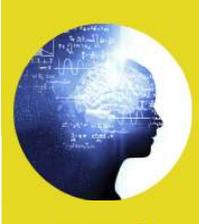




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SEMANTIC TRANSFORMATIONS OF ECONOMIC TERMINOLOGY IN THE CONTEXT OF GLOBALIZATION

Abstract. The article presents a comprehensive study of the semantic transformations of economic terminology under the conditions of globalization, digitalization, and the dominance of English as the leading means of international professional communication. The paper identifies changes in the meanings, structure, and functioning of economic terms under the influence of interlingual interaction, technological innovations, and transnational economic processes. The methodological framework combines terminological, semantic, and discourse analysis, which makes it possible to reveal the dynamics of the formation of the modern economic terminological system. It is shown that economic terminology functions as a historically codified yet open lexicosemantic complex in which the processes of semantic expansion, narrowing, metaphorization, and interdisciplinary diffusion are intensified. In particular, it is demonstrated how such units as “market”, “leverage”, “sustainability”, “financial bubble”, and “tipping point” move beyond their original meanings in globalized English discourse and form new cognitive models for interpreting economic reality. It is proven that the internationalization of vocabulary and the active borrowing from English are accompanied by complex semantic adaptation within national terminological systems. On the basis of contemporary English media publications, it is shown that macroeconomic indicators (“GDP”, “inflation”, “turnover”, “interest rates”) in the global information space acquire socially, politically, and cognitively marked meanings, turning into instruments for interpreting risks, expectations, and strategic decisions. Particular attention is paid to the impact of digitalization and artificial intelligence, which lead to the reinterpretation of basic categories such as “labor income”, “investment”, “taxation”, and “UBI” and to the formation of new semantic frameworks of an economy driven by algorithms and technological rent. In conclusion, modern economic terminology is shown to emerge as a dynamic semantic-cognitive mechanism that both reflects and constructs globalized economic reality, integrating quantitative, social, and cultural parameters of professional discourse.



Keywords: economic terminology, semantic transformations, globalization, English economic discourse, vocabulary, intercultural communication, terminological system.

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СЕМАНТИЧНІ ТРАНСФОРМАЦІЇ ЕКОНОМІЧНОЇ ТЕРМІНОЛОГІЇ В УМОВАХ ГЛОБАЛІЗАЦІЇ

Анотація. У статті здійснено комплексне дослідження семантичних трансформацій економічної термінології в умовах глобалізації, цифровізації та домінування англійської мови як провідного засобу міжнародної фахової комунікації. У роботі виявлено зміни у значеннях, структурі та функціонуванні економічних терміноодиниць під впливом міжмовної взаємодії, технологічних інновацій і транснаціональних економічних процесів.

Методологічну основу становлять поєднання термінологічного, семантичного та дискурсивного аналізу, що дає змогу розкрити динаміку формування сучасної економічної терміносистеми. Показано, що економічна термінологія функціонує як історично кодифікований, але водночас відкритий до змін лексико-семантичний комплекс, у межах якого активізуються процеси семантичного розширення, звуження, метафоризації та міждисциплінарної дифузії. Зокрема, простежено, як такі одиниці, як “market”, “leverage”, “sustainability”, “financial bubble”, “tipping point”, у глобалізованому англомовному дискурсі виходять за рамки первинних значень і формують нові когнітивні моделі осмислення економічної реальності. Доведено, що інтернаціоналізація лексики та активне запозичення з англійської мови супроводжуються складною семантичною адаптацією в національних терміносистемах. На матеріалі сучасних англомовних медійних публікацій продемонстровано, що макроекономічні показники (“GDP”, “inflation”, “turnover”, “interest rates”) у глобальному інформаційному просторі набувають соціально, політично й когнітивно маркованих значень, перетворюючись на інструменти інтерпретації ризиків, очікувань і стратегічних рішень. Окрему увагу приділено впливу цифровізації та штучного інтелекту, які спричиняють переосмислення базових категорій, зокрема “labor income”, “investment”, “taxation”, “UBI”, і формують нові семантичні рамки економіки алгоритмів і технологічної ренти. У підсумку встановлено, що сучасна економічна термінологія постає як динамічний



семантико-когнітивний механізм, який відображає та водночас конструює глобалізовану економічну реальність, інтегруючи кількісні, соціальні й культурні параметри професійного дискурсу.

