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# INTEGRATION AND SEMANTIC TRANSFORMATION OF FOREIGN PROFESSIONAL TITLES IN UKRAINIAN ECONOMIC TERMINOLOGY: SPECIFIC FEATURES

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**Introduction.** Researching how loan elements enrich the terminological system and identifying trends in the semantic evolution of borrowed professional titles within modern Ukrainian economic terminology drives linguists' interest in the pathways of integration and adaptation of these lexical units. This, in turn, fosters new approaches to studying the phenomenon of borrowing both in general and within specific thematic groups.

The **aim** of the study is to review the dynamics of key trends in term formation and usage, specifically the expansion or narrowing of the semantic structure of borrowed professional titles, the partial or complete loss of their original meaning, and the acquisition and development of new meanings, which demonstrates their adaptation to the lexico-semantic system of the modern Ukrainian literary language.

**Materials and Methods.** To achieve the research objective, general scientific methods were employed, including observation, induction, deduction, and generalization. Methodological validation is performed by analyzing key trends in the semantic evolution of borrowed professional titles, drawing on principles established in linguistic and specialized literature. This approach involves analyzing relevant terminology in lexicographical works, tracing how borrowed elements enrich the terminological system, and identifying semantic shifts, such as semantic expansion, simplification, or reintegration of meanings.

**Results and Discussion.** Shifting the semantic structure of loanwords (via expansion, narrowing, or reintegration of meanings) is a complex, multi-stage, and multi-level linguistic process. It reflects the gradual integration of foreign vocabulary

into the recipient language system across all levels: phonetic, morphological, semantic, and word-educational. The issues concerning the actualization and adaptation of specific lexico-semantic groups within the modern Ukrainian terminological system are of particular importance. Scholars define semantic adaptation as the integration of a foreign lexical unit into the lexico-semantic structure of the recipient language, alongside the formation and further evolution of its meaning within the new linguistic environment. This process is driven by the interplay of linguistic and extra-linguistic factors, as well as the combined influence of intralinguistic and extralinguistic causes (B. Azhniuk, V. Akulenko, L. Arkhypenko, S. Hrytsenko, I. Kochan, D. Mazuryk, O. Muromtseva, P. Selihai, V. Simonok, O. Styshov, et al.).

Modern scientific studies explore borrowed lexical units across various domains, including military discourse (L. Turovska), contemporary mass media (M. Navalna), publishing (M. Protsyk), print media, information and cybersecurity (O. Cheremska, I. Khodarieva), marketing (D. Shapran) and customs affairs (V. Deineka). However, the borrowing of professional titles within modern Ukrainian economic terminology remains underrepresented in academia, having been addressed only in isolated studies. Given the debatable and significant nature of this issue, as well as the essential role of a high-quality conceptual and terminological apparatus, these borrowings require a deeper analysis and systematization. Consequently, exploring the pathways of integration, adaptation, and semantic transformation of these loanwords within the thematic group of professional titles is highly relevant.

Based on borrowed professional titles, one can trace the sequential development of new economic relations, the emergence of modern economic realities, and the formation of a renewed economic consciousness. The Ukrainian market economy aligns significantly with established European and American models. Consequently, along with new economic phenomena, foreign names for these concepts are gradually entering the Ukrainian linguistic environment, fostering a new layer of Ukrainian economic terminology. As noted in our previous studies, the clarity of these terms directly influences not only the speed of knowledge acquisition

but also the effectiveness of communication across various professional spheres. [5, c. 767].

Interstate integration leads to a gradual convergence of nominative systems in the economic sphere, particularly regarding professional titles, as evidenced by the active influx of Anglo-Americanisms into these lexemes in modern Ukrainian. A significant number of terms borrowed from English do not yet have equivalents in Ukrainian. Thus, we can observe the impact of large-scale globalization processes that have positioned English at the forefront of global communication. Professional titles objectively capture the evolutionary changes occurring within public consciousness during specific historical periods. Upon entering a particular conceptual system, these lexemes gradually become embedded in professional discourse, reflecting the dominant trend of collective thinking characteristic of a given era.

