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CURRENT ISSUES OF MODERN TERMINOLOGY

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Abstract. *The paper examines the theoretical and practical aspects of current terminology. In the paper, the author explores the primary phases of the emergence of global terminology by establishing theoretical and practical terminological foundations, examines issues with the systematization of new words, and the development of the implementation and expansion of national and worldwide terminology databases for additional resource consolidation.*

Key words: *systematization of terms, terminology databases, consolidation of terminology resources, theory and practice of modern terminology, classical terminology schools.*

Introduction

Due to linguistic and extralinguistic reasons, modern terminology has emerged with challenges related to the systematization and direct usage of national and international terminology databases. Numerous studies' publications show that because new scientific and technological concepts emerge more quickly than they can be defined, linguists and lexicographers today lack a set of universal standards and guidelines for identifying a vast quantity of contemporary terminology, systematizing it, and putting it on international databases. The history and evolution of theoretical and practical terminological foundations are strongly related to the basic principles of systematization of terminological phenomena and term formation, as demonstrated by an analysis of scientific works in these areas. The relationship between “general terminology” and

“specialized ones” the foundational ideas for developing national and international terminology databases, and the consolidation of terminology resources are therefore crucial to take into consideration. Additionally, classical terminology schools and their influence on one another must also be taken into account.

The historical background of terminology

The study of terminology is a branch of linguistics that has been around for a while, but it has only recently undergone a systematic development with well-considered principles and methodology. Its social and political significance has been established by linguists and scientists on a national and worldwide level [4; 3]. The growth of contemporary technology, science, agriculture, the arts, and other spheres of human endeavor have all contributed to the emergence of terminological vocabulary, or the so-called terminological explosion. This process is still governed by society and is associated with a vibrantly exhibited social character. Following World War I, terminology as we use it today first emerged in the 1930s. After the period of huge term formation, when a large number of concepts and special terms permeated languages, terminological inquiries started to take shape. Over the course of the eighteenth century, language has evolved into a useful tool for navigating the challenges posed by scientific and technological advancements. This is mostly due to the simultaneous increase in knowledge, technology, and communication. After the 19th-century internationalization of science, a system of definitions and construction criteria for terminology used in various human activity domains had to be established. Patent literature full of new terms from contemporary fields of science, medicine, engineering, and technology has emerged as a result of the systematization of terminology and the establishment of its scientific status. Standardization, which began before World War I, has finally formed and intensified terminology development. It's no coincidence that after 1946, the International Organization on Standardization (ISO) was founded and terminology research rapidly advanced at the same time [3]. The efforts of E. Wüster and D. Lotte laid the foundation for contemporary nomenclature in the 1930s. E. Wüster outlined the key components of the methodology for processing terminology data in his PhD dissertation,

which also presented odd justifications for systematizing terminology and basic concepts for working with terms. At the time, E. Wüster was especially focused on technique and standards rather than theory, as G. Rondeau observes because he saw language as a tool that should be used as effectively as possible to remove ambiguity in scientific and technical communication [1, p. 58].

In the initial part of the 1900s, terminology received insufficient attention from social scientists and linguists. Since the 1950s, interest has been resurgent. In general, scientists have shown little interest in studying terminology; instead, their focus has been on creating a theory of terminology and its guiding principles.

These days, modern terminology is a separate field of linguistics that summarizes the experience of terminology works and terminology phenomena. It is structured using sets of terminology conceptions from documentation and technical and scientific writing. Kostas Valeontis, a modern linguist and the chairman of the Permanent Group for Telecommunications Terminology at the Hellenic Telecommunications Organization, as well as the president of the Hellenic Society for Terminology (ELETO), views terminology from two primary perspectives: 1. In every field of study, the first discipline is concerned with the rules and procedures that govern the study of concepts and their designations (terms, names, symbols), as well as the task of gathering, organizing, and analyzing pertinent material. 2. The second one is defined as the collection of phrases that are part of the notion and its representation in a special language that is specific to an area of study [5, p. 2].

According to the second interpretation, the terminology is deemed multidisciplinary since it appropriates and adapts basic tools and concepts from various disciplines (such as science, linguistics, information technology, and other specialized fields) to address particularities in its field. In light of contemporary terminology, linguists typically identify the following features:

- 1) a field of linguistics dedicated to the study and organization of words;
- 2) a professional vocabulary incorporated into the national tongue (e.g., Ukrainian, English, and so on);

3) Special terms or technical language (linguistic, medical, judicial, electrical engineering, and so forth) that are employed in professional communication. The emergence of new markets for scientific, technical, cultural, and commercial exchange - such as international linguistic projects and the training of terminologists and interpreters - as well as the rapid advancement of science and technology, new means of communication, and the need for standardized goods, products, and services all have a significant impact on modern terminology.

One of the main factors influencing terminology changes is computer technology. The vast amount of data necessitates strong and efficient assistance. Terminologists now have access to resources and tools that are more efficient and more suited to their needs. These most recent databases do, however, need to be updated frequently. Furthermore, they ought to be multifaceted and accessible to meet evolving requirements and changes in the globe. Due to this reason, new markets with preferred terminology are emerging.

Theoretical and practical underpinnings of contemporary multi-paradigm terminology are now operated upon by scientists as an interdisciplinary field of linguistics.

According to contemporary linguists, scientists led and developed terminology in the 18th and 19th centuries, engineers and technologists participated in term formation in the 20th century, and translators and terminologists collaborated to create national and international terminology databases in the 21st century. It was not until the 20th century that language began to get a scientific foundation and theoretical and practical underpinnings that acknowledged it as a significant social endeavor. It can be concluded that modern terminology is based on the principles of systematization of new terms, the creation of international and national terminology databases for further consolidation of terminology resources, societies, and terminology centers after analyzing fundamental stages of the origin of world terminology through the formation of theoretical and practical terminological foundations and investigating terminology schools.

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PRAGMATIC ASPECT OF TOURIST ADVERTISING IN THE ERA OF DIGITALIZATION

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Annotation. *The pragmatic specifics of tourism advertising in English in the era of digitalization are considered. Advertising communication in the field of tourism acquires a pronounced emotional character, which is closely related to extra linguistic factors. Taking into account the fact that, as a scientific category, pragmatics is considered a multicomponent formation in its structure, the article determines the linguistic status of advertising; characterizes tourism advertising in the era of digitalization from the point of view of its functional and communicative features in a comparative aspect; describes pragmatically oriented linguistic units inherent in tourism advertising.*