Ключові слова: економічна термінологія, семантичні трансформації, глобалізація, англomовний економічний дискурс, лексика, міжкультурна комунікація, терміносистема.

Problem Statement. Globalization processes and the digital transformation of the world economy are causing substantial changes not only in economic structures but also in the linguistic mechanisms through which they are conceptualized, which, in turn, leads to profound semantic shifts within the system of economic terminology. On the one hand, the active penetration of English terms into national discourses of finance, trade, and technology ensures the unification of professional communication; on the other hand, it is accompanied by the reinterpretation of meanings, the expansion or narrowing of semantic fields, and the emergence of new connotations shaped by local socio-economic conditions. As a result, discrepancies increasingly arise between the linguistic form of a term and its economic content, which complicates interpretation, translation, and normative codification of key concepts in the international academic and political arena. At the same time, the rapid spread of such concepts as the digital economy, artificial intelligence, universal basic income, and green transition intensifies the problem of adequate semantic alignment of terms across different languages and cultures, since the accuracy of professional communication and the effectiveness of economic decision-making depend on it. Under these conditions, there emerges a need for a systematic study of semantic transformations in economic terminology as a component of globalized discourse, which determines the relevance and the problem field of the present research.

Analysis of recent studies and publications in the field of economic terminology demonstrates a growing scholarly focus on the semantic and communicative aspects of the formation of terminological systems in the context of globalization. In particular, [1] examines the structural and semantic features of translating economic terminology from English into Ukrainian. Syvak O., Orlova K., and Ksendzuk V. consider economic terminology as an independent object of scientific analysis, emphasizing its systemic nature and internal classification [2]. Stoiev V., Zhovnir-Vasylenko K., and Pietukhova O. investigate contemporary terminology within the professional domain of economists and show that the dynamics of terminological development are directly related to changes in professional practice and market relations [3]. In this context, Nezhyva O. analyzes the specific features of economic terminology in the English



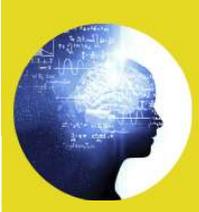
language, highlighting the mechanisms of semantic transfer and borrowing [4], which is logically complemented by the work of Pavliuk Kh., who focuses on the structure of English economic terms and the ways in which they are formed [5]. In turn, Kondratiuk M. addresses the methodological aspects of studying English economic terminology by students of economics faculties, emphasizing the role of authentic sources and the active application of the lexical approach in developing professional competences [6]. At the same time, Krajniak L., Duda O., and Rybachok S. examine economic terminology as an object of communication theory, which makes it possible to interpret terms as communicative instruments in professional discourse [7]. In addition, Ishchuk A. analyzes the structural and semantic features of English economic terminology, focusing on the mechanisms of term formation and adaptation in the process of interlingual integration [8].

Thus, the review of scholarly sources indicates a systematic integration of linguistic, translation, and communicative approaches in the study of economic terminology, which ensures a comprehensive understanding of semantic transformations and underscores the relevance of a holistic analysis of terminological changes in the globalized economic discourse.

The aim of the article is to investigate the semantic transformations of economic terminology in the context of globalization, specifically analyzing changes in the meanings, structure, and functions of economic terms under the influence of international integration, digitalization, and borrowings from the English.

