

The Terminological Tolerance Concept for Economic Media Discourse: The Ukrainian Words vs Borrowed Words

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ABSTRACT

The study presents an analysis of the economic segment of contemporary media discourse, which not only reproduces professional information in various genres, but also actively influences the formation of new linguistic trends. One of the most foreground phenomena in the Ukrainian media is to find a permanent balance between national and foreign-language lexical units as an indisputable factor in maintaining the adequate level of linguistic tolerance in a multicultural environment. There are controversial views on the degree of internationalization for the terms that are the main carriers of special information in the economic media texts; such a controversy is based on the attempts to maximize the use of the national linguistic resource and to borrow the instruments that will facilitate effective international scientific communication. The article analyzes the correlation of foreign languages and the specific terms in an economic media text, identifies possible causes of terminological imbalance, and emphasizes on the normative aspect of the foreign language lexemes' functioning. The analysis of the group questionnaire results makes it possible to predict that terminological tolerance at the level of a media text and a communication participant can be achieved if we take into account substantive, national-cultural, and regulatory factors.

Keywords: *terminological tolerance, borrowed words, national term, normativity, economic media text*

1. INTRODUCTION

The contemporary stage of post-industrial society makes certain requirements for the authors of texts, including the media. The authors, need to be aware not only in the humanitarian, but also economic and informational spheres of scientific knowledge, which in real time reflects different segments of the scientific worldview. The active formation of a unified information and communication environment that combines global traits with the national identity traits makes it possible to integrate regions and states without reserve, while expressing social, ethnic, and linguistic features. On the way to the post-industrial civilization society development, when the most obvious purpose is to create an information resources market that satisfies the society's needs in information products and provides information services; also the issue of accumulation, processing, and submission of any information is relevant. Information technologies are becoming one of the most advanced extralingual factors that influence the Ukrainian language development.

Therefore, this is an unconditional need to create new, adjust, or use in a tolerant way the existing language units, which together represent socially important information,

for example in the field of online media discourse. This is a powerful framework for covering political, social, and economic processes, and cultural life in the country and around the world. The media exert influence on a person's way of thinking and the worldview style, the whole society, and shape the modern culture.

In 21st century the information space brings together print editions, various internet portals, television and radio broadcasts, thus the media language is one of the leading forms how the language exists, a kind of model of the national language expression. The media language is now actively influencing the literary norm, thus shaping linguistic tastes and new linguistic traditions in the modern society, including Ukrainian. On the one hand, the literary norm is most active in search for an "image of the "... authentic Ukrainian language" in the general context of intensifying the action of "national prescription factors" [1]. On the other hand, the media communication as a special system of informational dialogue in the society [2] represents a new linguistic reality and requires almost constant updating of language tools, in particular at the expense of the borrowed vocabulary.

Evidence of this problem can be observed in the economic media discourse, which attracts the attention of not only narrow specialists, but also at non-specialist audience. The

prevalence of this discourse in the media is conditioned by the modern processes of the economic science's globalization, its role in the economic knowledge promotion among a wide audience that consumes information. The economic discourse updated in the media is not only a source of the special information presented in a language understandable to the reader, but also it is an embodiment of exemplary linguistic and cultural standards, and stereotypes of use, and special linguistic units compatibility. At the same time, the language used in the media that is covering the economic life in Ukraine and the world can be compared to a creative laboratory of new discoveries, in which bold experiments with borrowed words and the regulatory limits in the use of such vocabulary are made. In view of this, the problem of choosing a name in national or foreign language and finding the middle ground is urgent, since the growth of borrowed words depends directly on the present social processes and the features of the national literary language and its stylistic variants development. "In today's communication environment, collective evaluations for expressive methods of literary language are formed in certain linguistic societies. This is most clearly reflected in the language practice of journalists whose language involves finding new ways to gain the readers' attention..." [3].

2. OUR CONTRIBUTION

The totality of display texts is not only a verbal message and a corresponding channel, but also those necessary extra-lingual factors that correlate with the specifics how a message itself is made, their recipients' backgrounds and the feedback that are defined by socio-economic, political, and national-cultural tradition in using the ways of encoding / decoding information (L. Stavvytska, A. Prykhodko, O. Matsko, O. Serbenska). When it comes to different types of media discourse, such as the economic discourse, we have few scientific researches describing its semantic-structural features. In the Ukrainian studies, the media discourse is presented with the studies of the conventional features in metaphors in German economic media discourse [4], and the metaphorical verbalization features in the economy concept within the English speaking media discourse [5]. The reason is for the object specificity, as the Ukrainian economic media discourse is not well developed to date while being a type of information communication in the general media discourse, which is organized according to the subject matter, linguistic and structural features. Foreign economic media have long been transformed into the real market products with their own metamorphosis, which is promptly reflected by the socio-economic processes and their realities. The Ukrainian society does not have an adequate level of economic education, and often the ordinary citizens are not concerned about macroeconomic

processes, but only about their consequences for their own households. Perhaps, this is a reason why the economic media writers are more willing to use foreign language resources than making some efforts to root out national ones. In this study, the authors analyzed only one aspect using descriptive methods, contextual analysis, and heuristic methods; but for the current linguistic situation in Ukraine there is an extremely important aspect of the economic media discourse functioning, which is related to the task how to preserve the national linguistic status quo for the terms in the economic branch of knowledge.

