

PHILOLOGY

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COMPREHENSIVE LEXICOGRAPHIC WORK ON COMMERCIAL AVIATION BUSINESS TERMINOLOGY

Considered are the theoretical and methodological aspects of the development of comprehensive lexicographic terminological referential editions as a result of fundamental classifying work "Business English in Aviation" (in two versions: English-Ukrainian and Ukrainian-English) to be used by aviation specialists for educational and practical purposes.

Розглянуто теоретичні та методологічні аспекти розробки термінологічних лексикографічних довідкових видань, призначених для використання в навчальному процесі та практичній діяльності авіаційних фахівців-менеджерів на базі створеного авторами тематичного двомовного англо-українського і українсько-англійського словника "Business English in Aviation / Ділова термінологія в авіації".

Introduction

Historically, dictionaries originated as reference books. At first – as reference books of difficult words, and in the course of time – of all words in general. In this quality they were related neither to grammatical description of language and theoretical linguistics nor to the needs of the practical teaching of languages. Lexicography developed as a relatively autonomous area of knowledge [1].

In the 20th century, especially in its second half, a deep reform of lexicography began. It was triggered by three factors [2]:

- 1) by the new type of linguistic description, formed up in works on the formal models of language;
- 2) by new tendencies in development of theoretical linguistics;
- 3) by the turnabout of lexicography to meet the main needs of the practical teaching of languages.

In fact, lexicographic work is an inseparable part of teaching process. On the first stage of teaching a foreign language in the non-linguistic institution of higher education basic attention in teaching vocabulary is paid, as a rule, to the activation of topical terminology minimum and practicing it in educational situations. On the further stages of teaching, referring to various information sources for professional aims must be accompanied by the massive vocabulary expansion in the spheres of both oral and written professional communication.

Essential content of the study

Hierarchical organization of conceptual apparatus of a certain subject area implies the hierarchical

association of separate terminology microsystems as topical lexico-semantic groups formed according to the alphabetical and topical principle and including both basic terms and combinations of words (and their derivatives) which have become terms and which are formed according to the basic word-formation models.

Topical relations of lexical units are reflected by the real connections between various objects and phenomena existing in reality, i.e. they are the reflection of groupment and associations of objects in the objective world [3].

The idea that for mastering a language it is enough to learn several nominating units and grammar rules of their connection in a sentence is erroneous, as it does not take into account another major factor of speech formation in a foreign language – lexico-semantic compatibility of words, often not consistent with lexico-semantic compatibility of words of the mother tongue.

One of basic difficulties consists in the fact that compatibility can hardly be grounded on logical explanation: something which is logical for a mother tongue seems illogical for a foreign one and vice versa.

Arbitrary character of lexical compatibility is the main difficulty in teaching a foreign language, and exactly this difficulty explains the fact that less attention is paid to lexical compatibility than to grammar.

In the meantime, the method of introducing vocabulary via its compatibility has a number of advantages:

- 1) it limits lexical material and represents it in a well-organized form;
- 2) it provides steady memorizing of words by means of repetition of lexical combinations;
- 3) it differentiates the meanings of the same word;
- 4) it selects lexical compatibility of words not consistent with that in the mother tongue;
- 5) it allows to use lexical units correctly in generating utterances in a foreign language;
- 6) it determines synonyms and differentiates their usage.

From the point of view of lexical and semantic compatibility the words from one topical list can drastically differentiate, and lexical and semantic compatibility can be instrumental in the association of words, semantically distant from each other [4].

The possibility of selection of sets of lexical and semantic compatibility of words allows to systematize a necessary lexical minimum, facilitates its memorizing, considerably shortens the time for its mastering.

The review of literature on terminology and standardization allowed to define the existent methods of lexicographic work and the work on terminology arrangements, and also to apply the most acceptable procedures in collective work on educational lexicography, and to deepen knowledge and research in the relevant area of terminology of aviation specialities of the university.

So, the above said allowed to begin work on grouping the terminology units, establishing their associative relations around its semantic centre forming the so-called semantic fields [5].

Semantic macro- and microfields contain topical groups (e.g., the field «commercial work» contains topical word groups «selling tickets», «advertising», «tariffing», «transportation market» etc., which are characterized by the further hierarchy of relations expressed in lexical and semantic groups, synonymous lines, antonymous pairs.

Applying the method of semantic fields for the arrangement of lexical material allows to enhance efficiency of mastering terminology of a sublanguage, as the stress here is put on systematization of knowledge, which is better demonstrated by the students of technical specialities by virtue of some special characteristics of their thinking process. It is also necessary to underline the role of such ideoglossaries as facilities

for enhancement of independent work of students on a foreign language.

Inclusion into topical word lists of not only separate words but also their combinations, i.e. the nearest lexical and semantic surroundings, breaks the stereotype of perception of a separate word as an independent structural form, independent unit, helps differentiate and more adequately recognize multicomponent terminology units, synonyms, polysemantic and polyfunctional words, phrasal unities.

Developing speech skills making use of the topically organized words includes associative connections.

Associating can be referred to those logical and psycholinguistic processes which favour mastering the vocabulary.

