# Лінгвістика тексту. Стилістичні та контекстуальні вияви лексичних і граматичних одиниць

# Economic terminology in book «*My Life and Work»* by Henry Ford

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## Abstract

The study of specialized vocabulary within works of fiction offers significant benefits to linguistics by enabling the assessment of scientific and technological language's integration into artistic expression. Furthermore, translation of economic terminology used in different functional styles is a topic of continuing relevance in modern linguistic studies, since this process demands careful consideration of its lexical and grammatical properties, structure and etymology. The **purpose** of the paper is to study semantic, morphological and structural features of economic terminology used by H. Ford in his book My Life and Work, and to analyze the methods of its translation into Ukrainian used by U. Dzhaman. The **methods** used in the study include analysis, synthesis, induction, deduction, classification, continuous sampling of language material and linguistic analysis, quantitative analysis, statistical, graphical, as well as methods of logical, semantic, system-structural analysis, comparative and dialectical approaches. Results**.** By semantic criteria, the selected economic terms were distributed in 5 thematic groups: Production and Work Organization, Finance and Investment, Marketing and Sales, Economics, and Agriculture and Production. Economic terminology is predominantly composed of single-word terms, representing nearly half (49.5%) of the total; these are mostly derivatives (51.85%), followed by simple terms (38.9%), with compound terms being the least common (9.25%). Two-component terminological collocations make up 34.9%. Three-component terminological collocations account for 12.8%, while four-component terminological collocations are the smallest category, comprising only 2.8% of the economic terms. The structural analysis evidences that among the selected English economic terminological collocations prevailing are two-component terms which are presented by the following structural models: Adj + N, N + N, Adv + Adj. Among the three-component terms, the following structural models were identified: N + Prep + N, Adj + N + N, V + Adj + N, Adj + PII + N, N + Adj + N. Four-component terms, according to the analysis of selected terms, are built on the following structural models: Adj + N + Prep + N, V + N + Prep + N, Adv + Adj + Prep + N, N + N + Prep + N. Analysis of the translated terms reveals that calquing is the most frequently used technique, making up 28% of the total number of the lexical units under analysis, with synonymous substitution following it (16%). Contextual substitution represents 14% of the translation techniques used, while descriptive translation makes up a slightly smaller portion at 12%. Permutation and transposition each account for 9% of the total. The combined method constitutes 5%, transcoding makes up 4%, and compression has the lowest occurrence constituting 3%. **Conclusion.** The study confirms that the book employs a multitude of economic terms that have different semantic, morphological and structural features. A wide range of translation methods was used, calquing being dominant.

# Економічна термінологія в книзі Генрі Форда «Моє життя та робота»

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## Анотація

У статті проаналізовано семантичні, морфологічні та структурні особливості англомовної економічної термінології на матеріалі книги Г. Форда «Моє життя та робота», а також визначено перекладацькі прийоми, використані У. Джаман для перекладу економічних термінів українською мовою. Дібрані економічні терміни є невід'ємною частиною художнього твору, що відображають особливості науково-технічних й економічних процесів і явищ. Виокремлено 5 тематичних груп економічних термінів: виробництво та організація праці, фінанси та інвестиції, маркетинг та збут, економіка, сільське господарство, виробництво. Установлено, що економічна термінологія, що трапляється в аналізованому тексті, виражена простими термінами (терміни-іменники, терміни-прикметники, терміни-дієслова), деривативами із домінуванням суфіксальних лексичних одиниць, складними термінами та термінологічними словосполученнями. Найбільшу частку усіх термінів становлять однослівні терміни (49,5 %), а найменшу – чотирикомпонентні (2,8 %). Структурний аналіз свідчить, що серед економічних термінологічних словосполучень переважають двокомпонентні терміни, які представлені такими структурними моделями: Adj + N, N + N, Adv + Adj. Найбільш поширеними перекладацькими стратегіями, використаними для перекладу аналізованих економічних термінів, є калькування, синонімічна заміна, контекстуальна заміна та описовий переклад.

**Ключові слова:** економічна термінологія, тематичні групи, морфологічний аналіз, структурні особливості, методи перекладу

**Introduction.** Investigating the specialized vocabulary used in works of fiction offers valuable insights for linguistics since it provides a means of assessing the integration of scientific and technological language into artistic expression and analyzing its functional role therein.