3. BACKGROUND

3.1. Manifestation of National and Foreign Language in Ukrainian Economic Media Text

In order to set boundaries and define the principles/frameworks of action for linguistic tolerance in economic media discourse, the problem of lexical / terminological oppositions of "native" and "alien" requires considerable attention of linguists. With the increasing pace of economic globalization, the issue of linguistic and cultural pluralism aimed at national linguistic security, and, at the same time, it is designed to keep in touch with the multicultural world community, is relevant.

The problems relevant to nomination by national means of universal knowledge exist in every language, because the language (even if highly developed, it is provided with its own lexical resource) must adequately respond to the ever-increasing needs of scientific intercultural communication. The economic discourse is most open to borrowed words with foreign language innovations, which, according to the language contacts theory, is one of the most recognized ways to enrich the language vocabulary. However, at almost the same time, there is a "threat" to national terminology. Therefore, the need for scientific correctness in the professional communication and its expression in the media actively correlates with the political correctness requirements in the linguistic space in total, where constructive communication should prevail at all levels. This problem is particularly acute in these languages that have existed for a long time under condition of limited statehood or statelessness, to which the Ukrainian language belongs too. The researchers of such multilingual discourses often emphasize on linguistic tolerance, in particular terminological tolerance, as an important factor in ensuring national security in today's globalized world [6–11].

It is necessary to note that the question of internationalization degree for economic terms, the need for introducing other terms, the dominance of borrowed words in the economic terms in the languages in the post-Soviet countries has always been debatable. Linguists (T. Kyiak, O. Ponomarev, I. Kochan, T. Panko, N. Klymenko, E. Karpilovska, L. Kyslyuk) explained this by trying to

guide the economic sub-language development by the way of maximizing the use of their linguistic resources, and, at the same time by focusing on the international terminology fund, integration into the European economic scientific environment, the need to harmonize the national terminology into the context of different terminology systems' intensive interaction. Researchers ambiguously evaluate the terminological linguistic borrowing; as a normal function of linguistic life, one of the ways to enrich the language vocabulary (basing on economic and cultural links between the nations), as a lack of national sectoral terminology systems, and as a prerequisite for the terminology's proper functioning and development [12–19].

Opposition “foreign” vs “native”, international vs national is frequently observed in the media issues on economic topics. This coexistence can be explained by the fact that we can not immediately find an equal national based term for a new term in the Ukrainian language. A prominent feature is the borrowing of not only individual foreign lexemes, but of entire groups and even topical units, which is caused by the development of new concepts, phenomena, and realities, thus causing the “export” of their names, for example: *keys-method, benchmarking, partysypatsiya, khendz on (Ukrainian) / case-method, benchmarking, participation, hands on (English)*. Thus, foreign language terms fall into the scientific language, and then get from it into the media sphere. Most of them are English and American, which, according to some researchers, cause the “leaching” of native language lexemes, even if they were present. Often, the media texts clearly reproduce this tendency to supplement the modern economic sphere (sometimes excessively and uncritically) by using foreign-language terms (mostly English), even if the native lexemes are present. The number of such substitutions is increasing, although such over-enthusiasm for foreign language terms is one way of losing the national identity of the Ukrainian language [20–21]. In developing this point of view, Horodens'ka [14] considers the linguistic borrowing processes as not controlled at all in terms of the expediency / impracticality of the proposed new lexical units, and that the Ukrainian terminological practice is defenseless and helpless under the foreign language pressure; yet, the repressive measures taken in the previous history have not contributed to formation of a conscious and continuous tradition in creating terms at the national basis. “That is why the Ukrainian language terminology systems, especially economic ones, are now actively adopting new borrowed words, which often duplicate the existing specific names of relevant concepts” [14]. The native lexemes that previously were natural in scientific language, including economic vocabulary, now have fallen into the passive vocabulary: *to limit / limituvaty (Ukr.: obmezhuvaty / limituvaty); to continue / prolong (Ukr.: prodovzhuvaty / prolonhuvaty); homogeneous / homogenous (Ukr.: odnorodnyy / homohennyy); relevant, related, substantial, inherent / relevant (Ukr.: dorechnyy, slushnyy, istotnyy, pry tamanny / relevantnyy); arbitrary / arbitrary arbitration / arbitrary; eliminate / eliminate (Ukr.: usuvaty /*

eliminuvaty); causal / causal (Ukr.: pry chynnyy / causal); distribution / stratification (Ukr.: rozpodilennya / stratyfikatsiya). The studies made by other authors only confirmed the thesis that the international element is excessively prevalent, often superseding the national element. Borrowed words, although they enrich the language and thus expand its vocabulary, at the same time obscure its internal capabilities. In this way, such enrichment is paradoxically turning into impoverishment [22].