One of the key criteria for classifying loanwords is the level of their assimilation into the recipient language. In our previous studies, we noted that based on the degree of assimilation, terms are traditionally categorized into barbarisms, exoticisms, and proper borrowings [1, p. 949]. The latter category includes terms already familiar to modern speakers, such as *менеджер* and its derivatives (*бренд-менеджер*, *лід-менеджер*, *офіс-менеджер*, *піар-менеджер*, *топ-менеджер*), *брокер* (*борт-брокер*, *онлайн-брокер*, *стокброкер*), *букмекер*, *бутлегер*, *геймер*, *дилер*, *дистриб'ютор*, *мерчандайзер*, *провайдер*, *промоутер*, *супервайзер*, et al.

Most professional loanwords are highly specialized terms categorized as barbarisms — words or expressions borrowed or modeled after another language that violate the norms of the recipient language [3]. Previous studies on borrowed barbarisms have demonstrated the active functioning of productive word-formation models from the donor language, predominantly English. Specifically, the English suffix *-er* forms nouns that denote an agent of action [1, p. 947]. This derivational model consists of a verb base combined with the suffix *-er* (or the suffix *-or* for verbs of Latin origin) and is used to signify a person performing the function expressed by

the verb. Examples include *джобер* (a stock exchange intermediary who operates on their own account and can only execute transactions with other exchange members) and *андерайтер* (a broker in securities operations or a person who assesses insurance risks) [3]. Regarding the inevitability of semantic changes in loanwords, V. Simonok emphasizes that besides the expansion or simplification of a lexeme's semantic structure, a process of meaning reintegration also occurs. As a result, the borrowed word begins to signify objects and concepts distinct from its original meaning in the source language [2, p. 99].

Let us examine the specifics of semantic structure modification using the term *трейдер* as an example. According to the Explanatory Dictionary of the Modern Ukrainian Literary Language, a trader is defined as "a representative of a brokerage firm on an exchange; a person who purchases securities with their own funds and sells them to obtain short-term profit, as well as an employee of a broker (dealer) or a financial institution who specializes in executing purchase and sale transactions for the firm or its clients." Concurrently, word combinations such as *старший трейдер* (reflecting specific authorities of the individual holding this position), *трейдер торгового залу* (an employee of a brokerage firm directly entrusted with executing orders) and *позивин трейдер* (a group of speculators on a commodity exchange who invest in speculative operations for a relatively long period) are emerging in the Ukrainian language, reflecting the expansion of an individual's or group's responsibilities at the linguistic level [3]. This indicates the presence of semantic shifts that accompany the transformation of the loanword's meaning and the layering of additional semantic nuances. Differences in how certain terms are defined in specialized English and Ukrainian dictionaries further confirm the semantic shifts that occur during adaptation. For instance, in English, the term *buyer* (from *buy* + *-er*) simply denotes a person who purchases goods, services, or financial instruments. In Ukrainian, however, the meaning of the borrowed term *баєр* narrows significantly. It is restricted to a specialist who professionally selects and purchases fashion collections for boutiques and haute couture stores, typically ahead of the season at exhibitions or runway shows of one or several brands [3].

There is a group of loanwords, similar to the term *outsider*, whose meanings expand during the process of language assimilation, meaning that new semantic nuances are added to the already existing and fully integrated meaning. For instance, according to dictionary definitions, the English word *outsider* means "*an enterprise that is not part of a monopolistic association*". Throughout the borrowing process, the English term *outside broker* (*сторонній брокер* – "*a brokerage firm that is not a member of a stock exchange*") transformed into the Ukrainian term *аутсайдер*, which acquired two primary meanings: 1) a company that is not a member of monopolistic associations and competes with them in the market; 2) an individual who engages in stock market transactions irregularly, a non-professional stock speculator [3]. This case demonstrates the expansion of a term's specialized meaning.

