuga E.N. (2013). Intercultural business communication development in the modern linguistics // Vestnik Buryatskogo gosudarstvennogo universiteta. № 11, p. 35-40.
5. Ter-Minasova S.G. Language and Intercultural Communication. – Moscow: Slovo, 2000. – 260 p.
6. Hall, E.T. Beyond Culture. New York: Doubleday, 1976. – 320 p.

УДК 81

Е.С. Никольская

Российский Университет Дружбы Народов

АНГЛОЯЗЫЧНЫЙ ПРОФЕССИОНАЛЬНЫЙ ЖАРГОН ЮВЕЛИРНОЙ ОТРАСЛИ

ENGLISH PROFESSIONAL JARGON IN JEWELRY

The article analyzes professional jargon of jewelry industry. Peculiarities of professional jewelry discourse are considered in the article. Professional jargon is viewed as a part of slang with its characteristics and the way of forming. The article also considers abbreviation as a peculiarity of jewelry professional jargon.

Key words: professional jargon, slang, special slang, jewelry

There is an increasing interest in the in-depth study of not only the common scientific and business discourse but also in the lexis peculiarities of different professional sectors of the modern world of business, technology and communications. Every language consists of not only common vocabulary but also of specialised and sometimes unique one. Therefore translation of

professional texts becomes a problem for interpreters. There exists a definite layer of specialised vocabulary besides specialised terms [5]. This layer is not described and determined in professional dictionaries. This layer is not sufficiently presented in dictionaries and hardly ever used in official business discourse. There we come across the issue of professional jargon.

We do not have a generally accepted definition of “professional jargon” yet. So linguists determine it from different points of view.

Professor V.A. Khomyakov determines it as “vernacular microsystems with professionally limited vocabulary and playfully ironic expression that are having the main communicative function and used by different socio-professional groups in the professional sphere of communication” [6, c. 39]

V.A. Khomyakov distinguishes the notion of “specialised slang” from the notion of “common slang”. “Specialised slang” consists of different types of jargons (corporate, professional, various kinds of kant and argot”).

Thus, the “professional jargon” is viewed in this work as part of slang or a “specialised slang”.

Professor O.S. Akhmanova in the “Dictionary of linguistic terms” provides two definitions of slang. Slang – “1. Conversational version of professional speech. 2. Elements of the conversational version of speech of an occupational or a social group, which penetrate into the literary language or speech of people that are not directly related to this group of persons. And these elements acquire especially emotionally-expressive color in these languages ”[3, c. 409].

The former proposes viewing “slang” and “professional jargon, in particular, as one of the variants of the whole while the latter determines “slang” only as part of the whole.

Let us look at the peculiarities of slang units.

“Stylistically slengizmy clearly opposed to the literary norm, and that's part of the very meaning of the novelty of their use. They always have synonyms in literary vocabulary and, thus, they are like second and more expressive than

usual names of objects and for some reason, causing emotional attitude. Their expressiveness relies on their imagery, wit, unexpectedness, sometimes funny distortion" [1, c. 163].

So "professional jargon" as a part of slang always has a synonym in literary vocabulary. A few examples from jewelry terminology are outlined below:

"Paste" is a glass-based substance used to simulate gem-stones. But "paste" has been spread as a slang term for all fake gemstones. So "fake gemstone" is a term and "paste" is a slang word.

Or:

"Bling bling" – is a slang word which means "diamond jewelry". Thus, "diamond jewelry" is a literary term but "bling bling" is slang.

Regarding professional words that are used by representatives of various trades in oral intercourse, it should be observed that when the word is the only name for some special notion it belongs not to slang but to terminology. If, on the other hand, it is a jocular name for something that can be described in some other way, it is slang. [3, c. 250]

Let us look at the ways of professional jargon word-formation.

Utilization of professional jargon is limited by a number of specialists and it means that all participants of the communication understand each other without further clarification. Due to this fact we can explain why morpho-syntactical ways are dominant in word formation. Abbreviation, ellipsis and composition are used in order to make communication easy. Yet metaphorical transfer let us to lower the style of lexis and increase emotional expressivity in words and expressions.