The violation of linguistic parity with regard to opposition to “native” vs “foreign” is evident not only in scientific communication, but also in the media texts. According to other researchers, some borrowing (such as outsourcing as [outsorsynh], benchmarking as [benchmarkinh], controlling as [kontrolinh], marketing as [marketynh], clearing as [kliryinh], vesting as [vestynh], coaching [kouchynh] with a distinct foreign-language sign ing/ynh or inh), on the one hand induce to look for more proper linguistic equivalents to nominate proper concepts, on the other hand to take into account their derivative capabilities and ability to semantic assimilation [23–24]. The analysis of the economic terms used in the media texts has illustrated the generally accepted reasons for such borrowing:

1. The need to distinguish between the economic sector or their specialization. To mark the term *a contract on paid temporary possession and use of land, enterprise, fixed assets, and other assets on a contractual basis* in the Ukrainian language the latin word *arenda [Ukr.: orenda]* was used for a long time. In order to specify it by the species (the period for which the agreement is entered into, presence / absence of transferable leasehold tenant) in the current economic discourse there is used the foreign-language lexemes *leasing, renting, hiring [lizynh, rentynh, khayrynh]*.
2. Name of new concepts, phenomena recorded in foreign economic literature that have no equivalents in the Ukrainian scientific language, for example: *insider, digitalization [Ukr.: insayder, dydzhytalizatsiya]*.
3. The language savings were identified in order to replace the narrative structures with a singular borrowed word lexeme: *secondment [sekondment] (that is “temporary transfer of an employee to another department or to another company”)*, *hands on [khends on] (that is “departure from passive management policy and uncontrolled funds provision to active participation in management”)*.

In addition, the authors of the media texts use one-word borrowing in an effort to reduce publication's size and to save print space.

The terminological tolerance in the media economic discourse is displayed, on the one hand, in correct attitude to borrowed words, which implies the expediency of their introduction into the media text, and adequate replication of economic information. On the other hand, the correlation between foreign-language and national terms in the media texts of economic topics is intensively changing not in favor of the latter. Therefore, in this case, terminological tolerance displays itself in maintaining the

authors' balance between the native and foreign terms, in keeping the national terminological tradition, in adhering to the recommendations on use of new words derived from borrowed words, and in the use and spread of fixed national patterns of terms use the media (Fig. 1).

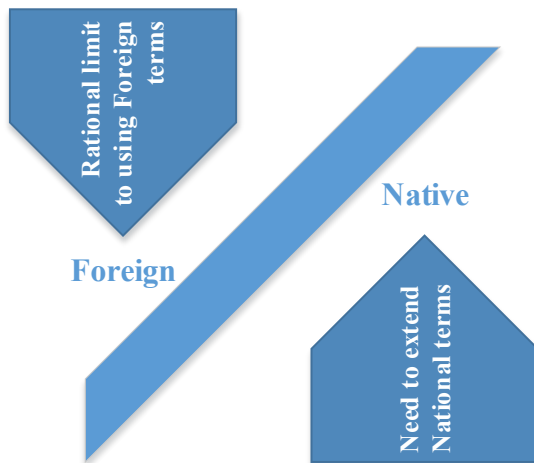


Figure 1 Conditions for achieving terminological tolerance in a media text

3.2. Regulatory Assessment of Foreign Language Units in Economic Media Text

As an evidence of linguistic imbalance in the economic media discourse on the use of foreign language becomes a spontaneous, often unconscious ignoring of fixed norms of spelling, grammar, and compatibility. Although in total this is the area where much attention is paid to the issues of linguistic purity and “specificity” [1]. A considerable part of borrowed words require proper regulatory evaluation and adaptation of foreign language elements to the Ukrainian language structure. This problem is very acute for Ukrainian-language discourse: the higher level problem is actualized by neglecting of the language norm as a compromise with another's linguistic tradition, which causes loss of linguistic and, consequently, national identity.

Thus, the economic science is actively supplemented by terms such as *business analysis* [biznes-analiz], *business association* [biznes-asotsiatsiya], *break-point* [breyk-poynt], *minimax* [minimaks], *marketing directors* [marketynh-dyrektory]. Instability in the orthographic structure of such entities, i.e. double, sometimes triple writing is noticeable in almost all online publications: *bill-broker* [bil broker] / [bil-broker] / [bil broker] / [bilbroker]; *time sheet* [taym-shyt] / [taymshyt]. Even at one page of the same edition, the terms of the same type by creation method can be different in structure. *business class* [biznesklas] and *business administration* [biznes-

administruvannya]. Instantiation in compound words, the first of which are abbreviations, is evidenced here: *We provide data on SEO site optimization and the SMO optimization efficiency...* [Navodymo dani stosovno SEO optymizatsiyi sayta ta efektyvnosti SMO optymizatsiyi]... *Therefore, the customer's efficient engagement can only be evaluated by combining SMO optimization with SEO promotion.* [Otzhe, efektyvnu vzayemodiyu zi spozhyvachem mozhna otsynity lyshe poyednuuyuchy SMO-optymizatsiyu z SEO-prosuvannyam]. Thus, such word-formation problem as adaptation of borrowed compound nouns remains unsolved: *press manager, fund manager, co-manager, lead manager, middle manager, content manager, product manager, event manager* [pres-menedzher, fand-menedzher, ko-menedzher, lidl-menedzher, midl-menedzher, kontent-menedzher, produkt-menedzher, ivent-menedzher]. Although in the Ukrainian language these are not complex words formed from two independent nouns without a connecting vowel, they are often written through a hyphen. At the same time, the writing of the terms is recorded separately: *middle manager, event manager, release manager* [midl-menedzher, ivent-menedzher, reliz-menedzher]. Both spellings violate the current rules of Ukrainian spelling for compound words to be written together and through the hyphen. The following lexemes should be written together: *press manager, fund manager, co-manager, lead manager, middle-manager, event-manager, release-manager, product-manager, content-manager, HR-manager* [presmenedzher, fandmenedzher, komenedzher, lidlmenedzher, midlmenedzher, iventmenedzher, relizmenedzher, produktmenedzher, kontentmenedzher, eycharmenedzher]. The authors of the media texts also have problems with the spelling of borrowed words formed by addition of a foreign language component top-[top-], which indicates on intense or extreme sign expression, and high professionalism level. The prefix *-top* is a functional analogue of such already mastered word-prefixes as *super-, hyper-, extra-, archi-* [super-, hyper, extra-, arkhi- etc.] [14]. Contrary to the tradition of writing the intensity prefixes together in the Ukrainian word formation, the publications mentioned in this article attest to writing such new words through the hyphen: *top-manager* [top-menedzher] instead of *top-manager* [topmenedzher] in the new version of “Ukrainian Spelling” (2019).

