

## SEMANTIC ASPECT OF COMPOUND NEOLOGISMS IN THE MODERN GERMAN LANGUAGE

(Based On Marketing Lexis Materials)

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The article is dedicated to the research of the semantic aspect, namely the semantic derivation process as one of the ways of emergence, semantic characterising and classification of compound neologisms pertaining to the lexis of marketing of the modern German language, which previously was not singled out from the corpus of economy lexis and was not subjected to linguistic scrutiny. Intrinsic to the analysed compound nouns are such features of professional lexis as unambiguity, semantic specialisation, definitiveness, expressive and emotive neutrality, and brief form of expression. Compound neologisms of the marketing lexis are predominantly single-meaning words, which secure the convenience of their use in the linguistic group of experts within this area of knowledge. The terminologisation of the constituent components of compound neologisms based on meaning expansion and metaphoric reframing has been established. Within the corpus of the analysed lexis, semantic fields and lexical-semantic groups (LSGs) have been detected and singled out; moreover, the considerable quantitative scope of such groups made it possible also to single out lexical-semantic subgroups (LSSGs). The article outlines the semantic specifics of the word-building activity of the initial and final components of compounds that form series or sets of compounds of the studied lexis.

**Keywords:** compound neologism; semantic derivation; term element; semantic field; lexical-semantic group.

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### Introduction

Marketing lexis as a constituent part of economy lexis has absorbed lexical units pertaining to many adjacent subjects, such as production engineering, finance (*Finanzierung, Kalkulation, Budget*), trade and merchandise science (*Sortiment, Erlös*), accounting (*Bilanz*), psychology (*Gewohnheit, Lust*), publishing business (*Schrift, Drucksachen, Brief, Broschüre, Plakat, Katalog*), mass media (*Fernsehen, Film, Spot, Funk*) etc. Contact with adjacent subjects within one knowledge domain is an essential extralinguistic factor for the coining of neologisms. The vocabulary of the analysed lexis is constantly replenished by new nominative units that denote notions, phenomena, properties, states, trends, economy processes overall and marketing processes in particular, as well as enables communication between specialists. The essence of marketing as a branch of modern economic science that emerged in the USA and spread throughout European countries, gave rise to a large number of borrowings both from classic (Greek and Latin) and modern European (English, French, Italian) languages. The use of similar sounding terms in certain sphere could be explained by world's globalisation (Yashina, 2017, p. 290). The outcome of the compounding exercise within the process of word-building neologisation is a new compound word constructed from autochthonous or borrowed stems, the meaning of which is factored by the associative ties between new and known to speakers phenomena of reality, and which serves as a tool for nominating new denotations within the domain of marketing. There is a notion in modern Ukrainian researches on neology that construction of compound neologisms could challenge the current word formation rules but, nevertheless, it also saves language resources, expands figurative and expressive skills, lexical-semantic language system (Maksymchuk, 2015, p. 42).

The **aim** of this article is to determine and analyse the semantic features of formation and functioning of compound neologisms of modern German marketing language. In order to achieve this aim some **tasks** should be reached: description of the main features of compound neologisms of modern German marketing language, analysis of terminologisation processes as a kind of reorientation of vital nominative units, determination by quantity of the most spread semantic fields, lexical-semantic groups and subgroups of compound neologisms, characteristic of word-building activity of initial and final components, which are used to create series or sets of complex neologisms. The article researches compound neologisms of professional lexis – that is, “a large number of the smallest meaningful and, at the same time, freely applicable linguistic units that are used for communication within a specific area of human activity” (Roelcke, 2005, p. 50). The **subject** of the article is a determination of semantic and word formation value of compound neologisms of modern German marketing vocabulary.

### Review of recent publications

Actual researches on vocabulary enrichment processes, which are valuable for the concept “neologism”, were conducted by famous Ukrainian linguist Zatznyi (2008), who described and analysed linguistic and socio-linguistic features of innovations based on materials of English language of the beginning of 21st century. In Germanistics new and interesting is a research of socio-linguistic aspect of professional and scientific language, conducted by linguist researcher Löffler (2010). The scientist determines concepts as “Chiffren für Definitionen” and presence of new words along with univerbation and great quantity of nouns which are referred to main language aspects of analysed lexis (Löffler, 2010, p. 104). While analysing professional jargon (Fachjargon), the researcher underlines the beneficial for communication economy (Kommunikationsökonomie) and the cognition effect (Erkenntniseffekt), which are typical and important for professional identification (berufliche Identifikation) (pp. 105-106).