Incorporating technical, economic, political, and other professional vocabulary into a literary work performs a pragmatic function. It enhances the narrative's realism by grounding the story in a specific professional context, giving authenticity to characters and their actions. Furthermore, it can reveal the expertise and background of individuals through their specialized language. This technique can also provide readers with a deeper understanding of complex systems or processes relevant to the plot, enriching their comprehension of the story's themes and implications.

The translation of economic terminology remains a subject of ongoing interest in the field of modern linguistics, particularly in light of the expanding economic discourse. Translating economic terms in fiction demands careful consideration of their lexical and grammatical properties, encompassing structure and etymology. This is crucial for several reasons, such as ensuring accurate and faithful rendition of meaning, preserving the author's stylistic nuances and overall tone, and facilitating cultural adaptation for the target audience.

**Objective of the paper.** The purpose of the paper is to consider semantic, morphological and structural features of economic terminology used by H. Ford in his book *My Life and Work,* and to analyze the methods of its translation into Ukrainian exploited by U. Dzhaman.

**Review of recent publications.** Studies into terminological lexicon in fiction are scarce. Among domestic linguists investigating the issue under consideration are A. Homon, M. Zaveriushchenko, N. Pysarska (Homon, Zaveriushchenko, Pysarska, 2022) who studied the role and functions of scientific terms in Ivan Franko's short prose, and analyzed it in detail for the presence of legal-administrative and production terms; V. Horda and N. Pushyk (Horda, Pushyk, 2021) explored the use of legal terminology in two short stories by Jeffrey Archer, identifying the various functions legal terminology performs in the narrative; H. Horodylovska (Horodylovska, 2003) studied the use of legal terminology in the historical prose of Roman Ivanychuk, analyzing how legal terms function within the literary text, specifically in Ivanychuk's historical novels, and what stylistic functions they perform. The paper by N. Ishchuk and I. Hrachova (Ishchuk, Hrachova, 2022) scrutinizes structural features of English economic terminological collocations taken from Explanatory English-Ukrainian dictionary of economic terms and from recent issues of such newspapers as Intereconomics, The Guardian, and Bloomberg. L. Naumenko and A. Hordieieva (Naumenko, Hordieieva, 2011) offer a comprehensive classification of translation techniques that are often used to render English-language economic terms in Ukrainian.

The absence of studies into economic terminology in literary texts as well as lack of research into the translation techniques of economic terms used in translated books determine the **relevance** of the paper. The **subject** of the study is economic terms in H. Ford's book *My Life and Work*. The **object** is the semantic, morphological and structural features of economic terms used in book *My Life and Work* by H. Ford; translation techniques applied in U. Dzhaman's translation of the book into Ukrainian. The material under study is represented by 218 selected economic terms.

**Results of research.** Technical vocabulary is the core component of the vocabulary inherent to the scientific style. It mainly performs the nominative function, and its task is to accurately denote concepts and phenomena without resorting to imagery or emotional colouring. However, due to the fact that boundaries between styles are not fixed, words or phrases can easily penetrate other styles. Extrinsic elements are most common in fiction because literary style is seen as a more open system than other functional styles (Horodylovska, 2003, p. 43). Moreover, in fiction, terms reveal their potential in different ways. They not only name professional realities, but also create a vivid picture of the production environment and help the reader feel the atmosphere of the characters' work. This approach fosters a more profound comprehension of the characters' occupation, their principles, and their behavioural pattern (Homon, Zaveriushchenko, Pysarska, 2022, p. 34). V. Horda and V. Pushyk notice that once terms go beyond their "natural environment", they lose some of their semantic qualities (Horda, Pushyk, 2021, p. 123).

Henry Ford's book *My Life and Work* is one of the most famous works that not only tells the story of Ford's life, but also details his business philosophy, innovative ideas and views on social and economic processes. Henry Ford, one of the most prominent entrepreneurs and innovators of the 20th century, changed the face of the automotive industry and became a symbol of business success made possible by his innovative approaches to labour organisation, mass production and management.