It is worth noting that the suffix **-er (-or)** is highly productive in the Ukrainian language as well, particularly within economic discourse, as evidenced by terms such as *аудитор*, *айстонер*, *дизайнер*, *дилер*, *маклер*, *менеджер*, *хеджер*, *стейкхолдер*, *рейдер*, *рїтейлер*. This productivity is also supported by numerous long-assimilated and familiar loanwords from French (*інженер*, *революціонер*, etc.) and Polish (*бракер* – official quality inspector), etc. However, some terms ending with the suffix **-er (-or)** do not denote professions, which can create certain communicative difficulties. Examples include *бекграундер* (marketing information), *дискаунтер* (a retail business that maintains low prices by reducing operating costs), *грантор* (a donor or foreign charitable organization providing a grant), *дигітайзер* (a digital converter), *іміджсетер* (an output device), *driver* (a program that controls input/output operations, with over six recorded meanings across various professional domains), and *сервер* (both a computer system that enables internet connectivity and the software that facilitates this process), etc. Generally, suffixation – the morphological creation of new forms – is a productive method for forming professional titles in the recipient language. This is also evident through other suffixes, such as **-ник** (*піар* – *піарник*, *оффішор-оффішорник*); **-ист (-іст)** (*оригамі* – *оригаміст*, *вуайер* – *вуайерист*); and the feminine suffix **-к-**, which is used to derive feminine occupational terms from words borrowed from Germanic

languages (*гастарбайтерка, іміджмейкерка, дилерка, кріейторка, рієлторка, геймерка, фрилансерка*, etc.).

Within the financial and economic sublanguage, there are also borrowed professional titles categorized as barbarisms formed according to other models. For instance, *інсольвент* (from the English *insolvent*: negative prefix **in-** + verb base **solve** + adjectival suffix **-ent**) signifies a bankrupt entity. Another example is *чартисм* (from the English *chartist*: *chart* + suffix **-ist**), which denotes a market analyst who utilizes the method of technical analysis (chartism).

Recently, researchers have noted the expanding adaptation of loanwords formed through the non-affixal derivation of new agent nouns. This process involves high-frequency vocabulary of the modern Ukrainian language, as well as previously integrated foreign words or their components. Examples include *інтернет-правозахисник, інтернет-користувач, смарткарт-розробник, кіберзлочинець, кіберсупротивник, хакер-зловмисник, нафтотрейдер*. However, during the normalization and standardization of terminology, it is crucial to consider the degree of a term's stability within its respective field of Ukrainian terminology. The intensive word-formation characteristic of the late 20th and early 21st centuries often leads to the emergence of synonyms for already established terms, which can be problematic. Preference should be given to native Ukrainian terms to avoid redundant borrowing, ensuring that terms conform to the norms of the modern Ukrainian literary language [6, p. 119]. When evaluating loanwords, it is essential to be guided by the criteria of correctness and appropriateness [1, p. 161], particularly considering their alignment with the language's lexico-grammatical system and avoiding the duplication of existing meanings.

**Conclusions.** The study of the semantic adaptation of borrowed professional titles within modern Ukrainian economic terminology provides grounds to state that names of individuals by profession, activity, or occupation constitute an essential and organic component of the terminological system. These lexemes are currently undergoing assimilation, being actively tested in language practice by native speakers, and are gradually integrating into Ukrainian economic discourse. Notably,

such professional titles can reflect diverse types of relationships, which underscores the active semantic adaptation of these words within modern Ukrainian economic terminology. The semantic adaptation of borrowed professional titles can result in the expansion or narrowing of a word's meaning, as well as the partial or complete loss of its original meaning, followed by the formation of a new one adapted to the lexico-semantic system of the modern Ukrainian literary language. Future research lines will focus on systematizing newly borrowed economic vocabulary and compiling thesauri and dictionaries of economic terminology.

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