MORPHOLOGICAL METHODS OF WORD-BUILDING OF NEW TERMS AND THEIR SEMANTIC FEATURES (BASED ON THE TERMINOLOGY OF INTERNET-MARKETING IN THE ENGLISH LANGUAGE)

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Article history:		Abstract:
		This research is determined by the rapid scientific and technical advance during the last three decades. As a result, new ways of communication between people and selling have appeared. The terminology of Internet-marketing is constantly expanding due to the words from information and computer technologies thesaurus. The article is dedicated to the particularities of word-formation of neologisms in marketing and internet-marketing. The productive methods of affixation, composition and abbreviation have been distinguished in the course of analysis. Simultaneously the author characterizes each derivational element.

Marketing is one of the areas most affected by scientific and technological progress. We are talking not only about new types of trade, advertising, contacts, but also, as a reflection of this, about the emergence of new meanings, new words and linguistic structures. Scientific discoveries, scientific cooperation lead to the internationalization of terminology, international contacts also lead to a certain internationalization of the vocabulary in general [2]. The need for a nomination leads to a constant replenishment of the lexical composition of the language, to the creation of special terms-words and the formation of entire terminological systems [3]. The study of any terminological system allows one to expand their understanding of the ways of creating terms, their structure, as well as the peculiarities of their functioning.

The terminology is characterized by consistency, unambiguity and high accuracy. A word in the terminological system has a special semantics that is supported by the entire terminological system. Despite the fact that the use of terms is usually limited to the framework of a certain field of activity, they perform the same functions as the words of the general literary language: nominative, significative, etc.

The objective of this paper is to study marketing terminology in English using specialized dictionaries and textbooks, which until now has not been systematically described, as well as the creation of terminological resources in connection with the development of various forms of trade. Marketing terminology is enormously diverse. On the one hand, a sign of special terminology is the limited scope of its use by professional speech. On the other hand, the terminology of marketing these days is not an object of narrow professional interest. Marketing is a field of "consumer goods", and everyone faces with marketing technologies every day when buying goods and services.

There are two main groups in the marketing vocabulary:
1) Vocabulary from other areas of knowledge: computer terminology, words denoting concepts from the field of psychology, sociology, fine arts, finance, economics (in modern marketing dictionaries a large percentage of vocabulary is occupied by the terminology of computer technologies and information systems);
2) Terms limited to only one marketing industry and, as a rule, known only to specialists.

By structure, terms are usually divided into word terms and word combinations. Terms-words are numerous and constitute the core of any industry terminology [1, p. 35]. But in marketing, the number of terms-words is 32%, the number of terms-phrases is 68% (with an average number from different sources) and often they contain terms-words. One-word terms refer to different parts of speech - mainly nouns, less often adjectives, verbs, adverbs.

Analysis of existing forms of terms allows us to establish the most productive ways of forming terms. Morphological methods of term formation include

suffix, prefix, prefix-suffix (parasynthesis) formation, conversion, truncation [1, p. 36].

Suffixation is the most common way of morphological term formation. Most often, for the formation of marketing terms, suffixes ing, -ion (tion), -er, -ment, -ity are used: - [7; 13] .

The -**ing** suffix forms nouns from verbs and rarely from nouns. It is considered to be the most productive one. Derivatives with the -**ing** suffix can have the meaning of the action, its result. They can also denote specific actions or operations (pricing, shopping, personal branding, marketing, self-serve advertising, web hosting, price cutting) [7, p. 303; 22]. For instance: eSafe' Content Filtering module prevents access to unauthorized, inappropriate, and malicious websites, protecting your organization from legal liabilities [8].

The suffix -**ion (tion, ation)** forms nouns from nouns, adjectives, verbs. It ranks second in productivity. Derivatives on -**ion (tion)** denote an action, its result, as well as abstract concepts (ad impression affiliation, cooperation, innovation, market atomization) [23]. For example: An ad impression is reported whenever an individual ad is displayed on your website. Different ad formats will display varying numbers of ads; for example, each time a vertical banner appears on your site, you'll see two ad impressions in your reports [6].

As often as the previous one, in the word formation of marketing terminology, the suffix -**er (or)** is used, which serves to form nouns from verbs [7; 13]. A noun with this ending denotes a device that produces an action, formed from a verb; or the person performing this action (freebie seeker, mystery shopper) [22]. For example: Freebie seekers are those looking for free stuff. And who doesn't like getting something for nothing? [10].

The suffix -**ment** forms nouns from verbs with the meaning of action, process, state (involvement, management, procurement) [13, c. 126, 144, 196]. Example: This website is the public portal to ILO procurement. The Procurement Bureau is the Unit responsible for the procurement of goods, equipment, works and services at ILO headquarters and field offices [18].

The suffix -**ity** forms abstract nouns from adjectives with the meaning of state, quality, condition. The suffix -**ity** corresponds to the Russian suffix –**ость** and the Uzbek suffix – **lik** (link popularity – популярн*ость* ссылки – havolaning ommaviy*ligi*, pricedemand elasticity - эластичн*ость* цены к спросу – narxning talabga egiluvchan*ligi*, probabil*ity* – вероятн*ость*, возможн*ость* - ehtimol*lik*, mobility –

изменчив*ость* – o'zgaruvchan*lik*) [13, c. 194, 196; 22]. For instance: The Link Popular**ity** analysis program will search Google+, Facebook, Twitter, LinkedIn, StumbleUpOn, and Delicious to determine how popular your web page is in the social media [21].