Different orthographical versions of such words as *PR manager / PR-manager* [piar-menedzher / PR-menedzher], *X-inefficiency / ex-inefficiency* [iks neefektyvnist / iks-neefektyvnist], *HR-manager / HR manager* [eycharmenedzher], *HR product* [HR product / eycharprodukt] etc. often coexist in the economic texts. This indicates that there are concerns about fixing them at different stages of adaptation and fixation in the Ukrainian language system, and is mainly a temporary phenomenon

that tends to favor to adapted simple lexemes (such as PR manager) [25]. Choosing a mobile way to cover a variety of economic information in the mass media has shown a widespread fascination with word-tracing, mainly in English. Here we observe such a word formation as [e-knyha] derived from English e-book, ie 'electronic book': *However, despite all e-books' benefits they have not managed yet to take away the market's significant portion from a paper competitor. Although, the E-business in Ukraine is growing rapidly, according to the expert, it is easy to imagine that total level of schools or hospitals readiness for e-auctions across the country is zero. [Odnak popry vsi perevaly e-knyham poky ne vdalosya zabraty u paperovoho konkurenta znachnu chastynu rynku; Yak pidkreslyuye ekspert, nevazhko uyavyty, shcho hotovnist' do e-auksioniv shkil abo likaren' po vsiy krayini ye vzhali nul'ovoyu; E-biznes v Ukrayini shvydko zrostaye].* As asserted by Klymenko et al. [25], such newest incidental formations attest to adaptation of English words to the first equivalent component that is e-abromorphism.

On the one hand, the emergence and use of complex terms, loan translation words in the economic media discourse indicates on searching for a new, more concise and dynamic form for new concepts; clearly guided by the rules of current "Ukrainian Spelling", such as: *The cooperation concerns to development of eco-system (it's correct to use ecosystem) as a branch of innovation business in Ukraine; "Eco-youth" program (it's correct to use "Ecoyouth"), eco-consumer (it's correct to use ecoconsumer), eco-eaters (it's correct to use ecoeaters). [Spivrobitnytstvo stosuyet'sya haluzi rozvytku eko-systemy (ekosystemy) innovatsynoho biznesu v Ukrayini; prohrama "Eko-molod'" ("Ekomolod'"), ekospozhyvach, eko-yidy (ekospozhyvach, ekoyidy)].* Significant additions have emerged in the new version of modern "Ukrainian Spelling", which regulate the writing of complex terms with foreign language components. The mass media mission at this stage is to set the complex terms writing according to the spelling guidelines.

The words borrowed by transliteration that do not correspond to the spelling norm are also a problem for the economic media texts. The authors often approve readers directly, thus imposing their own variation as a sign of spelling irregularity: *But this model gradually began to fail and "retail" (in Ukrainian spelled as "riteyl", while it's correct to use ryteyl) for many banks was unprofitable. City-light creates effective advertising ... In addition, the city-light located at city transport stops is the most democratic format of advertising. [Ale tsya model' postupovo pochala davaty zbiy i "riteyl" (ryteyl) dlya bahat'okh bankiv vvyavyvsya zbytkovym. Siti-layt stvoryuye efektyvnu reklamu... Krim toho, syti-layt, rozmishchenyy na zupynkakh, ye naybil'sh demokratychnym formatom reklamy].* The second variant

of spelling of the highlighted word in the example above is correct. Journalists or economists often ignore the fixed terms such as *brokerage [brokeridzh], reader [rider], holding [kholdinh], ticker [tiker], fixing [fixinh], etc.*, while it's correct to use *brokerage, reader, holding, ticker, fixing [in Ukrainian spelling brokerydzh, ryder, kholdynh, tyker, fixynh]*. The correspondents are inconsistent as well when writing non-duplicate / duplicate consonants in such common foreign language names as *jobber [not dzhobber, but dzhober]*, and *settlement [not settlment, but setlment]*. The correspondents also convey differently the sound composition of such terms as: *Cash-flow [kesh-flo / kesh-flou / kesh-flow]; demurrage [demeredzh / demerydzh / demuredzh]*, among which the first options are preferred: *After all, there is not a big responsibility, and such 'downtime' pleasure will be paid by "Nibulon" private company, while its demurrage has already exceeded \$ 2.7 million. [Adzhe vidpovidal'nosti ani naymenshoyi, a za zadovolennya vid prostoyu zaplatyt' pryvatna kompaniya "Nibulon"— demeredzh uzhe perevyschlyv 2,7 mln dolariv].*