Professor E.N. Malyuga defines the metaphorical transfer «as one of the main ways of the English language jargon formation». «Jargon characterized by a high degree of metaphor. Metaphor is constantly evolving linguistic phenomenon. With numerous functions and values, it involves a wide range of directions for interpretation. At the heart of the metaphorical transfer there can

be similarity on various grounds, such as color, sound, shape, physical action, feeling, size, purpose, time, taste, smell, property, etc. ». [4, c. 15]

There are several jewelry slang examples that were formed by way of metaphorical transfer.

“Cognac” is brown diamond described as attractive and valuable with an appealing title.

Here is we can see the color similarity with an alcohol drink – Cognac.

“Bananas”- a marquise shaped diamond whose length to width ratio exceeds 2.25 to 1. The diamond appears to have been stretched to look like a banana.

In this example, form is the basis of metaphorical transfer.

However, sometimes we can observe metonymy as an example of word-formation. For instance:

“Single cut” – round diamonds that have less than 16 facets each. It does not mean that the diamond has a single cut but every very facet has only a single one.

Abbreviation is also a frequent way of term-formation in jewelry. And there are certain grounds for it. Jewelry trade as an industry requires putting a lot of information in a small piece of paper (tag), therefore abbreviation is so widely spread in this business. Here it is common not only in official texts but also in a professional jargon.

There are also some examples of slang abbreviation:

P.B.’s- not peanut butter, but “Partially Bonded.” A diamond with some warranties.

65/65 Rule-a rectangular diamond whose table and total depth percentage does not exceed 65% of the diamonds width.

4 C rule – the rule of 4 C (Carat, Cut, Color and Clarity) that is used for diamond assessment.

In conclusion, we could mention that due to professional jargon being part or a variant of slang it possesses some slang characteristics, such as main ways of

formation and emotionally expressive shade. Professional jargon also belongs to a category of non-standard lexis that can significantly modify discursive strategies and tactics in professional communication [7].

So one of the major peculiar features of jewelry professional jargon is a number of abbreviations which reveal because of the necessity to place a lot of essential information on small tags.

REFERENCES

1. Arnold I.V. (2002). Stylistics. Modern English. M.: Flinta: Nauka, 384.
2. Arnold I.V. (1986). Lexicology of Modern English. M.: Vysshaja shkola, 295.
3. Akhmanova O.S. (1966). Dictionary of Linguistic terms. M.: « Sovetskaja Jenciklopedija », 607.
4. Malyuga E.N. (2010). English language slang in business discourse // Vestnik Voronezhskogo Gosudarstvennogo arhitekturno-stroitel'nogo universiteta., «Modern linguistic and methodological and didactical survey». № 2 (14), 11-18.
5. Malyuga E.N. (2011). Basic characteristics of professional language // Vestnik Samarskogo gosudarstvennogo universiteta, Gumanitarnaya seriya. № 1/2 (82), 23-32.
6. Khomyakov V.A. (1980). Non-standard lexis in the structure of English of national period. Avtoref. dokt. Dis. kand. filol. nauk / V.A. Khomyakov.
7. Ponomarenko E.V., Radyuk A.V. Semantic synergism as the basis for actualization of communicative strategies and tactics in English Business discourse. Scientific Newsletter Modern linguistic and methodical-and-didactic research. 2013. № 2 (3), p. 24-30.

УДК 81

М.О. Оберюхтина, Р.И. Багаутдинова
Российский университет дружбы народов

СОВРЕМЕННЫЙ СЛОВАРЬ ДЕЛОВОГО АНГЛИЙСКОГО ЯЗЫКА ПО МЕНЕДЖМЕНТУ

MODERN BUSINESS ENGLISH VOCABULARY IN MANAGEMENT

This article aims to consider lexical peculiarities of management discourse. The sphere of Management is constantly evolving and consequently this process causes some changes in