Prefixation: The **re-** prefix means to do again what the stem indicates. This prefix is added to the stems of nouns and verbs. (resell right, relaunch, resale) [23]. E.g. Many ebooks and pieces of software, especially in the field of online or Internet marketing, are sold with resell rights included [19].

The prefix **up-** forms the meaning to do better, above its capabilities when adding verbs and nouns to the stems. The example of the word upmarket shows that formed words using this prefix can go to another part of speech (upsell, up+market (N) = upmarket – (Adj)) [21]. How to Upsell. One of the most important jobs a salesperson has to do is to add value to a sale that the customer is already willing to make [14].

The prefix **pre-** denotes a preliminary action, added to the stems of the noun (premarketing) [23]. DIA presents an intensive for professionals involved in the management of safety information from clinical trials in the EU. Participants will be guided through all the regulations and guidelines pertinent to premarketing safety in the EU [24].

The prefix macro- denotes large-scale phenomena and concepts, the prefix micro denotes concepts and phenomena affecting the smallest area. Both prefixes are added to the stems of nouns (micromarketing, macromarketing) [13, c. 143, 158]. For instance: Two of our principle undertakings are the Annual Conference, held in locations around the globe, and the quarterly Journal of Macromarketing, the premiere outlet for macromarketing research [17].

he prefixes **un-, in-** are added to the stems of adjectives, and the prefix **non-** - to the stems of adjectives and nouns. They give words a negative meaning (unfair advertising, invisible trade, noncommercial advertising) [7, c. 281; 13, c.126; 22]. For instance: Invisible trade involves the import and export of services rather than goods [9].

The prefix-suffix way of word formation (parasynthesis) is not used as often as the suffix and prefix, nevertheless, they are found in numerous terms in the internet marketing. (cobranding, repositioning, outsorcing) [7, c. 287, 327; 22]. For example: Many large companies turn to outsorcing to cut costs. In response, entire industries have evolved to serve companies' outsorcing needs [22].

There are five types of complex word formation in marketing terminology: a) adjective + noun, b) verb +

noun, c) noun + noun, d) preposition + noun, e) numeral + noun [7; 13; 23]
– Adj+N (backlink) [23],
 – V+N (paypal) [23],
 – N+N (newsletter) [23];
 – Prep+N (online) [23];
– Num+N (one-shot) [7, с. 284].

For example: PayPal is accepted at thousands of websites, from leading brands to small independent retailers. So wherever you shop, look for the PayPal logo to pay the safer, faster way [26].
In the word formation of marketing terminology, the method of adding bases + suffix is quite often used: (copywrite → copywriter) [23]. Example: Why do you need a copywriter? Good communication is fundamental to success. Words that reflect your style, culture and vision will draw people in and give them confidence in your ability to deliver [11].

Abbreviation. The emergence of abbreviations in English, as in many other languages, is due to the principle of saving language resources. Many of them are used so often that they are perceived as ordinary words, and not abbreviated phrases. Among the abbreviated words, the following stand out:

1) Abbreviations of the "initial" type that can be divided into two subtypes:
   a) From a combination of the initial sounds of words, from the names of the initial letters of words (CPA – "cost per action" CPAFix is the leading Cost Per Action and CPA Marketing platform with the fastest growing CPA and Affiliate forum online…) [15; 23];)
   b) From a combination of the initial sounds of words, from the names of the initial letters of words between which a preposition or a numeral is used that is similar in pronunciation to it (**B to B (B2B)** – "business to business" –, **B to C (B2C)** – ''business to consumer": … Because High Rankings is a B-to-B company who's always looking for new and interesting marketing ideas…) [4; 23];
2) Abbreviations from combinations of the initial letter of words (words) with a whole word (**E-mail** – "electronic" and "mail", **mcommerce** – "mobile commerce" –: If you're not convinced yet, here are six statistics that illustrate the booming "m-commerce" growth here in Australia and across the world…) [20; 23];
3) Abbreviations from the combination of the beginning of the first word with a whole word (**AdWords** – "advertising" and "words": Advertise with Google AdWords ads in the Sponsored Links section next to search results to boost website traffic and sales…) [12; 23];
4) Abbreviation from a combination of the initial letter of the first word and the final part of the second word (**vlog** – "video" and "blog": come to another week, welcome to another Vinyl Vlog Episode! Since we've come back we've had requests for more Giveaways and more Vinyl shop talk!) [23; 25];
5) Abbreviation of the combination of the ending part of the first word and the derived word (**networking** – "internet" and "working": Effective business networking is the linking together of individuals who, through trust and relationship building, become walking, talking advertisements for one another) [21; 23].

As follows from the above, the vocabulary of modern Internet-marketing is almost identical to the vocabulary of the field of information technology. The word-formation structure of the Internet-marketing terms in English depends on the models that are predominant in this language. Nevertheless, its semantic definition can vary. Most examples of abbreviations belong to the "initial" type. And the methods of abbreviation and addition of the foundations continue to be replenished with new types precisely due to the constant influx of new concepts into marketing and the relative freedom in their expression by linguistic means. The meaning of the words can denote different phenomena from their original meaning.

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