Terminological vocabulary is intensively employed the book, reflecting the achievements of that period and offering detailed descriptions of various industrial and economic processes, for example, *wage system, cost reduction, business growth, etc.* The economic lexis used by the author is characterized by its **concreteness, functional precision, and pragmatic orientation**. These terms emphasize **processes** (*production, management, investment*), **outcomes** (*profit, losses, wastage*), and imbalances in economic (*overproduction).* Some terms carry **strong evaluative connotations**, with positive terms (*efficiency, productivity*) linked to progress, and negative ones (*waste, mismanagement*).

Economic terms under consideration can be divided into 5 thematic groups, considering the context and areas to which the mentioned concepts relate.

**TG Production and Work Organization. The lexis in this thematic group includes 1) t**erms related to the description of the production process: *conveyor*, *production*, *standardization*, *efficiency*, *operating cost*, etc.; 2) terms related to the organization of labor and personnel management: *wages*, *qualified*, *discipline*, *mismanagement*, etc.

**TG Finance and Investment** is represented by terms related to financial transactions: *bookkeeping*, *working capital*, *investments*, *profit*, *loss*, *price*, *value*, *shares*, etc.

**TG Marketing and Sales includes two thematic subgroups: 1)** terms related to marketing strategy: *advertising*, *salesman*, *consumer*, *competition*, etc.; 2) terms related to pricing and sales: *fair price*, *cash discount*, *sale*, *follow-up sales system, demand, supply,* etc.

**TG Economics, for example,** *capitalist*, *socialism*, *buying power*, *industrial establishment*, *progress*, *efficiency*, *consumption*, etc.

**TG Agriculture and Production, for instance,** *farming*, *agriculture*, *yield*, *tractor*, *machine*, *machinery*, *maintenance,* etc.

By their morphological features, the economic terms found in the book under study fall into the following groups: 1) simple terms, e.g. *stock*, *bonds*, *cash*, *industry*, *concern,* etc.; 2) derivatives that comprise prefixal (e.g. *refinanced*, disservice), suffixal (e.g. *purchaser*, *shipping*, *dealer*, *employer*) and prefixal-suffixal (e.g. *superintendent*) *mismanagement*) terms; 3) compounds, e.g., *workman*, *patternmaker, stockholder, warehouse,* etc.; 4) terminological collocations, e.g. *universal demand*, *central distribution*, *monetary system*, *wage rates,* etc.

The following prefixes were observed in the economic terminology sampled: **dis-** (disservice, *discount*, *distribute*); **mis**- (*mismanagement*); **non-** (*non-consumable, non-productive, non-working)*; **over-** (*overhead*); **re-** (*redistribute*, *refinance*); **semi-** (*semi-public*); **sub-** (*substitute, subordinate, sub-foreman*); **under-** (*undertake*). The suffixes that were most frequently encountered during this study include: **-able** (e.g. *profitable, serviceable, unsaleable*); **-age** (e.g. *shortage, storage*); **-al** (e.g. *industrial, financial*); **-ate** (e.g. *liquidate, operate*); **-ed** (e.g, *qualified, skilled*); **-ee** (*employee*); **- er** (e.g. *employer, purchaser*); **-ing** (e.g. *profiteering, merchandising*); **- ity** (e.g. *prosperity, scarcity*); **-ment** (e.g. *investment, management*); **-or** (e.g. *competitor, speculator*); **-tion** (e.g. *transportation, capitalization, standardization*).

The study shows that suffixes are the primary means of forming derived economic terms, making up 50% of the total. Prefixal economic vocabulary accounts for 28.6%, and terms having both prefixes and suffixes constitute 21.4%.

The patterns of compounding processes in the compound economic terms found in the book under consideration include **N + N** or **V + N**, e.g. ***agriculture* (**from Latin: *ager* (field) + *cultura* (cultivation)), ***bookkeeping, chairman, foreman, patternmaker, stockholder, storekeeper, warehouse, workman, workshop.*** It should be noted that today, such terms denoting people within an organization as ***chairman,*** *foreman* and ***workman*** are usually replaced by their gender-neutral equivalents, e.g. ***chairperson, foreperson/foremaster*** and ***worker.***

