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VII

ЕЗИКЪТ В НАУЧНАТА ИКОНОМИЧЕСКА КОМУНИКАЦИЯ

THE LANGUAGE OF SCIENTIFIC ECONOMIC COMMUNICATION

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ОРТОЛОГИЧЕСКИ ХАРАКТЕРИСТИКИ НА БЪЛГАРСКАТА РИТОРИЧЕСКА ПРАКТИКА (В СОЦИАЛНО-ИКОНОМИЧЕСКИТЕ РЕАЛНОСТИ)

ORTHOLOGICAL CHARACTERISTICS OF BULGARIAN RHETORICAL PRACTICE (IN SOCIAL- ECONOMIC REALITIES)

*Ivanka Nikolova,
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In the developing democratic society and in Bulgaria the need of linguistic and rhetorical competencies for any public personality becomes more and more topical. The importance of the linguistic form in the dynamic process of verbal communication for the specific message to reach the respective addressee is quite notable.

Through the method of observation and analysis of the recorded verbal material from public speeches, presentations, press conferences, business meetings the data base needed for scientific comment is collected and processed.

The paper systematizes and analyzes scientifically the main types of orthological errors by adherence to the respective rules and regulations for: lexical and grammar incongruities; orthoepical violations; word-formative frivolities; reversed syntax in oral communication.

The conclusion raises anxiety concerning the linguistic competence and knowledge on the literary linguistic norm, the rhetorical skills of a considerable number of public personalities. The special significance of these competencies for PR is emphasized.

Key words: linguistics, rhetoric, communicativeness, linguistic norm, social practice.

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МЕЖДУ ГЛОБАЛНОТО И ЛОКАЛНОТО. ДЕКОНСТРУИРАНЕ НА ИДЕНТИЧНОСТТА: МОДЕРНИСТКИ ЕСЕНЦИАЛИЗЪМ СРЕЩУ ПОСТМОДЕРНА ХИБРИДНОСТ

BETWEEN THE GLOBAL AND THE LOCAL. DECONSTRUCTING IDENTITY: MODERNIST ESSENTIALISM VS. POSTMODERN HYBRIDITY

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The paper aims to discuss main theories of globalisation, the variety of culture flows between the global and the local and present a postmodern perception of identity, contesting prior dimensions of power and hegemony. Social constructivist (Berger and Luckmann, 1966, Hall 1997), circumstantialist and interactionist (F. Barth, 1969; Vermeulen and Govers, 1994) approaches to identity will be presented as necessary for confronting essentialising narratives, by stating that identity is a construct, created in the process of interaction of various social groups, is dynamic in nature, processual and also contextually determined. The search for third, hybrid, "in-between" spaces within national and the larger global scapes (Appaduraj, 1999) will be discussed as a possible vision for analysing social structure and promoting such a position as a conscious intellectual choice. Initially, the paper will depart theoretically by focusing on the work of some key figures in the field of cultural globalisation (Bauman, 1991; Featherstone, 1990; Dissanayake 1996; Giddens, 1990; King, 1991; Robertson, 1987; Tomlinson, 1999; Yeung, 2002). An attempt will be made to trace the way such theories intersect with post-colonial

conceptualisation of identity contesting the hegemonic domain of the nation space (Bhabha, 1994; Stuart Hall, 1996). And finally, the study of cultural flows will be placed within globalization-as-hybridization theories (Bhabha, 1994; Hall, 1996; Tomlinson, 1999, Pieterse, 1995, Hannerz, 1999) accounting for the constant flow of cultures and their essential interconnectedness, processual nature and hybrid nature.