Compound nouns within the marketing lexis, among others, have such intrinsic features as *definitiveness*, a correlation with a distinct separate definition that points towards the respective notion; *unambiguity* within its term domain (Diakov & Kyiak, 2000, p.12), *semantic specialisation*, i.e. respective independence from the context and precision, as well as *short form of expression*, according to the linguistic economy principle). Theoretically, terms should be emotively and expressively neutral, which is due to the science and technology domain of their use; however, these features are predominantly relative even within the context of professional communication. Whereas marketing as a branch of economic science is oriented towards a buyer/customer and is approximated to everyday activities of common people who shop daily for food and non-food products (*Straßenverkauf* “street retail”), take interest in season sale (*Saisonausverkauf* “season sale”, *Schlussverkauf* “clearance sale”), special offers (*Kleinanzeige* “advertisement”, *Zeitungswerbung* “paper advertisement”), receive services (*Serviceabteilung* “maintenance unit”) and consulting client support centres (*Kundenberatung* “client consulting”), the clear line of distinction between the language of everyday use and marketing terminology is partially blurred. Stylistic neutralisation of marketing terms and the expansion of their functioning domains occur in connection with the use of terminology lexis by professionals not only in the special conditions of occupation-based communication, but also in everyday interactions. Commonplace buyers/customers, depending on the situation, can resort to the use of marketing terms since some of them are marked by high usage frequency in retail outlets or the media.

Semantic derivation is one of the ways of coining new noun compounds within the marketing lexis of the modern German language. Professional lexis neologism coining methods with the help of general-use words and terms on the basis of extralinguistic and linguistic factors stand out. New words and new meanings of existent lexical units functioning in the language are derived by virtue of metaphoric reframing based on: 1) resemblance of external features; 2) resemblance of functions; 3) adjacency of notions; 4) analogy.

The semantic classification of compound noun neologisms within the marketing vocabulary of the modern German language was performed based on all compounds from a sample that were coined by structural types **noun+noun**, **adjective+noun**, **verb+noun**, **adverb+noun** (Nomen+Nomen, Adjektiv+Nomen, Verb+Nomen, Adverb+Nomen).

### Methods

As a result of the analysis of economic lexis in the modern German language, for the first time, we have singled out marketing lexis that is employed not only by the representatives of this topical area of economic science, but also by common members of the German-speaking community. The induction method was utilised at the initial stage of the research in the process of observing certain nouns in texts pertaining to the marketing scope of topics (professional textbooks, magazines, newspapers and advertising materials) and singling out compounds in their composition, as well as their systematisation and generalisation in lexical-semantic groups. Moreover, by means of the induction technique, we have identified productive word building models under which the majority of compound neologisms within the analysed lexis (noun + noun, adjective + noun, verb + noun, adverb + noun) are formed. By virtue of the deduction technique as a form of drawing the conclusion in respect of specific provisions based on the general ones, from the entire vocabulary of marketing lexis, we have singled out compound neologisms with initial and final frequency components which, when entering word building relations with other components of German or foreign origin, form new compounds denoting phenomena and processes related to marketing activities.

Singling out semes by component analysis method is important in the process of forming lexical-semantic groups of the analysed lexis as semantic field constituents. Methods used in the process of component composition description (introspective-logical, compound word building analysis method, dictionary definition method) point to a combination of morphemes in compound words, as well as determine the directions and specifics of word building processes within compounds. The analysed

methodology facilitates the disclosure of the lexical meaning of newly coined words by way of establishing the meanings of their constituents. Compounds with one constituent having undergone metaphoric (or metonymic) reinterpreting are an exception. Closely related to this method is the field modelling method designated to identify the representatives of theme-based micro groups within the analysed marketing lexis.

By virtue of the quantitative method applied in the research, the dynamics of words as constituents of compound neologisms has been described and defined; as well as the frequency of using certain compound constituents in compound words and major semantic fields, and most numerous LSGs.

### **Synonymy and Antonymy**

Within lexis, words exist not as isolated units independent from each other, but are included into different systemic groups, namely, paradigms, among which one can single out morphological, syntactical, word-forming, lexical ones etc. The relations of synonymy and antonymy are important types of relations between words that illustrate the presence of paradigmatic and internal systemic nature in language.

Compound neologisms of the marketing lexis are predominantly single-meaning words, which secures the convenience of their use in the linguistic group of experts within this area of knowledge. In the analysed vocabulary, the absence of the synonymy of terms denoting marketing phenomena, as one of the significant requirements to such terms, is not always observed. Among the compounds synonymic groups with a common initial or final component function is a term element of both German and foreign-language origin, namely:

*Binnenkonsum, Binnenverbrauch* – “internal market consumption”;

*Absatzmarkt, Absatzreichweite, Absatzgebiet, Absatzbereich* – “target market”;

*Verkaufsagent, Verkaufsrepräsentant, Verkaufsvertreter* – “sales agent”;

*Produktangebot, Produktpalette, Produktverbund* – “goods/product range”;

*Massenbedarfsgüter(pl), Massegebrauchsartikel* – “commodity”;

*Marktkonfiguration, Marktkonstellation* – “company's position in the market”;

*Marktuntersuchung, Marktforschung* – “market study/research”;

*Preisdifferenzierung, Preisdiskriminierung* – “differentiation/price adjustment”;

*Markteintrittsbarrieren, Markteintrittsschranken pl* – “bottlenecks in introducing goods/products to a market”.