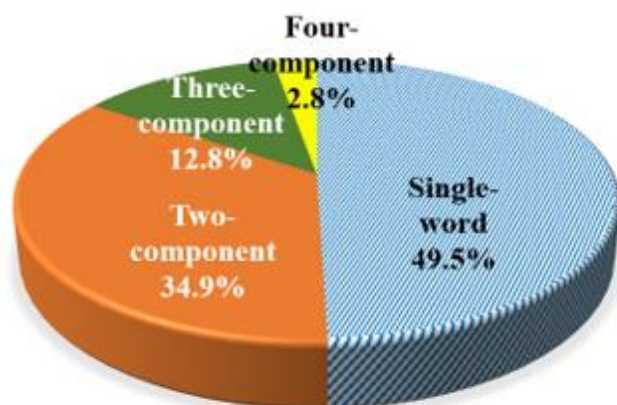Below are the charts that illustrate the distribution of economic terms used by H. Ford in his book depending on the number of components (Fig.1), and the distribution of single-word terms depending on their morphological features (Fig.2).

Fig. 1 Distribution of economic terminological lexis by the number of components
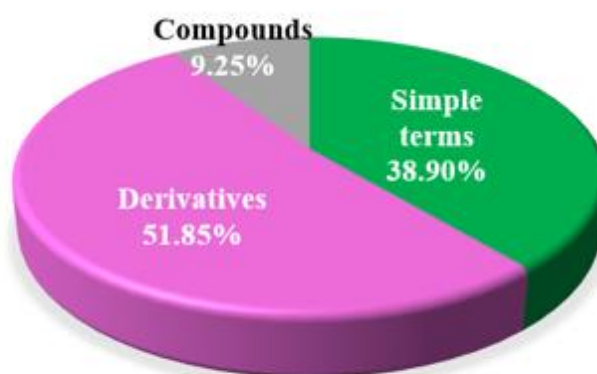
Fig. 2 Distribution of economic single-word terms by morphological features

As the chart in fig. 1 shows, single-word terms that are represented by 108 term units constitute the largest share of economic terms (49.5%). These are followed by two-component terminological collocations that account for 34.9% with a total of 76 term units. Three-component terminological collocations make up 12.8% being represented by 28 term units, and the share of four-component terminological collocations (6 lexical units) is 2.8%.

The pie chart in fig. 2 demonstrates that the lion's share of single-word economic terms falls on derivatives (51.85%). Simple terms account for 38.9% and compounds represent the least numerous group making up 9.25%.

**Single-word terms** (108 units) are represented by the following parts of speech: 1) nouns, which constitute the largest share – 79 term units (73.1%), e.g. *bond* – облігація; *profiteering* – спекуляція; *stock* – акція, etc.; 2) adjectives, which are represented by 15 lexical units (14%); and 3) verbs, which are represented by 14 units (13%), e.g. *produce* – виробляти; *employ* – наймати; *sell* – продавати; *distribute* – розподіляти; *pay* – платити; *consume* – споживати, etc.

Structural models of **two-component terminological collocations** are represented by 76 units:

− Adj + N model is the most productive one, it is represented by 51 term units (67.1%), e.g. *manual labourer* – некваліфікована праця, чорнороб; *red*

*tape* – бюрократична тяганина; *man-killing work* – виснажлива робота, etc.;

− N + N model is less productive; it is represented by 24 term units (31.6%), e.g. *money chase* – гонитва за грошима; *day shift* – денна зміна; *cash balance* – бухгалтерський баланс; etc.;

− Adv + Adj model is represented by 1 unit (1.3%): *highly specialized* – вузько спеціалізований.

Structural models of **three-component terminological collocations** are represented by 28 units:

− N + Prep + N model is the most productive one, it is represented by 24 term units (85.6%), e.g. *right of property* – право власності; *cost of making* – вартість виробництва; *expense of production* – вартість виробництва; *source of money* – джерело прибутку; *cost of materials* – вартість матеріалів, etc.

The following models are represented by 1 term unit, each constituting 3.6%:

− Adj + N + N: *follow-up sales system* – система ведення історії продажів;

− V + Adj + N: *cut buying power* – урізати купівельну спроможність;

− Adv + PII + N: *highly subdivided industry* – високо стандартизована, глибоко розгалужена промисловість;

– N + Adj + N: *profit sharing rate* – частка розподілу прибутку.