Associative processes provide memorizing and reproducing different phenomena of reality in certain connections and sequences. It is possible to set the optimum methods of their semantization and forecast efficiency of memorizing words placing them in different combinations.

It is known from psycholinguistics that durability of learning a word depends on whether the varied connections of this new word with the already familiar words are strong enough, these relations being defined not only in logical and semantic processes but also as a result of associations. Logical and semantic processes are pursued mainly in active drilling of linguistic material.

It is good to make use of an association at the very beginning of work with the new lexical material – on the stage of presentation. A new vocabulary will be memorized better if it enters associative connections possibly with the words studied before, but within the framework of one topic. Associating words favours to some extent the generation of utterances and is conditioned by proper relations of words in a language.

The mentioned above theoretical concepts and definitions served as the basis for the fundamental classifying work aimed at the creation and publication of lexicographic referential edition «Business English in Aviation».

The subject and purpose of the work done was the creation of lexicographic base for educational and practical work in the above mentioned aspect related to the necessities of the work of aviation specialists - managers of different type, and to the educational

needs in training and refresher courses for such specialists in the system of higher school and postgraduate education.

The importance of this work may be explained by the specific character of educational process and its tasks in the diversified and multisectoral technical higher educational institution.

The materials of this lexicographic reference book are selected taking into account modern terminology related to the business professional language in civil aviation contacts including economic market relations in air traffic services, partner contacts, business communication, signing agreements and contracts, administrative policy in civil aviation enterprises etc.

This pioneering work in domestic practice involves the optimum and sufficient amount of relevant terminology. The detailed analysis of educational materials on the study of scientific, technical, economic, financial, and special business terminology, as well as basic technical and legal documents of leading organizations in aviation industry, makes up the core of the applied work in compiling the above mentioned referential and lexicographic edition. Its topics comprise the following concrete areas: air transportation, market activities of airlines, economic indicators and pricing policies, management of enterprises, finances, bookkeeping and audit, training of personnel, statistical categories and standards, aircraft certification, passengers handling, baggage and cargo processing, business documents and correspondence etc.

The composition of this lexicographic edition allows its usage also for educational purposes because teaching terminology can be conducted in a more organized, systematic way, with current control of mastering the vocabulary in the frame of every specified topic.

The compilation work was made possible due to systematic applied research of topical scientific and technical literature as one of information sources, by wide access to the world computer network, by studying the patterns of professionally relevant written and oral business communication. Thus, it is possible to talk about the utility of the materials under consideration for wide diversified circles of professionals - leaders and employees of air enterprises, translators and interpreters, reviewers,

teachers and students - those who need knowledge of Ukrainian and English branch terminology.

The novelty of the edition consists in that in it the marketing, management, financial and economic terminology is presented in connection with professional business contacts, international economic collaboration and a range of problems in commercial activities in civil aviation.

In their compiling work the authors made use of aviation industry dictionaries, statistical and other reference books, manuals of business language, official editions, airlines' working documents and reports, the ICAO relevant documents, selections from the authentic topical texts, materials of periodicals, magazine articles and publicity phototypography, educational materials for the relevant courses in English.

The analysis, translation and computer processing of the selected lexicographic material were performed in the frames of the following lexical and semantic fields:

- a) technical and certification terminology;
- b) economics of air transportation and financial effects of airlines' activities;
- c) management of air transport and training of personnel.

Created topical lists in their alpha-topical patterns have formed the recommended core terminology.

Conclusion

«Business English in Aviation» in its English-Ukrainian and Ukrainian-English versions will serve as a modern source of information and a tool for implementing the Ukrainian Law on Languages in the sphere of social intercourse and business communication of aviation specialists.

Of significance is also the arrangement and distribution of lexicographic professional knowledge in promoting business contacts between Ukraine and the West.

It is recommended for the use in their practical work to the specialists of airlines, aviation enterprises (such as "Antonov Design Bureau"; MAU, Ukraeroruh, KIAPO etc.), as well as to interpreters and translators of business, financial, commercial documents and literature; to the managerial staff of airlines for their office and secretarial work; to teachers and students of English in the system of training and retraining of personnel (full time and extra-mural/distance education, postgraduate studies,

pre-university training departments for foreign students); in writing textbooks, manuals, method guides and other teaching literature for educational process; in courses on translation, business English etc.

Monologue speech is an unfolded, extended speech. It is important to help students put their ideas in order, to explain communicative tasks, to monitor the search for the ways to solve them.

The development of logical and communicative principle in accordance with which the logical sequence of ideas is most fully presented raises a special task of teaching to formulate foreign utterances.

Such approach allows to take up the differentiated approach to students, to activate their personalities: imagination, thought, memory; to take into account the individual level of a foreign language competence.

Utterances based on topical word lists differ in a logical sequence, integrity, independence that enables students to practice situation exercises and creative exercises as close to the real intercourse as

possible. The handlists of words allow to vary communicative modules, and the comprehensive work with them is characterized as communicative, polyfunctional and stirring to activity. The skills acquired are more likely to be transferred to reality, stimulating coherent speech on the basis of students' experience and knowledge, as well as the necessity to use the set lists, to compile their own micro-thesauruses following their own logic, having cognitive motivation.

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