There are imperatives of our time for mass media publications: mobility in providing information, its spectacular presentation and popularization, focus on attracting attention of most part of the target audience, which makes the search for optimal publication for each linguistic resources essential. Foreign words (first of all, those that call the economic sector's realities) are fixed in the modern language practice due to a wide information space available for online and printed media, which are adapting both to phonetic, but also to the and grammatical features of the Ukrainian language, thus acquiring the signs of gender, number, and case: *The company's website, which is the developer of the national project's web portal for the amount of Hrn. 12 billion crashed after the first DDoS attack. Since 10 am, a bots network that include more than 1000 hosts was involved in the attack. [Sayt firmy-rozrobnyka veb-portalU dlya natsproektu na 12 mlrd hrn zsboyl pislya pershoyi zh DDoS-ataky]. [V atatsi z 10 hodyny bula zadiyana merezha botiv, yaki vklyuchayut' ponad 1000 khostiv].* The mass media language is been actively supplemented by borrowed words and instantly adapted jargon words: *Microsoft and Facebook to pay for the bugs. [Microsoft i Facebook platytymut' za bahY]* (Note: bug is a detected technical defect, error, inaccuracy, or error that requires correction) *Detecting a bug ... allows you to earn \$ 500. [Vyyavlennya bahA...dozvolyye zarobty 500 dolariv].*

Some grammatical norms in the Ukrainian language are still unstable that is shown by publications on economic topics. The mass media often endorse the outdated norms related to the long-standing domination of the Russian language in Ukraine, thus showing intolerance to the national spelling tradition and fixed language norms. All of these is often supported by the mass media, despite

recommendations by the leading linguistic institutions, which explore new trends in the Ukrainian language development in the context of globalization, the “Ukrainian Spelling” rules, and the regulations of the State Standard of Ukraine, on numerous reference books (dictionaries, directories, advisers, etc.). For example, by using active participles *the managing partner* [keruyuchy partner] it is advised to use *partner-manager* [partner-kerivnyk]; for *the law of declining inflation* instead of [zakon spadayuchoyi inflyatsiyi] it is advised to use [zakon spadnoyi inflyatsiyi], for *competing stockbroker* instead of [konkuruyuchy birzhovyy makler] it is advised to use [birzhovyy broker-konkurent]. For this reason, it is also undesirable to use the nouns with the suffix -k to mark an action, but in economic publications we often refer to the following word forms: However, the biggest numbers of projects are trying to get *deferrals*: In Ukrainian, instead of the term [vidstrochka] it is advised to use [vidstrochennya] with respect to payments; development and implementation of *resource-saving technology*, in Ukrainian we need to use not the term [rozrobka] but [rozroblennya], and instead of [vprovadzheniya resursozberihayuchoyi tekhnolohiyi] it is advised to use term [resursozberezhivalnoyi tekhnolohiyi]. In the analyzed publications there are frequently used non-normative prepositional constructs, such as for term *overdue loans* (*debt overdue, loan arrears*), in Ukrainian instead of [prostrochennya po kredytu] it is advised to use [prostrochennya za kredyтом], [zaborhovanist` za kredyтом]; for the term when *considering a complaint* (it is necessary to use *at consideration of a complaint, during examination of a complaint*) in Ukrainian instead of [pry rozhlyadi skarhy] it is better to use [rozhyadayuchy skarhu], [pid chas rozhlyadu skarhy] this is also a consequence of another's grammatical norm influence.

It is not always reasonable to “thread” foreign words in general-oriented economic texts, because their use requires a separate interpretation, which is due to involving words from another language, for example: The first two types of promotion actions are actively used by companies to increase the number of visits on website, and to spread posts due to getting more “likes”. [Pershi dva typy aktyvno vykorystovuyut'sya kompaniyamy dlya zbil'shennya vidviduvan' saytiv i poshyrennya postiv cherez pidvyshchennya “laykiv”]. Here we use the term *post* (In English *post*) for a separate message in a forum, and “like” (from English “to like”, “to approve”) for approving online rating. As a typical case, borrowing neologisms supplant Ukrainian equivalents with more transparent semantics: Outdoor activity of teenagers became more intense, as they more often visit cinemas, sections, concerts, exhibitions, discos, and fast foods. [Bil'sh intensyvnoyu stala outdoor-aktyvnist' pidlitkovoyi audytoriyi, yaka chastishe vidviduye kinoteatry, sektsiyi, kontserty, vystavky, dyskoteky y zaklady shvydkoho

kharchuvannya] (Note: outdoor – in English is an action that takes place somewhere out of premises, external).