Presentation of the main research material. Economic terminology emerges as a historically codified set of nominative units through which the system of economic concepts is conceptualized and specialized communication in the field of economic theory and applied economic activity is ensured. In this context, it functions as a mechanism for the transmission and interpretation of scientific knowledge within professional discourse. For this reason, economic terminology constitutes an independent object of study within the framework of economic science, particularly economic theory, and forms a component of linguistics, especially in fields such as terminology, which examines the regularities of formation and functioning of terminological systems, and lexicography, which ensures their codification in dictionary resources [2, p. 183].

At the same time, under contemporary conditions of globalization, this terminological system undergoes intensive semantic shifts driven by the transnational nature of economic processes and the dominance of English as the language of international professional communication. In particular, the term “market”, traditionally understood as “a place of exchange”, is increasingly realized in the extended semantic sense of “an institutional environment of



economic interaction”, as observed in expressions such as “global market” and “digital market.” These usages indicate a shift in focus from a localized trading space to an abstract network of economic relations, reflecting new conceptual frameworks of the global economy.

In structural terms, economic terminology, functioning within the system of contemporary economic sciences, is subject to classification according to parts of speech, which ensures its formal and grammatical organization. It comprises full-meaning words and terminological phrases, as well as various abbreviated forms, including acronyms and initialisms, which perform compressive and identificatory functions in professional communication. In addition, the lexical array of economic terminology is characterized by polysemy, synonymy, antonymy, and hypernym-hyponym relationships, while its semantic motivation is often based on mechanisms of metaphorical transfer [8, p. 144].

In the globalized economic discourse, these semantic relations are intensified through cross-linguistic interference. For example, the term “leverage” originally denoted a “lever” as a physical object; however, in economic usage, it acquired the abstract meaning of “financial leverage”, i.e., the use of borrowed funds to increase investment profitability. Similarly, the expression “economic footprint” forms a new semantic layer in which “footprint” is interpreted not literally, but as the aggregate impact of a company or state on the global economic system. The examples presented above demonstrate that metaphorization becomes one of the leading mechanisms for the conceptual expansion of economic terminology under conditions of international integration.

Subsequently, the development of these processes leads to the emergence of semantic variants that coexist in different national economic discourses. For instance, the term “sustainability” in the Western tradition increasingly encompasses the financial and social stability of businesses, as reflected in the expressions “financial sustainability” and “social sustainability.” Accordingly, when translating and interpreting such units into national languages, it is not merely a matter of reproducing the form but a complex semantic adaptation that modifies the structure of local terminological systems while simultaneously expanding their conceptual boundaries.

Economic terminology is characterized by a wide range of combinability types, reflecting the complexity of the conceptual organization of economic knowledge. In particular, it includes synthetic (idiomatic) combinations, analytical constructions, stable terminological phrases, and free and isolated combinations, which ensure the precision and variability of the nomination of economic processes and phenomena [5, p. 30]. This very structural complexity provides the basis for semantic shifts, as the same formal unit may realize different meanings depending on the discursive context.



In the globalized English economic discourse, this is manifested, for example, in the expression “financial bubble”, which metaphorically denotes an unstable overvaluation of market assets. A similar construction, “toxic assets”, creates a new semantic quality in which the adjective “toxic” loses its original chemical meaning and acquires an economic connotation of “risky” or “unsuitable for investment”. The examples above demonstrate that the combinability of terms in the global space both reflects existing meanings and generates new conceptual interpretations of economic reality.

At the same time, even within a single linguistic community, economic terminology does not remain stable, as it is influenced by historical shifts, political transformations, and integration processes. As a result, the scope of meanings of individual terms changes, as do the ways they are combined in professional communication. Particularly notable in this regard is the influence of globalization, which stimulates borrowings from English, especially in the fields of international trade, finance, and digital technologies, while simultaneously highlighting the need to adapt them to nationally specific models of economic thought [1, p. 607].

The described process is denoted by the term “outsourcing”, which functions as a borrowing in many languages but acquires different semantic nuances depending on the local economic context, ranging from the neutral meaning of “delegation of functions to an external provider” to a socially marked meaning associated with job losses. Similarly, the expression “gig economy” in global usage refers to a model of short-term employment; however, in different countries it is conceptualized either as an innovative form of a flexible labor market or as a manifestation of social instability.