In our view, the functioning of synonymic sets *Preisabbau, Preisermäßigung, Preisherabsetzung, Preisminderung* designated to denote the notion of “price decrease” and *Preisanhebung, Preisanstieg, Preiserhöhung, Preisheraufsetzung*, to denote the notion of “price increase” emerged out of the presence of synonyms among the names of “increase/decrease” processes without concretisation in a specific sphere. As a response to a need for a nominative unit that would name the said processes in respect of pricing, based on the law of analogy, synonymic compounds with the common initial component *Preis-* have arisen, which points to the operational domain of the processes of “decrease/drop” and “increase”.

A considerable number of new compounds were coined with the help of foreign term elements, among which borrowings from the English language stand out in quantitative terms. This is determined by the fact that marketing as a branch of economic science emerged and began developing vigorously in the USA, and later spread to different countries worldwide. In German marketing language, actively used are compound nouns with a constituent part being an English term element, as well as full loanwords (*One-One-Marketing, Marketing-Mix, Marketing-Effizienz, Full-Service, Shopping-Centre, shop-in-shop*) borrowed from English that denote phenomena, processes, and the notions of marketing operations. Occasionally they make up synonymic pairs with compounds that comprise German stems or etymologically different stems, for example:

*Skim-the-cream-policy* – *Sahne-Abschöpfungspolitik*;

*Point of Sale* – *Verkaufspunkt*;

*Sales Promotion* – *Absatzförderung, Verkaufsförderung*.

The choice by the speaker of a nominative unit with a common or similar meaning, albeit different etymological characteristics, is made based on their educational and professional background, foreign language knowledge, a desire to be fashionable and modern in the process of communication, as well as on the attitude to one's native language. As it is known, the proponents of purism oppose the use of loanwords in a speech in cases where the vocabulary of the native language contains respective nominative units.

Alongside synonyms, in marketing lexis, antonymic pairs exist, among which, for example, there are the following:

*Absatzmarkt* “target market” – *Beschaffungsmarkt* “purchase market”;

*Längsschnittanalyse* “market longitudinal-section analysis” – *Querschnittanalyse* “market cross-section analysis”;

*Offenwerbung* “open advertising” – *Schleichwerbung* “hidden advertising”.

### Semantic Derivation and Terminologisation

The universal phenomenon within the system of language, semantic derivation, provides an opportunity to coin new words through semantic processes that occur within the semantic structure of general-use words. Terminologisation belongs to these processes, the essence of which consists in the utilisation of general-use vocabulary to denote scientific notions, the former being an unfathomable source for the making of compound terms. It is owing to close contacts of everyday speech with the lexis of professional languages that ongoing replenishment of the latter with new lexical units takes place, the existence and functioning of them is an urgent need of the speakers of the language of a certain domain of occupational activities.

Although terminologisation processes have already been the subject of study on the part of domestic and foreign linguists (Diakov & Kyiak (2000), Levytskyi (2001), Roelcke (2005), Elsen (2003)), the issue of the systemic analysis of terminologisation processes within the separately researched professional lexis of the modern German language remains not sufficiently resolved.

Terminologisation as one of the types of functional reorientation of nominative units is specific not only for the marketing lexis, but for the lexis of all world's languages overall. The process of active term creation, an important role in which is played precisely by terminologisation, is "... *the process of coining not only structurally new terms, but also the imparting a new terminological meaning to terms already existing in other sublanguages, as well as the creation of terms as a result of terminological reframing of general literary words*" (Levitskiy, 2001, p. 43).

Two directions are singled out within the context of terminologisation. **Firstly**, terminologisation is based on word meaning expansion, i.e. the appearance of derivative meanings within word structure that become terms for a certain area of knowledge. When they enter the term system of a certain area of knowledge, commonly used words which have, as a rule, multiple meanings are not used in their main, general linguistic meaning. They have, instead, a secondary, terminological meaning that is imparted to them as the meaning of a certain notion in the system of a certain area of knowledge (Leychik, 2007, p. 81). This process is the process of polysemisation of many words, whereby one or more lexical-semantic variants become terms. In the formation of compound neologisms of marketing lexis, rather frequent is the terminologisation of one of the constituents of a compound. For example, such generally used words that are different in terms of the word-building aspect as *Weg, Lust, Unlust, Seite, Gruppe, Anzeige, Absatz, Zahl, Frage, Kreis* stand as one of the components of compound neologisms, becoming combined with terminological or even generally used words, they turn into the elements of this term system and within the framework of the analysed term system they unambiguously name the notions of such subsystem, i.e.:

*Weg* – *Vertriebsweg* "sales outlet, channel",

*Lust* – *Kauflust/Kaufunlust* "buyer demand, willingness/reluctance to make a purchase",

*Seite* – *Nachfrageseite* "buyers, consumers",

*Gruppe* – *Rabattgruppe* "group of products with a price discount",

*Anzeige* – *Geschäftsanzeige* "commercial advertising, commercial announcement",

*Absatz* – *Direktabsatz* "direct commodity/product sales to the buyer/consumer",

*Zahl* – *Umsatzzahlen* "goods turnover indicators",

*Frage* – *Handelsfragen (pl)* "trade issues, commercial problems",

*Kreis* – *Kundenkreis* "clientele" etc.