Even a cursory analysis of individual economic texts shows that such use of foreign words often does not follow any need to accurately convey scientific truths, but becomes self-sufficient that is “borrowing words for the sake of borrowing”. Numerous examples of borrowed names thoughtless introduction (this phenomenon is known in linguistics as *verbal-terminological snobbery*) are noted in the media discourse not only as an attempt to nominate new concepts, but also for well-known concepts that are already named in Ukrainian: *obligatory* [Ukr. oblihatorny / obov'yazkovyy], *participator/participant* [Ukr. partysypator / uchasnyk], *subtle / additional* [Ukr. supletyvny / dodatkovyy], *possible* [Ukr. posybilyatyvny / mozhlyvy], *interaction* [Ukr. interaktsiya / vzayemodiya], *evident* [Ukr. evidentny / ochevidny], *mutual* [Ukr. mutual'ny / vzayemny, obopilny], *perpetual* [Ukr. perpetualny / vichny, bezkinechny]: *Participative management helps* to connect the motives, incentives, and needs of the people working in groups basing on various forms of work teams' self-management. [Partysypatyvne upravlinnya dopomahaye zv'yazaty motyvy, stymuly ta potreby lyudey, shcho pratsyuyut' u hrupakh, na osnovi riznomanitnykh form samoupravlinnya trudovykh kolektyviv].

Ukrainian media sources can submit information in several languages, offering an electronic translation option, such as to translate Russian or English text into Ukrainian. Using electronic translators speeds up information sharing, thus making it quickly accessible to users, especially for online sources. However, the present linguistic practice has showed the need for more sophisticated translation programs in order to prevent non-normative and sometimes absurd formal translation: *As chairman of the World Federation of Chambers... Peter Mihok visited Chamber of Commerce of Ukraine*. Note: here is wrong use; it is advised to use [Yak holova / u roli holovy]. [V yakosti holovy (correct: Yak holova / u roli holovy) vsesvit'noyi federatsiyi palat...Torhovo-Promyslovu palatu Ukrayiny vidvidav Peter Mihok]. Regardless of the funding source and the losses brought to the budget (it is necessary to write as: losses inflicted to budget) the capital owners will not involve (it is necessary to write as bring) neither to criminal, nor to administrative responsibility. *Nezalezhno vid dzherela pokhodzhennya koshtiv i nanesenoho byudzhetu zbytkiv* (correct zavdanykh byudzhetu zbytkiv) vlasnykiv kapitaliv ne stanut' zaluchaty (correct prytyahaty) ni do kryminal'noyi, ni do administratyvnoyi vidpovidal'nosti. Frequently, the media text writers show instability of their linguistic skills that causes errors, such as: *Co-leader* (obviously, here is better *co-manager, co-chairman*) in Ukrainian [sokerivnyk] (obviously, spivkerivnyk, spivholova); *the volume of investments was made* (better is *formed*) [obsyah

investytsiy [sklav] (it is necessary to use [*stanovyv*]) and so on. The following examples showed the strong impact of the Russian language due to the lack of sophistication of Ukrainian electronic sources: *in the function of* ⇔ *in the quality of*, *a loss inflicted to budget* ⇔ *a loss made to budget*, *to bring to responsibility* ⇔ *to hold to responsibility*, *the size of investment was* ⇔ *the amount of investment was*. For example, here are Ukrainian and Russian equivalents: [*v yakosti* <- > *v kachestve*], [*nanesenoho byudzhetu zbytkiv* <-> *nanesyonnoho byudzhetu ushcherba*], *zaluchaty do vidpovidal'nosti* <-> *pryvyekat' k otvetstvennosti*, *ob'syah investytsiy sklav* <-> *ob'yom ynvestytsyy sostavyl*].

The problem under study exacerbates not only the question of the relation between the global and the local features in the language of media texts in the view of economic discourse. The issue of the media resources' impact upon formation of readers' language tolerance, spreading and adoption of international and national language standards has a particular importance.

3.3 Media Text and Terminological Tolerance of Multilingual Communicators

Within the framework of the research, two groups were formed: one consisted of the foreign students studying the Ukrainian as a foreign language (National University of Water and Environmental Engineering, Rivne, 187 persons), and second consisted of the students for whom the Ukrainian is their native language (Kyiv National Economic University named after Vadym Hetman, 195 persons). The survey did not claim to be representative, but it has clearly shown the trends analyzed in the article. Students were offered the same set of economic topics taken from mass media sources in order to:

- identify the impact of foreign and national terms on perception of economic information in the mass media text, thus identifying possible language barriers to adequate perception for such information;

- finding out whether normative loosening of borrowed vocabulary units is an obstacle to correct uptake of special content;

- to define the level of terminological tolerance of informants.

In order to meet this objective, there was developed a questionnaire to answer the following questions:

1. What is your preferred term in an economic media text?
a) Ukrainian; b) foreign language; c) it is indifferent what to use.

2. Do you prefer a foreign language term because:

- a) it is already in use in many languages;
- b) it is fashionable and therefore more common in use;
- c) it is more clear and comprehensible.

3. Do you prefer an Ukrainian language term because:

- a) it is fixed in the economic media texts;
- c) it is more clear and comprehensible.

4. Incorrect use, misunderstanding, and/or misspelling of a foreign language term impedes to right and clear perception of information:

- a) yes;
- b) no.

5. Incorrect use, incomprehensible meaning, and/or misspelling of the Ukrainian term impedes to right and clear perception of information:

- a) yes;
- b) no.