Key words: globalisation, identity construction, essentialism, third spaces, hybridit

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НЯКОИ ЛАТИНСКИ СЛОВООБРАЗУВАЩИ ЕЛЕМЕНТИ В АНГЛИЙСКИЯ ЕЗИК И ТЯХНОТО СЪОТВЕТСТВИЕ В БЪЛГАРСКИЯ ЕЗИК

SOME LATIN WORD-BUILDING ELEMENTS IN ENGLISH AND THEIR EQUIVALENTS IN BULGARIAN

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Loanwords are characteristic of each language. This fact applies completely to the lexical composition of English and Bulgarian languages. This phenomenon continues developing because both languages are live. That is why the topic is important and of present interest. The aim of the article is to examine some main Latin word-building morphemes (prefixes and suffixes) and their transition into English and Bulgarian languages. The examples used come from the general scientific vocabulary and particularly from the economics field. The methods used are descriptive and comparative-historical. The authors' principal conclusions are that in the process of their long historical development both English and Bulgarian accept a considerable amount of foreign words and word-building elements. Some word-building elements -prefixes and suffixes - are classified in the group of the Latin loanwords of general scientific characteristics. At the beginning these morphemes were not borrowed from Latin as autonomous lexical units. They became part of whole words and, at a later stage, they were given a meaning of word-building elements. These morphemes are called borrowed affixes in linguistic literature.

Key words: Latin vocabulary, morphemes, prefixes and suffixes, contemporary European languages, etymology, comparative analysis, semantic analysis

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СЛОВОСЪЧЕТАНИЯ ТЕРМИНИ В ДИРЕКТИВИ НА ЕВРОПЕЙСКИЯ СЪЮЗ - ЛЕКСИКАЛЕН ОБЕМ И ГРАМАТИЧЕСКИ ХАРАКТЕРИСТИКИ - СЪПОСТАВЯНЕ НА АНГЛИЙСКИ, НЕМСКИ, ФРЕНСКИ И БЪЛГАРСКИ ЕЗИК

TERMINOLOGICAL PHRASES IN EU DIRECTIVES: LEXICAL CORPORA AND GRAMMATICAL CHARACTERISTICS - COMPARING ENGLISH, GERMAN, FRENCH AND BULGARIAN LANGUAGES

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The research team present in this paper part of their linguistic observations and comparative analysis of texts of EU Directives in the field of General Agricultural Policy. The main objective is to present the formal language characteristics of bi-partite, tri-partite and multipartite compound terminological phrases, compared in the four languages: English, German, French and Bulgarian. What is being compared is the syntactic organization of the parts of speech in the phrases and the content of the presented information. The research methodology includes: observation, excerpting, comparative analysis, retrospective and statistical method. In the process of excerpting and analyzing linguistic material on a comparative basis, the ways of transfer of international terminology to a given language system are traced, as well as the accuracy of the presented information of the respective document

conveyed to readers for whom the stated languages are official. The analytical and evidential parts of the paper include examples of neglecting the polysemantic nature of some of the terminological phrases, the specific requirements of the context, as well as the possibility of synonymy in academic style, so that the communicative task is achieved adequately.

Key words: text linguistics, comparative linguistics, semantic correspondences, international terminology, translation theory, communicative competencies.

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**СЕМАНТИЧНО СЪДЪРЖАНИЕ НА НЯКОИ ОСНОВНИ ИКОНОМИЧЕСКИ ТЕРМИНИ В
АНГЛИЙСКИЯ И БЪЛГАРСКИЯ ЕЗИК**

**SEMANTIC CONNOTATION OF SOME ECONOMIC TERMS
IN BULGARIAN AND ENGLISH**

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With the mobility of people, cultural contacts and communications, the development of the business and media, the distance between the different nations and cultures is shortened. English has become the language of the modern society. The economic and scientific terms, as well as terms connected with computer technologies, politics, fashion and sport, the financial sphere and banking, which belong to the international lexis, gain wide popularity. In most cases the acceptance of English words is justifiable, because it is a part of Bulgarian language integration. Provocations for the author are texts, where English specialized lexis makes understanding difficult and the language-clumsy and confusing. The aim of the paper is to trace a historical review of the different languages on Bulgarian; the borrowing of English economic terms; their use; to which extent remains unchanged their meanings; and what new sense the borrowings acquire. The following methods are used: empiric, contrastive and comparative-historical. Author's conclusions are that modern society is invaded by English language in main fields of life. It is a general trend although English has become the *Lingua franca* for the contemporary world.

Key words: trends, foreign words, influence, economic terms, international terminology



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