Semantically reframed commonly used words testify to the fact of secondary nomination. Making its way into the term system of a certain knowledge area, a reframed general literary word receives a respective status within a term. However, the choice of a certain word to denote a new notion is not random.

**Secondly**, terminologisation of commonly used words is grounded on the basis of metaphoric reframing. Overall, the existence of metaphor in professional languages was not espoused or was rejected for a long period time, when the so-called *Metapherntabu* existed. It was believed that the usage of metaphors as language units whose meaning was contingent upon context could lead to misunderstanding, which is unacceptable in professional communication (Roelcke, 2005, p. 67). The most common type of term coining by way of meaning change is naming based on the resemblance of features or resemblance of functions (Levitskiy, 2001, p. 18-24). It has been established that in the process of creating new compound neologisms of marketing lexis metaphoric reframing of one of the components of a compound word based on function resemblance occurs most frequently. Thus, the second component of the word *Preiskrieg* "price war", namely, *-krieg*, underwent metaphoric reframing of its initial meaning "Entscheidung mit Waffengewalt zwischen feindlichen Mächten" based on function resemblance. Subjected to similar metaphoric reframing was also the last component of the compound *Werbefeldzug* "advertising campaign", which was loaned into marketing vocabulary from the term system of military arts and bears the meaning of "Kriegszug".

Predominantly the final component acquires metaphoric reframing in compound words. Unlike the core feature, which the majority of definitive compound words possess, the metaphorically reframed final component does not indicate the class of notions to which narrow notions named by the compound word belong; rather, it names objects, phenomena, processes on the basis of resemblance with which the said compound words emerge, for instance:

*Hauptumsatzträger* “commodity that accounts for the main portion of turnover”;

*Konsumkorb* “consumer basket”

*Konsumwelle* “consumer boom”;

*Preisbrecher* “a firm in breach of the established price level”;

*Preisrutsch* “abrupt price fall”;

*Preistreiberei* “artificial price increase”;

*Preisspiegel* “price comparison”;

*Preisschere* “price scissors”;

*Sortimentspyramide* “product range pyramid”;

*Umsatzeinbruch* “goods turnover decrease”.

Although the initial components of compound words of this type indicate the area of human activities to which an object, a phenomenon or a process named by the compound word belongs, there also appear to be examples of words in which the initial component is metaphorically reframed. An illustrative confirmation of this fact is the compound *Absahnstrategie* “the *Skim-the-cream-policy*”, the initial component of which is an element derived from the verb *absahnen* “to skim the cream”, which in the structure of the analysed compound underwent metaphoric reframing based on function resemblance, the second component being a borrowed term element *strategie*, which, as a result of the terminologisation process, gains the meaning that is characteristic precisely of the marketing domain.

An interesting example is also the compound *Piratenware* “counterfeited, false goods”, the meaning of the initial constituent of which is “*Seeräuber*” (pirates). Within the terminologisation process, the word *Piraten* as a part of the compound was subjected to metaphoric reframing based on function resemblance (unauthorised, prohibited existence).

According to the results of modern research into professional languages, a metaphor is a very popular and common phenomenon in nomination processes, whereby “the use of metaphors conforms to associative thought structures in that it links newly discovered or created objects, states of affairs or events with those that are already familiar, compares the one to the other and, where appropriate, denotes them by means of the latter’s designations” (Roelcke, 2005, p. 70).

Metaphorisation of one of the compound constituents facilitates the creation of the pragmatic effect, being necessary in communication conditions, which is manifested in connection with the fact that in the contents structure of a metaphoric compound as a unit of secondary nomination, that connotation comes to the foreground, which incorporates emotional and expressive-stylistic components that are not inherent to professional lexis. The usage of semantically coloured words and metaphors does attract the reader’s attention and provides for easier memorising (Yashina, 2017, p. 291).

Metaphoric terminologisation of commonly used words is determined mainly by lingual factors, including word-building and semantic derivation. Within the context of the latter, active metaphoric reframing processes take place, which in the domain of professional communication that is rich in neologisms are assessed as “one of the key prerequisites of technical and scientific advancement” (Roelcke, 2005, p.70).