The answers to the first question indicated that the overwhelming majority of foreign students (84%) prefer a foreign language term while reading the economic media text. Whereas, among the students-Ukrainians only 28% prefer a foreign language term, while 20% of respondents gave preference for the Ukrainian language term, and the answer of most part of respondents (47%) was "indifferent", which shows almost equal preferences in perception of foreign language terms and Ukrainian terms (Fig. 2).

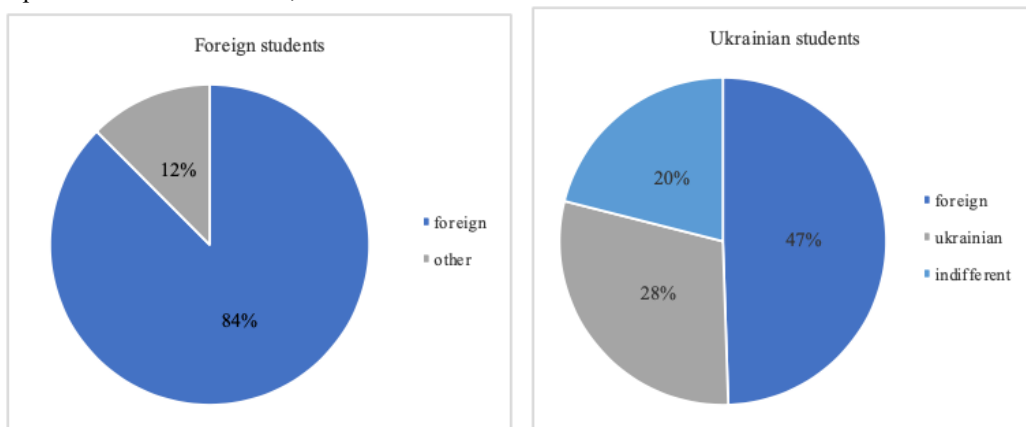


Figure 2 The choice of term in a media text by origin

Answering the second question, the overwhelming majority (72%) of the Ukrainian students chosen option b), while most of the foreign students (78%) preferred option c) (Fig.3).The distribution of answers to the third questionnaire is as follows: as for 31% of the foreign

students, the answer a) was more preferred, but other preferred options indicated some confusion among the respondents in the choice; whereas, the Ukrainian students chose the same answer: approximately 33%, 32%, and 31% respectively (Fig. 4).

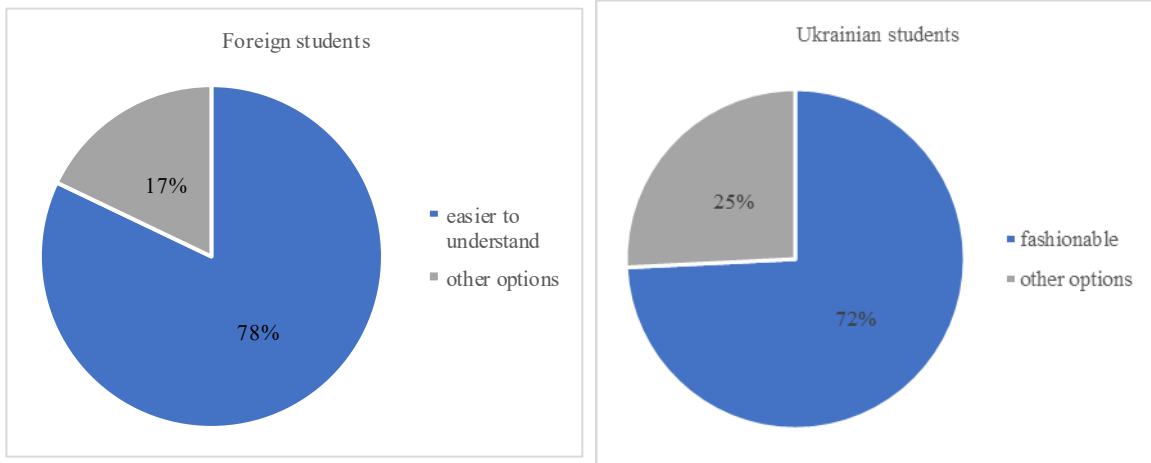


Figure 3 The reasons for choosing a foreign language term in a media text

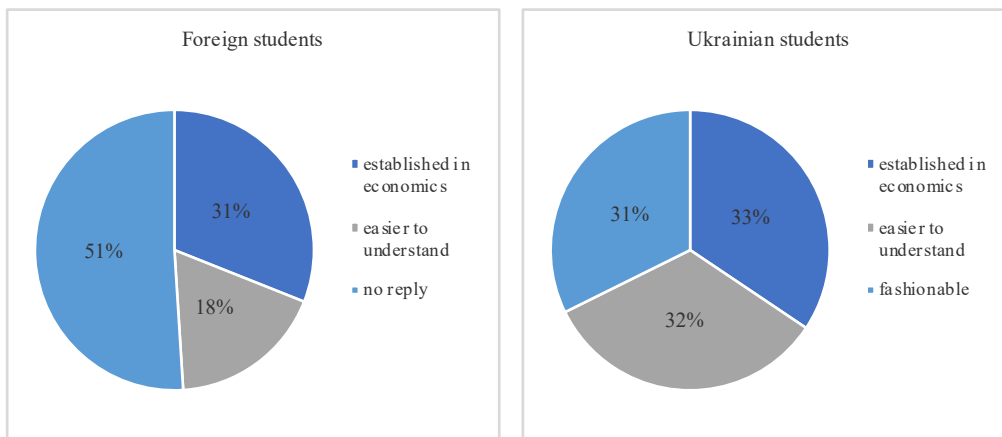


Figure 4 The reasons for choosing an Ukrainian language term in a media text

While answering the fourth question, 56% of the foreign students consider that a) is a correct option, while 65% of

the Ukrainian students consider that b) is a correct option (Fig. 5).