One of the leading trends in the development of the contemporary professional language of economists is its gradual orientation toward popularization and increased expressiveness, which has traditionally not been characteristic of specialized languages. This transformation is driven, on the one hand, by the rising social prestige of economic professions and, on the other hand, by the massification of the field and the rejuvenation of its practitioners, which activates the use of elements of slang, jargon, and expressively condensed formulations. As a result, the professional language of managers, marketers, advertisers, and dealers increasingly represents both the toolkit of professional activity and a model of socially desirable experience associated with material well-being and psychological comfort, which, in turn, enhances the attractiveness of this field for new generations of specialists and stimulates active linguistic behavior as a factor of economic effectiveness [3, p. 123].

In the globalized English-speaking economic space, this expressiveness is clearly manifested, for example, in the phrase “to boost performance”, where the



verb “boost” transfers its meaning from the physical domain of “to push” into the abstract plane of economic efficiency. Similarly, the expression “winning strategy” constructs an evaluative model of understanding managerial decisions, in which competition is conceptualized as a game of winners and losers. These units demonstrate that contemporary economic terminology integrates elements of popular culture and playful metaphor, thereby transforming the way professional activity is conceptualized.

Such semantic shifts contribute to the formation of a new type of economic discourse, in which the boundaries between professional language and popular speech become increasingly permeable. For instance, the expression “market optimism” denotes an economic condition while also appealing to the emotional and psychological assessment of market processes, enhancing their communicative appeal for non-specialist audiences. As a result, economic terminology performs both nominative and interpretative-evaluative functions, ensuring the integration of economic knowledge into a broader social context.

Against this backdrop, the terminological density of economic discourse increases, which enhances its communicative potential through various semantic processes, among which metaphorization plays a leading role. Within the system of economic texts, metaphor is viewed as a tool for renewing the form of exposition and as a means of creating a non-standard pragmatic effect, capable of imparting elements of expressive-evaluative interpretation to the scientific style. At the same time, the specificity of metaphorical usage lies in the fact that it does not compromise terminological precision; on the contrary, it contributes to the intensification of the economic message’s impact on the addressee [7, p. 144].

In this context, constructions such as “economic engine” and “financial turbulence” are particularly significant, in which technical and natural imagery is transferred to the economic sphere to denote developmental dynamics and instability. These metaphorical models visualize abstract processes and also shape specific scenarios for their interpretation, directing the perception of economic reality within the structure of the global information space. Thus, metaphorization serves as a fundamental factor in the semantic transformations of economic terminology, integrating cognitive, communicative, and sociocultural parameters of contemporary globalized discourse.

For the effective conduct of business interactions with foreign counterparts, a systematic understanding of the functioning of economic terminology in English is essential. In this regard, the analysis of word-formation patterns in English economic terms demonstrates that their formation is primarily based on mechanisms such as conversion, cross-sectoral borrowing, internationalization, and derivation, as well as the creation of abbreviations and compound designations. The combined action of these processes results in a quantitative



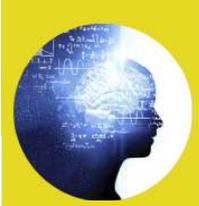
expansion of the terminological stock and qualitative semantic shifts, which require specialized analysis to prevent communicative errors in a professional English-speaking environment [4, p. 174].

In the globalized economic discourse, for instance, the development of the term “to benchmark” can be noted, formed through conversion from the noun “benchmark”, which originally meant “reference point”, but in economics acquired the meaning “to compare with standard indicators”. Similarly, the phrase “knowledge economy” reflects cross-sectoral borrowing from the cognitive sciences, whereby economic activity is interpreted as a process of knowledge production and management. The examples above demonstrate that word-formation mechanisms in English economic terminology are directly linked to the expansion and reinterpretation of its semantic space.