### **Semantic Classification of Compound Neologisms**

The paradigmatic order of the marketing lexis of the modern German language reflects the real interconnection of objects, phenomena, features of the analysed domain of human activities and is determined by the nominative function of lexical units. The notion of “field” as a group of words based on meaning, which was introduced by G. Ipsen, refers to paradigmatic relations of lexis units (Schippan, 2002, p. 218). In linguistics, the following terms denote fields function: “*Bezeichnungsfelder*”, “*Wortfelder*”, “*Begriffsfelder*”, “*lexisch-semantische Gruppen*” (Schippan, 2002, p. 219). In particular, the term “*Wortfeld*” (engl. *lexical field*), denotes, in particular, “a large number of words with similar, reciprocally limiting meanings that are intended to fully cover (in a mosaic-like manner) a particular domain of concepts or objects” (Bußmann, 1990, p. 854). Words that name one object domain can be united into an object group (Sachgruppe) or a thematic set (thematische Reihe), whereas that they bear similar meanings on the basis of the performed nominative function (Schippan, 2002, p. 202). To semantic regularities of the functioning of word-building types, that is, the types of word formation according to the model of which new series of words are coined, belongs primarily their correlation with semantic classes of words. In word formation, there exist practical analysis techniques (according to L. Weisberg’s theory) that connect word-building types

to semantic fields. Semantic field is: 1) a part (“piece”) of reality, distinguished by human experience and which is theoretically present in chosen language accordance as more or less autonomic lexical microsystem; 2) a set of words and expressions, which forms thematic row, words and expressions of language, covering a particular field of meanings (Ahmanova, 2007, p. 334).

Among the compound nouns, we have detected and singled out a lot of semantic fields, each one having a general (integral) semantic feature that is common for all the units of the field, an archilexeme (a lexeme with the generalising meaning), private (differentiating) features by which field lexemes differ from one another, and which includes a different number of lexical units, i.e. differs from others quantitatively. The most numerous of semantic fields are the following:

1) “Marketing domain specialists”: names of occupations and titles of people serving in the marketing domain, e.g.: *Handelsreisende, Industriekaufmann, Informationsbroker, Kundenberater, Kundenbetreuer, Kundendienstfachkräfte, Markenartikelverkäufer*.

2) “Legal framework for marketing activities”: names of agreements, contracts and other valuable deeds pertaining to the legal regulation of marketing activities, e.g.: *Commodity-Geschäft, Direktgeschäft, Discountgeschäft, Distanzgeschäft, Distributionsrecht, Effektivgeschäft, Exklusivverkaufsrecht, Garantiezusage, Gewährleistungsanspruch, Marketingvertrag, Marktabgrenzungsabkommen*.

3) “Prices and calculations”: names of different types of prices, discounts and realia attributable to financial and monetary operations in the area of marketing, e.g.: *Funktionsrabatt, Fabrikabgabepreis, Handelsabschlag, Kampfpfeis, Kassafrist, Kaufnachlaß, Konsumentenpreis, Kundenrabatt, Ladenpreis, Ladenverkaufspreis*.

4) “Service consumer, customer, buyer”: compounds denoting buyers, service consumers, clientele, as well as the specific features of their conduct as main subjects of marketing, e.g.: *Bedarfsträger, Direktabnehmer, Kauffreudigkeit Durchschnittsverbraucher, Kaufbereitschaft, Endverbraucher, Kaufangebot, Kaufbereitschaft, Kaufentscheidungsprozeß, Käufergruppen*.

5) “Marketing strategies”: compound nouns denoting measures implemented by marketing specialists to vitalise and improve the efficiency of marketing operations, namely the trading and sales policy, entering new market segments and other markets, introducing new products and services to the market, e.g.: *Absatzförderung, Auslandsabsatz, Abschöpfungsstrategie, Bedarfsbefriedigung, Befragungsstrategie, Direktmarketing, Einführungskampagne, Kettenhandel, Markteinführung, Marktschaffung*.

6) “Marketing processes dynamics”: names of changes occurring in the market, specifically such dynamic marketing processes as a change of market conditions, rise/fall of consumer demand, loosening/intensification of competition, sales volume increase/decrease, e.g.: *Absatzzunahme, Absatzbruch, Angebotsüberhang, Käuferwanderung, Konkurrenzabschwächung*.

7) “Marketing activities planning”: names of main phases and measures pertaining to marketing activities planning of the enterprises of all types and ownership forms that are performed through forecasting, regulation, research of outlook, conditions, and sales performance results with the aim of generating larger revenues, e.g.: *Markterfassung, Absatzkennzahlen, Bedarfsplanung, Einführungsphase, Kaufkraftforschung, Konsumbereich, Kosten-Nutzen-Analyse, Marktbericht*.

8) “Sales stimulation measures”: names of measures and strategic techniques of sales operations aimed at attracting and retaining clientele by virtue of an anniversary or seasonal sale, offering a permanent customer card and servicing warranty in respect of the purchased item, e.g.: *Werbebeschenk, Lockvogelangebot, Jubiläumsverkauf, Garantiepflcht, Kundenkarte, Gratisangebot, Kaufbeeinflussung*.

9) “Financial provision of marketing activities”. The compounds of this semantic field contain a considerable number of components that are used independently in areas adjacent to marketing (accounting, finance and audit), including *Tat, Budget, Kosten, Gebühr* etc., while in the marketing lexis they most often take up the role of a final component of a compound noun, denoting budgets, different types of payments, incomes and expenses, e.g.: *Marktfinanzierung, Werbeetat-Werbebudget, Abholgebühr, Absatzerlös, Werbekosten, Marktlagengewinn, Marketingaufwendungen*.