Structural models of **four-component terminological collocations** are represented by 6 units:

– Adj + N + Prep + N model is the most productive one, it is represented by 3 term units (50%), e.g. *original investment of money* – вкладений початковий капітал; *manual handling of material* – ручна обробка матеріалу, etc.

The following models are represented by 1 term unit, each constituting 16.67%:

– V + N + Prep + N: *devise plans of production* – розробити алгоритм дій;

– Adv + Adj + Prep + N: *physically incapacitated for labour* – недієздатні до фізичної праці;

– N + N + Prep + N: *market rate of paying* – ринкова ставка оплати.

We applied the classification of translation methods by L. Naumenko and A. Hordieieva (Naumenko, Hordieieva, 2011, p. 4–5) to analyze the Ukrainian translation of the book, and revealed a wide range of the translation techniques used to render economic terminology. Thus, the most frequently employed translation technique is *calquing* – 28%, for example: Therefore, they say that a proper charge against the **operating expenses** of a business is the interest on this money (Ford, 1922, p. 30). – *Таким чином, **операційні витрати** в бізнесі передбачають виплату відсотків із вкладених грошей* (Форд, 2016, p. 53). Then why do we hear so much talk about the "liquidation of labour" and the benefits that will flow to the country from cutting wages — which means only the cutting of **buying power** and the curtailing of the **home market**? (Ford, 1922, p. 85). – *Тоді чому ми так багато чуємо про «ліквідацію робочої сили» і про ті переваги, які очікують країну після скорочення витрат на заробітну плату? Це ж означає тільки урізання **купівельної спроможності** та згортання **внутрішнього ринку*** (Форд, 2016, p. 145).

The next most common translation method is *synonymous substitution* – 16%, for instance: ***Profiteering*** *is bad for business* (Ford, 1922, p. 11). – ***Спекуляція*** *– погано для бізнесу* (1, p. 21). *Our machines are placed very close together – every foot of floor space in the factory carries, of course, the same **overhead charge*** (Ford, 1922, p. 83). – *Наші машини розташовані дуже близько одна від одної. Кожен метр площі заводу несе, звичайно, однакові **накладні витрати*** (Форд, 2016, p. 139). *The scale of their living – the rate of their wages – determines the **prosperity of the country*** (Ford, 1922, p. 85). – *Масштаби їхнього життя – розмір їхньої заробітної плати – визначає рівень **добробуту у країні*** (Форд, 2016, p. 145).

The third commonly observed method is *contextual substitution* – 14%. Examples include: *One point that is absolutely essential to high capacity, as well as to **humane production**, is a clean, well-lighted and well-ventilated factory* (Ford, 1922, p. 83). – *Один момент, який є абсолютно необхідним для високої продуктивності, а також **гідних умов виробництва**, – це чисте, добре освітлене й добре провітрюване приміщення* (Форд, 2016, p. 139). *This **buying experience** is given at length because it explains our selling policy* (Ford, 1922, p. 105). – *Ця **закупівельна практика** описується так докладно, тому що вона пояснює нашу політику продажу* (Форд, 2016, p. 179).

About 12% of economic terms were translated using the *descriptive translation*, for example: *… excess organization and consequent **red tape*** (Ford, 1922, p. 67). – *… надмірна заорганізованість і, як наслідок **бюрократична тяганина*** (Форд, 2016, p. 115). *We have no **cut-and-dried places** – our best men make their places* (Ford, 1922, p. 72). – *Ми не тримаємо **шаблонних вакансій** – наші найкращі люди створюють собі робочі місця* (Форд, 2016, p. 121). *We do not want any hard, **man-killing work** about the place, and there is now very little of it* (Ford, 1922, p. 74). – *Ми не хочемо, щоб **робота** була важкою, **виснажливою** для людини, а такої в нас зараз дуже мало* (Форд, 2016, p. 124).

Permutation constitutes 9% of the applied translation techniques. Examples include: It does not help toward a solution to talk about abolishing the **wage system** and substituting communal ownership (Ford, 1922, p. 92). – *Розмови про усунення **системи зарплат** і переведення власності у суспільну власність рішенню цієї проблеми не допоможуть* (Форд, 2016, p. 153). And since we have the firm policy of steady **price reduction**,

there is always pressure (Ford, 1922, p. 109). – *А оскільки ми завжди притримуємося твердої політики неухильного **зниження цін**, тиск завжди присутній* (Форд, 2016, p. 183).