Further complications of the terminological system are caused by the active use of internationalisms, in particular such units as “inflation”, “logistics”, and “digitalization”, which function across different languages but may acquire distinct semantic nuances depending on the national economic context. In this way, global lexical units become carriers of locally modified meanings, transforming both the linguistic form and the cognitive models of economic thinking.

Against this background, the methodological support for the study of English economic terminology by students of economic specialties in higher education institutions should be based on the use of contemporary authentic professional materials, the integration of a lexical approach to mastering specialized vocabulary, and the development of stable skills in business communication within the framework of economic discourse. An important component of this aspect is the involvement of students in project activities, solving real professional tasks, and working with professional documentation, which ensures a deeper assimilation of term semantics in their actual communicative functioning [6, p. 66].

In this context, the English expressions “risk management” and “value creation” illustrate how established collocations acquire the conceptual status of key categories in contemporary economics. In particular, “value creation” goes beyond the literal meaning of “creating value” and represents a comprehensive strategy for developing competitive advantages, requiring future specialists to possess the ability to interpret complex semantic structures. Accordingly, taking into account labor market forecasts and the increasing demands of intercultural economic communication necessitates that the educational process focus both on mastering the formal terminological apparatus and on developing skills in the semantic analysis of English economic units. Such integration of linguistic and professional competencies ensures that students are prepared to perform complex professional tasks within a globalized economic environment [6, p. 66].



Thus, the skills in semantic interpretation of English economic terminology developed within the educational process acquire practical significance only when applied to authentic media and analytical texts, in which the globalized economic discourse is realized in its dynamic and contextually determined forms. Accordingly, referring to materials from leading English publications allows one to trace how abstract economic categories function within real political and socioeconomic contexts.

In this regard, Partington R. [9] conceptualizes the economic reality of the United Kingdom through a globalized terminological apparatus, in which traditional macroeconomic categories acquire refined, politically and socially marked meanings. For example, the phrase “headline inflation rate” in the sentence “The Bank of England expects Rachel Reeves’s budget will reduce the UK’s headline inflation rate by as much as half a percentage point next year” [9] serves as an instance of semantic narrowing: instead of the general concept of inflation, a specialized indicator is used, which in the international financial discourse denotes the consumer price index excluding internal structural adjustments. In this way, the economic term becomes a tool not only for quantitative assessment but also for political argumentation in budgetary policy.

Further, the citations from publication [9] reveal the transformation of economic vocabulary toward the integration of fiscal and social discourses. In particular, in the excerpt regarding “removing green subsidies from household energy bills” and the transfer of payments to “general taxation”, a semantic broadening of the term “subsidies” is observed. The term ceases to function merely as a narrowly economic instrument for supporting specific sectors and is reinterpreted as a component of broader policy for redistributing public expenditures. Accordingly, the concept of “energy bills” in the global economic space acquires the status of a socially sensitive indicator, reflecting not only market prices but also state regulatory mechanisms.

In this context, the distinction between short-term and long-term effects, as noted in the statement “Although Reeves’s measures will have a short-term impact on bringing down headline inflation, other government policy measures could push up the rate in future” [9], gains particular significance. Here, the term “short-term impact” functions as a globalized element of economic forecasting, structuring the perception of the temporal dynamics of macroeconomic indicators. Its use indicates a reorientation of economic discourse from static values toward scenario modeling, which has become standard in contemporary financial analytics.

An important component of this process is also the socialization of economic terminology, which is evident in business leaders’ statements regarding “higher employment costs from a rising living wage and strengthened package of



workers' rights" [9]. In this case, the phrase "living wage" denotes a minimum level of remuneration while simultaneously integrating ethical and social dimensions into the economic pricing model. Consequently, labor costs semantically transform from a purely accounting category into a factor of social stability, which, however, may translate into price increases.