10) “Characteristic features of marketing activities”: names of such determining features and characteristics of phenomena, commodities and sales processes, such as sales elasticity, sales level, market behaviour, market restrictions, saturation and attractiveness, competitiveness of a product offered in the market etc. For example: *Absatzelastizität, Werbeleistung, Absatzfähigkeit, Absatzrisiko, Marktattraktivität, Marktmenge, Marktsättigung, Absatzniveau*.

11) “Goods and services”: names of different types of goods in respect of their market positions and compliance with consumer requirements and necessary labelling (deficit product, firm specialty product, competitive product etc.) and services offered to consumers in the market (supply services, advertising services, maintenance etc.), e.g.: *Komplettangebot, Konkurrenzartikel, Markttrenner, Mangelware, Markenartikel, Hauptumsatzträger, Kundendienstleistungen, Lieferservice*.

12) “Institutions, structural units”: names of not only separate organisations, companies, bureaus, agencies, service centres, but also of networks and firm associations performing sales, consulting or other types of marketing operations, and their structural units, i.e. names of the divisions or departments and services, e.g.: *Vertriebsbüro, Werbeagentur, Marktführer, Absatzkette, Kundendienststützpunkt, Lebensmittelkette, Kundendienstnetz, Marktforschungsgesellschaft, Abholdienst, Einkaufsabteilung, Kundendienstabteilung, Marketingdienst, Marktforschungsabteilung, Vertriebsstelle.*

13) “Information provision of marketing activities”/ “Advertising”. Compound nouns included in this group name various forms of imparting information (printed issues, announcements etc.) that pertain to market conditions, special offers, the presentation of new products and services, involving new and retaining existing clients, e.g.: *Geschäftsanzeige, Werbefilm, Geschäftsreklame, Jubiläumsausgabe, Jubiläumsnummer, Kleinanzeige, Kundenaufklärung, Marketinginformation, Marketingkompetenz, Marktdaten, Marktinformation.*

14) Semantic classification of the analysed nominative units has also come to mean their placement with different LSGs based on certain semantic features. LSGs form closely-knit semantic unities based on content. The criterion for singling out separate LSGs is the existence of semantic relations between its components that is secured by the availability of a common seme as a minimum semantic constituent in the meanings of the components within one LSG. The components of compounds, particularly the attributive ones, lose concreteness, functioning through the general aspects of their notions; at the same time, the final component denotes a broader notion (hyperonym) compared to the notion that corresponds to the whole word (hyponym). It is handled as the denotation of the general “field” that is capable of being split up into interrelated subgroups. The analysis of compound neologisms in marketing lexis yielded an opportunity to make out the following LSGs of the marketing lexis where generic-specific relations between components prevail:

15) LSG of marketing type names: *Absatzmarketing, Beschaffungsmarketing, Auslandsmarketing, Direkt-Marketing, Exportmarketing, Immobilienfondsmarketing, Handelsmarketing, Innovationsmarketing, Kontraktmarketing, Makromarketing, Mikromarketing, One-One-Marketing, Personalmarketing, Produktmarketing, Reduktionsmarketing, Takeover-Marketing, Telemarketing, Telefonmarketing, Turbomarketing;*

16) LSG of market type names: *Absatzmarkt, Käufermarkt, Dienstleistungsmarkt, Absatzmarkt, Billigpreismarkt, Binnenmarkt, Inlandsmarkt, Käufermarkt, Nachfragemarkt, Beschaffungsmarkt, Fachmarkt, Konsumentenmarkt, Nischenmarkt, Wachstumsmarkt, Immobilienmarkt, Finanzmarkt, Baumarkt, Offenmarkt, Primärmarkt, Rohstoffmarkt, Sekundärmarkt, Verbrauchermarkt, Verbrauchsgütermarkt, Verkäufermarkt, Versicherungsmarkt, Weltmarkt, Zielmarkt, Zukunftsmarkt.* This group is presented by many compounds, which allowed us to divide it into the following lexical-semantic subgroups (LSSGs):

a) “Market types” LSSG (buyer/consumer market), low price market, internal/external market, target market). Included in this subgroup are compounds with the final component of *markt*, e.g.: *Absatzmarkt, Billigpreismarkt, Binnenmarkt-Inlandsmarkt, Käufermarkt-Nachfragemarkt, Beschaffungsmarkt, Fachmarkt, Konsumentenmarkt, Nischenmarkt, Wachstumsmarkt;*

b) “Market segments” LSSG (services market, real estate market, financial market etc.) All members of this subgroup have the stem *-markt* as the final component, whereby the initial component specifies the subject – the product – in this market, e.g.: *Finanzmarkt, Baumarkt, Rohstoffmarkt, Versicherungsmarkt;*

c) “Market structure and characteristics” LSSG (sales channel, sales system, monopoly sales, market conditions and requirements, market distinction, market size and configuration), e.g.: *Absatzweg-Marktkanal, Absatzwesen, Alleinvertrieb, Absatzsegment, Marktanforderungen, Marktbedingungen, Marktabgrenzung, Marktkonfiguration, Marktvolumen.*