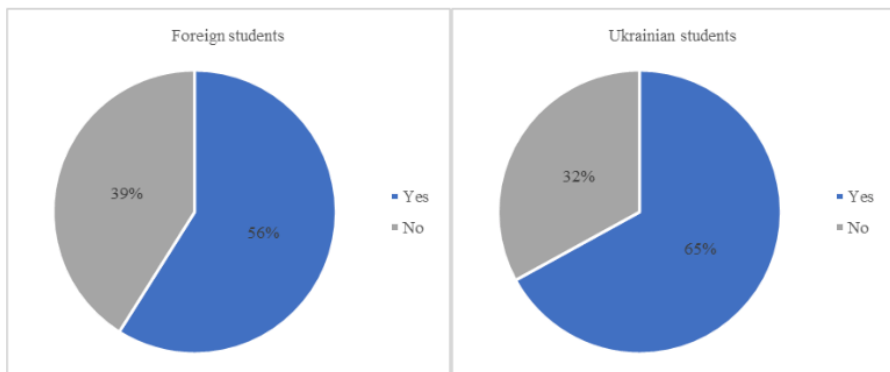


Figure 5 Perception of information due to incorrect use of an Ukrainian term in a media text

Responding to the fifth question, both the foreign students and the Ukrainian students were unanimous, mainly choosing option a): 61% and 58% respectively (Fig. 6).

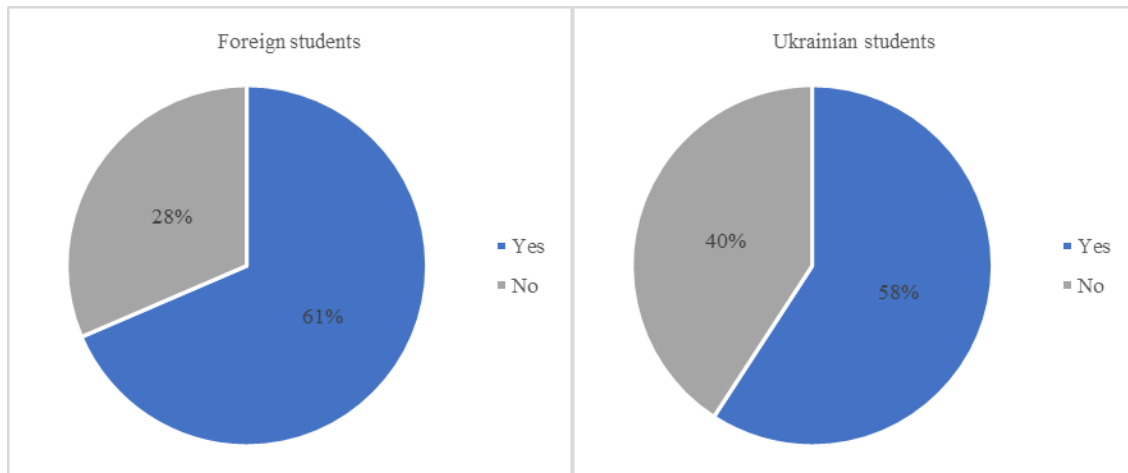


Figure 6 Perception of information due to incorrect use of an Ukrainian term in a media text

The results of the survey showed that in the global economy, among the options offered in the media texts for the opposition of "native" vs "foreign", the informants are more receptive to a foreign language term. The replies from the representatives of different linguistic cultures illustrate the imbalance found in the analysis of using

4. CONCLUSION

The ratio of foreign and native terms in the economic texts is rapidly changing not in favour of the latter, and this causes a linguistic imbalance, thus breaking the linguistic balance in the regard to the national linguistic units' functioning, especially in the mass media. Still, it is possible to achieve equilibrium, if you choose the option that optimally takes into account the national and cultural factors, scientific validity, expediency in terms' use, and normativity.

Obviously, the future of the latest borrowings cannot be predicted accurately. It is likely that the borrowed words, mainly of English origin, continue to actively supplement the Ukrainian scientific language, and the mass media continue to facilitate the rapid spread of foreign-language terms with their further adaptation into the Ukrainian linguistic basis.

Therefore, the economic media text as an efficient tool for modern industry's communication can become a source of further exploration in a new, dynamic linguistic reality. In the long run, it would be advisable to analyze the linguistic tolerance level in coexistence of native and borrowed terms in different discourses (including the ability to professional communication both at global and local level) in order to develop possible suggestions how to attain linguistic equilibrium in the opposition of "native" vs "borrowed" in the rapidly changing economy discourse,

national and foreign language terms in the economic media discourse. Thus, the factors mentioned above bring the search for lingual and extra-lingual instruments for eliminating such imbalances up to date.

and to comprehend the changes in the Ukrainian language structure under the influence of other languages.

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