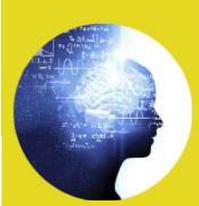
This trend is further reinforced by the statement "People's experience of inflation changes how they may respond" [9], in which the term "inflation" functions as a phenomenon of everyday perception. A particularly illustrative example is energy commodities, described as "very visible cost reductions". In the globalized discourse, this signifies that economic indicators are increasingly assessed through the lens of cognitive accessibility for consumers, resulting in a shift of focus from formal statistical measures to socially perceptible parameters.

Accordingly, the analyzed citations indicate that, under globalization, economic terminology integrates macroeconomic, social, and political parameters. It is precisely through such discursive shifts that a new type of economic thinking emerges, in which traditional indicators, such as inflation, taxes, and expenditures, are reinterpreted as integrated elements of the global socio-economic space.

In contrast, the analytical publication by Goodley S. [10] exemplifies a characteristic transformation of terminology in globalized economic discourse, oriented toward the combination of macroeconomic indicators with the language of risk, uncertainty, and behavioral responses of market participants. For instance, the phrase "rising cost pressures and higher global economic uncertainty" conceptualizes economic dynamics both as changes in objective indicators and as a complex pressure environment in which enterprises must adapt their personnel strategies. The use of the verbal construction "to pause hiring" and the metaphorical expression "flexing where they can" demonstrates a semantic expansion of managerial vocabulary, transferring images of physical flexibility to the labor market and reflecting new models of economic adaptability amid global instability.

The further development of this discourse is associated with the use of business sentiment indicators, in particular the "optimism index", which, in the citation regarding its fall to the lowest level in five years, functions as a globalized term integrating both quantitative and psychological dimensions of economic activity. In this way, the concept of optimism is extended beyond a subjective assessment and transformed into a tool for macroeconomic forecasting, applied in financial analysis at the international level.

This shift is reinforced in the statement "Business costs are rising and turnover expectations are falling" [10], where the term "turnover" ceases to be a purely accounting category and emerges as an indicator of the future market



viability of companies. At the same time, the expression “optimism is on the floor” introduces an emotionally charged metaphor into economic analysis, reflecting the tendency toward the expressivization of terminology in order to enhance the pragmatic impact of economic messages in the global information space.

Against this background, particular significance is attached to the phrase “a tipping point whereby investment plans will be cancelled or shifted overseas” [10], in which the term “tipping point”, borrowed from the theory of complex systems, is used to describe a critical threshold of economic stability. Its inclusion in economic discourse indicates the interdisciplinary diffusion of concepts, characteristic of globalized terminology, as financial processes are increasingly conceptualized through the categories of non-linear dynamics and risk.

At the same time, the statement “warning lights are now flashing red on the UK as a competitive place to manufacture and invest” [10] demonstrates another level of metaphorization, within which the national economy is conceptualized as a control system with danger indicators. This imagery transforms traditional notions of competitiveness, endowing them with semantics of technical vulnerability and the necessity for immediate regulatory intervention.

Collectively, the cited examples demonstrate that contemporary English economic terminology in the context of globalization consistently combines quantitative indicators with metaphorical, cognitively enriched constructions. This combination contributes to the formation of a new type of economic discourse in which business sentiment, investment decisions, and national competitiveness are conceptualized as dynamic, semantically complex processes reflecting the interaction of global and local development factors.

Furthermore, in the article by Rush D. [11], a characteristic transformation of basic macroeconomic terms within globalized economic discourse is presented, emphasizing their complex interpretation. For instance, the definition “Gross domestic product (GDP) – a broad measure of the value of goods and services” [11], together with the statement regarding growth at “an annualized rate of 4.3%”, records a quantitative indicator while functioning as a symbol of economic dynamics and the international competitiveness of the United States. In the global information space, GDP increasingly operates as a generalized indicator of geoeconomic power, extending beyond a purely statistical measurement.