17) LSG of commodity names: *Markenartikel, Konkurrenzartikel, Handelsartikel, Konsumartikel, Mangelware, Lockartikel, Massenartikel, Massengebrauchsartikel, Prestigeartikel, Reklameartikel, Repräsentationsartikel, Saisonware, Serienartikel, Standardartikel, Terminware, Verbrauchsartikel, Verkaufsartikel, Werbeartikel;*

18) LSG of price names: *Ankaufpreis, Artikelpreis, Anschaffungspreis, Abschöpfungspreis, Bezugspreis, Discountpreis, Einführungspreis, Endverbraucherpreis, Fabrikabgabepreis, Kampfpreis, Konsumentenpreis, Ladenpreis, Ladenverkaufspreis, Leitpreis, Marktpreis, Mengenpreis, Normalpreis, Prestigepreis, Richtpreis, Saisonpreis, Sommerpreis, Sonderpreis, Spitzenpreis, Stückpreis, Stützungspreis, Tagespreis, Verbraucherpreis, Verkaufspreis, Wandelpreis, Warenpreis, Weltmarktpreis, Werbepreis, Winterpreis, Wiederverkaufspreis;*

19) LSG of advertising type names: *Absatzwerbung, Außenwerbung, Auslandswerbung, Drucksachenwerbung, Eigenwerbung, Einführungswerbung, Endverbraucherwerbung, Erhaltungswerbung, Erinnerungswerbung, Erzeugniswerbung, Firmenwerbung, Fremdenverkehrswerbung, Gemeinschaftswerbung, Handelswerbung, Industrierwerbung, Inseratenwerbung, Kleinanzeigenwerbung,*

*Kundenwerbung, Markenartikelwerbung, Offenwerbung, Plakatwerbung, Postwerbung, Prestigewerbung, Produktgruppenwerbung, Prospektwerbung, Rundfunkwerbung, Saisonwerbung, Schaufensterwerbung, Suggestivwerbung, Verkaufswerbung, Zielgruppenwerbung;*

20) LSG of consumer, buyer, and customer names: *Bedarfsträger, Direktabnehmer, Durchschnittsverbraucher, Endverbraucher, Laufkunde, Normalverbraucher;*

21) LSG of demand type names: *Binnennachfrage, Fehlbedarf, Folgebedarf, Gesamtnachfrage, Grundbedarf, Güternachfrage, Inlandsbedarf, Konsumbedarf, Konsumgüterbedarf, Marktbedarf, Massenbedarf, Nachfolgebedarf, Nahrungsmittelbedarf, Neubedarf, Primärbedarf, Saisonbedarf, Sekundärbedarf, Sofortbedarf, Sonderbedarf, Spitzenbedarf, Versicherungsbedarf, Warenbedarf, Weltnachfrage, Zusatzbedarf;*

22) LSG of the names of sales process types and characteristics: *Direktabsatz, Gemeinschaftsvertrieb, Güterabsatz, Inlandsabsatz, Massenabsatz, Mindestabsatz, Warenabsatz;*

23) LSG of competition type and direction names: *Markenwettbewerb, Preiswettbewerb, Qualitätswettbewerb, Verdrängungswettbewerb, Verkaufswettbewerb, Vernichtungswettbewerb;*

24) LSG of research activity names in the marketing domain: *Absatzforschung, Handelsforschung, Kaufkraftforschung, Konkurrenzforschung, Marktforschung/-untersuchung, Meinungsforschung, Motivationsforschung, Preisforschung, Sekundärforschung, Verbrauchsforschung, Werbeforschung;*

25) LSG of trade activity names: *Beziehungshandel, Effektivhandel, Erzeugerhandel, Kettenhandel, Markthandel, Saisonhandel, Schmuckhandel, Spezialgroßhandel, Versandgroßhandel, Warenhandel;*

26) LSG of advertising type names: *Resteverkauf, Saisonausverkauf, Sommerschlussverkauf, Sonderverkauf, Totalausverkauf, Winterschlussverkauf;*

27) LSG of the names of marketing infrastructure departments/units: *Einkaufsabteilung, Kundendienstabteilung, Mediaabteilung, Serviceabteilung, Verkaufsabteilung, Vertriebsabteilung, Werbeabteilung;*

28) LSG of marketing activity directions and development names: *Absatzentwicklung, Bedarfsentwicklung, Nachfrageentwicklung, Preisentwicklung, Rentabilitätsentwicklung, Strategieentwicklung.*

Not all definitive compounds are subject to grouping into LSGs, specifically those whose initial or second constituent is characterised by reframing, e.g.: *Absatzflaute* “sales activities stagnation” (reframed final component *-flaute* the main meaning of which is “calmness, lull”), *Käuferwanderung* “consumer demand change” (the core meaning of the reframed component *-wanderung* is “a walk a trip”), *Piratenware* “counterfeit, false goods” (the core meaning of the reframed component *Piraten-* is “pirates, robbers”) etc. Whereas one of the components (there occurs reframing of both components as well) in each separate compound is characterised by individual reframing, the signification of a “field” is absent.