Transposition, similar to permutation (also at 9%), is another method employed in translating economic terms, for example: … I was in the **day shift** and every night and all of every Saturday night I worked on the new motor (Ford, 1922, p. 24). – *… я перейшов на **денну зміну** і щовечора, а також усю ніч щосуботи я працював над новим двигуном* (Форд, 2016, p. 42). *But changes in **manufacturing processes** will come very rapidly and wholly naturally* (Ford, 1922, p. 37). – *Але зміни у **виробничих процесах** настануть дуже швидко й це абсолютно природно* (Форд, 2016, p. 65).

The use of the *combined method*, which makes up 5%, was also observed in our study, for example, the combination of permutation and transposition: If profits … go to provide a sounder basis for business, better **working conditions**, better wages, more extended employment — that is quite another thing (Ford, 1922, p. 119). – *Якщо*

прибуток … іде на те, щоб створити міцніший фундамент для бізнесу, поліпшення **умов праці**, розширення зайнятості – це зовсім інша справа. (Форд, 2016, p. 201).

The *transcoding* method was applied to 4% of the economic terms under study, for instance: *But they are not distributed as **dividends*** (Ford, 1922, p. 117). – *Але він не розподіляється, як **дивіденди*** (Форд, 2016, p. 198). ***Monopoly** is bad for **business*** (Ford, 1922, p. 11). – ***Монополія** – це погано для **бізнесу*** (Форд, 2016, p. 21).

Compression turned out to be the least frequently utilized method of rendering economic terminology in Ukrainian constituting 3%, for example: … each **business depression**, so-called, ought to be regarded as a challenge to the brains of the business community (Ford, 1922, p. 101). – *… кожну **депресію**, якщо так її називати, треба розглядати, як виклик розумовим здібностям бізнес-спільноти* (Форд, 2016, p. 170).

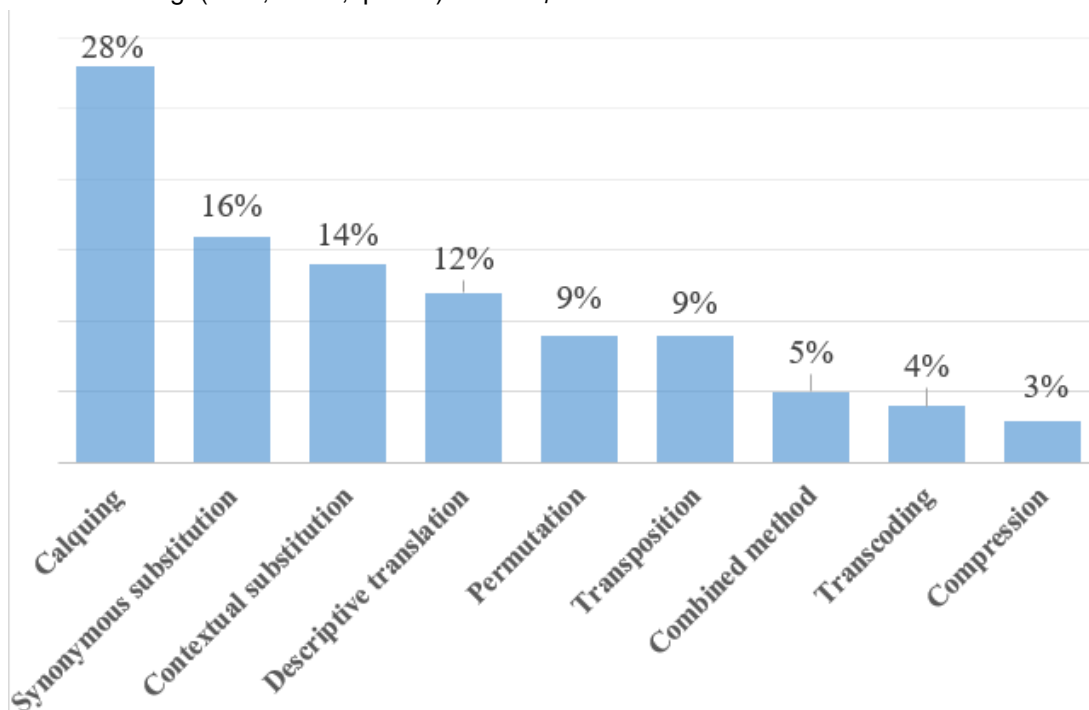The obtained results are presented in the chart below (Fig. 3).