Further, the explanation of growth through “consumer spending, exports, and government spending”, which was partially offset by “a decrease in investment”, illustrates the process of semantic stratification of macroeconomic categories. Here, the traditional components of GDP acquire different pragmatic statuses: consumption and exports are associated with the internal and external stability of the economy, while the reduction in investment signals potential risks.



Consequently, GDP terminology in the globalized discourse transforms into a tool for assessing the current state and future trajectories of economic development.

This aspect becomes particularly pronounced in the fragment concerning the Federal Reserve (FRS), where it is stated that GDP figures “will further complicate the decision-making of the Federal Reserve” [11]. In this context, macroeconomic data are semantically integrated into the sphere of institutional governance, and the term “interest rate cut” ceases to be a neutral technical operation, acquiring the meaning of a politically and globally conditioned instrument of stabilization. Disagreements within the Federal Reserve regarding further actions reflect the transformation of monetary vocabulary into the domain of strategic responses to global economic fluctuations.

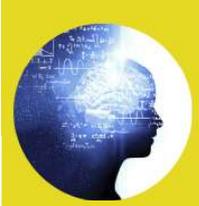
In the context of trade policy, the phrases “sweeping tariffs” and “watered down or rolled back many of the levies” illustrate another semantic shift: the terms “tariffs” and “levies” function not only as fiscal instruments but also as markers of geo-economic pressure and uncertainty. Their use in connection with “uncertainty ... that has rattled businesses and consumers” indicates an extension of these units’ meaning to the level of cognitive-psychological factors that influence investment and consumer behavior on a global scale.

Furthermore, the statement about the recovery of GDP, “spurred on by massive investment in artificial intelligence and robust consumer spending”, reflects a reinterpretation of the concept of “investment” within the digital economy. Investments in artificial intelligence act as a strategic resource for shaping long-term competitiveness, thereby altering the semantic profile of this term in contemporary economic discourse.

The final quotation from Ashworth P. in the article [11], stating that “the economy maintains considerable momentum”, yet may face a slowdown due to “shutdown”, demonstrates the dynamic nature of globalized economic terminology. The concept of “momentum” is metaphorically borrowed from physics to denote the inertia of economic growth, whereas “slowdown” establishes the opposite pole of this semantic opposition. In this way, macroeconomic processes are conceptualized as movement in space, highlighting the instability and unpredictability of the contemporary global economy.

Thus, the analysis of article [11] shows that, in the context of globalization, even basic macroeconomic categories – such as GDP, investment, interest rates, and tariffs – undergo semantic expansion and acquire complex interpretations. This results in the formation of an economic discourse in which quantitative indicators interact with political, technological, and cognitive factors, creating a multifaceted representation of global economic reality.

Moreover, in Porter E.’s article [12], economic terminology related to universal basic income is presented through the lens of a radically transformed



globalized economy, in which artificial intelligence displaces labor as a fundamental factor. The statement that “an economy that has moved past human labor” records a semantic shift in the very concept of the economy: it is no longer defined by the reproduction of human labor but is represented as a techno-industrial system of value production without worker participation.

At the same time, the author’s critique that “the prescription still falls flat” introduces a new rhetoric of economic inadequacy, in which traditional redistribution tools are interpreted as conceptually outdated in relation to the realities of the global AI economy. Accordingly, the term “UBI” acquires the connotation of a limited policy, incapable of encompassing the profound transformations in the relationships among capital, technology, and income.

The semantic gap presented above is further reinforced by quantitative reasoning: the claim that a guaranteed income of “\$53,000 per year” would require “over \$14tn, about 45% of the United States’ GDP” [12] demonstrates the transformation of the term “GDP” from a neutral macroeconomic indicator into a symbol of the fiscal limits of social policy. Thus, in the globalized discourse, GDP increasingly functions as a semantic marker of the boundaries of political and budgetary feasibility.

At the same time, the statement that “AI kills all labor income” [12] radically reinterprets the category of income as derived from labor. Whereas in classical economic theory “labor income” constituted the basis of the tax system, in the AI economy it is semantically reduced to a vanishing source of fiscal stability. This, in turn, drives a reorientation of economic language from income toward alternative objects of taxation.