On the basis of elements that are marked by high recurrence in a large number of compounds, half-affixes are developed that eventually transform into a word-building means. Half-affixes easily travel from one stem to another, establishing monolithic lexical units that by the nature of semantic motivation are more approximated to derivatives than to compounds. Unlike affixes, half-affixes do not form a closed category, since the process of their formation belongs to active lexical processes and has to do with certain controversies. Some compound half-affixes of the general-use language are homonyms to words in their independent usage. Having defined the frequent components that serve to coin a great deal of compound neologisms of the marketing lexis, we have established that they possess predominantly all features of a half-affix, except the semantic one, since minimal or zero meaning shift is observed in them.

*Absatz-, Marketing-, Service-, Garantie-, Transport-, Handelskosten;*

*Folge-, Grund-, Konsum-, Massen-, Saison-, Spitzenbedarf.*

The advantage of such word series is their economy compared to adequate word phrases, which is aligned with an important requirement posed to professional lexis, i.e. brief form of expression.

Such word series are frequently observed in the marketing lexis with different final component nouns, e.g. *-ziel, -politik, -anstieg, -forschung, -planung, -rabatt, -leistung, -verbrauch* etc.

More numerous are cases of compound word formation in which the initial component is the constant one:

*Handelsabkommen, -agent, -artikel, -forschung, -fragen, -kette, -sortiment, -weg, -reisende;*

*Verbraucherbefragung, -befriedigung, -beratung, -beschwerden, -erwartung, -rechte, -test, -verhalten, -wünsche;*

*Kaufangebot, -anlaß, -gegenstand, -gewohnheiten, -hemmung, -interessent, -kraft, -lust, -nachlaß, -unlust;*

*Konsumartikel, -ausgaben, -bedarf, -bereich, -bereitschaft, -einschränkung, -klima, -korb, -kraft, -wahl, -waren, -welle;*



*Umsatzausweitung, -boom, -einbruch, -potential, -rückgang, -schätzung, -steigerung, -volumen, -vorschau, -wachstum, -zahlen, -ziel, -zuwachs;*

*Einführungsangebot, -kampagne, -phase, -preis, -rabatt, -werbung.*

The use of one initial component in a series of words points towards the presence of a common feature in respective notions. For example, names with the common initial component *Einführung-Einführungsangebot, -kampagne, -phase, -preis, -rabatt, -werbung* testify to the fact that all notions named by compounds – “campaign”, “price” etc. – refer to the process of introducing a new product in the market.

### Conclusions

With the aim of enabling professional communication in the coining of compound neologisms of the marketing lexis by way of terminologisation of commonly used words as the constituents of such compounds, the sound shell of existing generally known and actively used words is used to denote new objects or phenomena in economy. The terminologisation of words is determined by semantic derivation processes and is conducive to the expansion or metaphoric reframing of their meanings. Semantic derivation gives rise to new words predominantly based on metaphoric reframing of one of compound constituents based on function resemblance.

The semantic characteristic of compound neologisms manifests their definitiveness, i.e. correlation with a clear meaning that is oriented towards a respective notion, and semantic specialisation, understood by which is relative independence of a compound from usage context.

Among compound neologisms of the marketing lexis synonymy that is not typical of terminological lexis is observed. Among the compounds there function a small number of synonymic groups denoting marketing notions with a common initial or final component of both German and foreign-language origin.

As a result of the conducted semantic classification of compound neologisms of the marketing lexis of the modern German language, we have depicted the main semantic fields, such as “Marketing specialists”, “Prices and settlement”, “Legal framework of marketing activities”, “Marketing strategies”, “Service consumer, customer, buyer”, “Marketing process dynamics”, “Sales stimulation means” etc.

Based on semantic features, systematised within compound neologisms of the marketing lexis were LSGs and LSSGs, the most numerous of which is the LSG of the names of marketing types and markets (due to considerable quantitative contents, such LSGs as “Market types”, “Market segments”, “Market structure and characteristics” were singled out), goods, prices, advertising, demand, sales, competition etc.

In the process of the study of predominantly two- and three-component nouns of the marketing lexis, groups of frequent initial and final components have been defined, which owing to use frequency can gain half-affix status and by virtue of which a great number of compound neologisms are coined.

The research of the semantic aspect of the lexical composition of new branches of science based on the material of different parts of speech, both compounds coined under different structural types and simple words, undoubtedly deserves researchers' attention, whereas new lexical units facilitate the enrichment of the vocabulary of each modern language and enable the communication process in new professional areas.

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