Fig. 3 Frequency of using translation methods in translating economic terms

Having studied the translated economic terms, we can state that in her rendition of *My Life and Work* by H. Ford, U. Dzhaman thoroughly analyzed

the meaning of the economic terminology, ensuring the fullest possible reproduction while considering their thematic context and the connotations they

evoke for native speakers. However, we find the occasional use of some translation techniques irrelevant because it resulted in the decreased equivalence or adequacy. For instance, cutting wages (Ford, 1922, p. 85) could have been rendered in Ukrainian as "зниження заробітної плати" instead of "скорочення витрат на заробітну плату" (Форд, 2016, p. 145); *cost of manufacture* (Ford, 1922, p. 37) should have been translated into Ukrainian as "вартість виробництва" instead of "затратність виробництва" (Форд, 2016, p. 65) because "затратність" describes something that is unprofitable, money-losing, while "вартість" does not imply sustaining losses, consequently, does not carry a negative connotation.

**Conclusion.** The present findings confirm that the book *My Life and Work* by H. Ford employs a substantial amount of economic terminological vocabulary that reflects the period's progress and details various industrial and economic processes.

By semantic criteria, the sampled economic terms were distributed in 5 thematic groups: Production and Work Organization, Finance and Investment, Marketing and Sales, Economics, and Agriculture and Production. This specialized lexis consists of simple terms, derivatives, compounds, and terminological collocations.

Economic terminology is predominantly composed of single-word terms, representing nearly half (49.5%) of the total. Two-component terminological collocations make up the next largest group at 34.9%. Three-component terminological collocations account for 12.8%, while four-component terminological collocations are the smallest category, comprising only 2.8% of the economic terms. Derivatives make up the majority of single-word economic terms, accounting for over half (51.85%) of the total. Simple terms comprise the next largest portion at 38.9%, while compound terms are the least frequent, representing only 9.25%. The study also shows that suffixes are the primary means of forming derived economic terms, making up 50% of the total. Prefixes account for 28.6%, and both prefixes and suffixes are used in 21.4% of the terms.

The study evidences that among the selected English economic terminological collocations prevailing are two-component terms which are presented by the following structural models: Adj + N, N + N, Adv + Adj. Among the three-component terms, the following structural models were identified: N + Prep + N, Adj + N + N, V + Adj + N, Adj + PII + N, N + Adj + N. Four-component terms, according to the analysis of selected terms, are built on the following structural models: Adj + N + Prep + N, V + N + Prep + N, Adv + Adj + Prep + N, N + N + Prep + N. The data obtained in our research harmonizes with the previous findings (Ishchuk, Hrachova, 2022, p. 109) regarding the dominance of two-component terms. This suggests a strong tendency in economic English to use relatively simple, two-component structures to express concepts. However, the specific structural patterns identified for multi-component terms show significant variations. The differences illustrate the dynamic nature of language and how specialized vocabularies vary depending on the industrial and economic processes described.

Analysis of the translated terms reveals that calquing is the most frequently used technique, making up 28% of the total number of the lexical units under analysis, with synonymous substitution following it at 16%. Contextual substitution represents 14% of the translation techniques used, while descriptive translation makes up a slightly smaller portion at 12%. Permutation and transposition each account for 9% of the total. The combined method constitutes 5%, transcoding makes up 4%, and compression has the lowest occurrence accounting for 3%.

U. Dzhaman's translation of H. Ford's book *My Life and Work* shows careful attention to economic terminology, aiming for accuracy and naturalness for native speakers, though some choices resulted in reduced equivalence. Needed is further research into the semantic, morphological and structural features of economic terms used in other literary texts, as well as quantitative analysis of translation methods used in translating economic lexis into Ukrainian.

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**Конфлікт інтересів**

Автори засвідчують про відсутність конфлікту інтересів

**Conflict of Interests**

The authors declare that they have no conflict of interest