The continuation of this shift is reflected in the list of potential tax bases, such as “carbon emissions”, “bad externalities”, “land”, and “owners of the robots”, which illustrates the transformation of the concept of “taxation” from an instrument for extracting a portion of earnings into a mechanism for regulating technological and environmental harm. Under these conditions, taxes acquire the semantic meaning of controlling the uneven distribution of technologically derived rent.

The subsequent statement that “the labor share of income has gone to zero” marks the extreme point of this transformation, in which the classical opposition between labor and capital loses its symmetry, and “owners of capital” become the sole beneficiaries of economic growth. In a globalized economy, this implies a semantic reconfiguration of the very concept of inequality, now defined by access to technological assets.

Nevertheless, the statement that “UBI has features that would prove valuable in an AI-driven future” [12] introduces a new understanding of social welfare as detached from employment. The removal of “work requirements” is



interpreted as a linguistically and conceptually conditioned adaptation of economic policy to a situation “when human work makes no sense”. This reflects a profound semantic shift: labor is no longer a necessary prerequisite for the legitimacy of income.

Accordingly, the above analysis demonstrates that, under conditions of globalization and technological revolution, economic terminology – from “GDP” and “labor income” to “taxation” and “UBI” – undergoes systematic reconceptualization. It shifts from describing a labor-based economy to conceptualizing an economy of algorithms and capital, in which language records changes and creates new semantic frameworks for understanding value, fairness, and social sustainability.

Conclusions and Prospects for Further Research. The conducted study has demonstrated that, under conditions of globalization, economic terminology functions as a dynamic semantic-cognitive mechanism capable of adapting to transformations in the global economy, digitalization, and cross-linguistic interaction. In this context, it was established that the dominance of English as the language of international professional communication drives intensive processes of semantic broadening, narrowing, and metaphorization, whereby traditional economic concepts acquire new conceptual dimensions.

At the same time, the analysis revealed that semantic shifts encompass the entire structure of the economic terminological system. In particular, synonymy and complex types of term combinability form the basis for the variable conceptualization of economic reality, which is especially evident in the globalized English discourse. It is precisely through these mechanisms that units such as “market”, “leverage”, “sustainability”, and “financial bubble” move from narrowly specialized meanings to broader cognitive models that integrate institutional, social, and political parameters.

Moreover, it has been established that metaphorization and expressiveness in contemporary economic language are fundamental factors in its development. The use of figurative constructions, such as “economic engine”, “tipping point”, or “warning lights”, indicates that economic discourse increasingly draws on resources from mass culture, as well as technical and natural sciences, to conceptualize complex processes of the global economy. In this way, terminology performs both nominative and interpretive-predictive functions.

Further analysis of contemporary English media publications has shown that globalized economic terminology increasingly combines quantitative indicators with social and behavioral parameters. Concepts such as “inflation”, “turnover”, “GDP”, or the “optimism index” function in real discursive usage as markers of risk, expectations, and political responsibility, thereby transforming their semantic profile.



Accordingly, the study demonstrated that, in the context of the technological revolution and the proliferation of artificial intelligence, a profound rethinking of basic economic categories – such as “labor income”, “investment”, “taxation”, and “UBI” – is taking place. In the globalized discourse, these categories increasingly represent the economy of algorithms, capital, and technological rents, reflecting the formation of new semantic frameworks for understanding socio-economic reality.

The prospects for further research should be associated with an in-depth analysis of interlingual and interdiscursive mechanisms of semantic transformations in economic terminology, particularly in the context of the impact of digitalization, artificial intelligence, and global financial and economic processes on the development of new conceptual models of professional communication.

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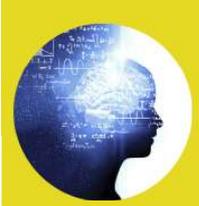
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