

ABSTRACT

LINGUISTIC DIMENSION OF GLOBALIZATION IN THE INNOVATION MANAGEMENT AND BUSINESS OF MODERN RUSSIA

Graduation Qualifying Thesis from:

Pyatigorsk State University

Institute of the International Service, Tourism and Foreign Languages

English and Roman Languages Department Practice Chair

Theoretical Linguistics Intercultural Communication

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Main parts: Contents, Introduction, Chapter 1,2, Conclusion, Bibliography, List of Adopted Abbreviations.

Keywords: globalization, business and economic terminology, English language, thematic groups.

The present paper is devoted to a complex and diversive process of interconnection of language and globalization.

The aim of the research is to describe the influence of globalization on the new terminology in the area of business and economics in Russian and English. In order to reach this goal we set and solved a **number of problems:** 1) to divide the borrowed language material connected with business and economics into topical groups; 2) to determine the change in the status of the business and economic borrowings, their usage and adaptation in Russian; 3) to analyze English borrowings into Russian business and economic vocabulary; 4) to figure out the origin of some economic terms, their original meaning and current meaning in Russian; 5) to look at those words from the point of lexicology and stylistics, i.e. whether the word is actively used in everyday Russian or exclusively as a term; 6) to study the qualitative changes of the borrowed words from the area of economics.

The subject of our research is economic and business terminology selected from dictionaries, economic articles from magazines and business negotiations.

In chapter I we determine theoretical reasons for our research, look at different approaches to the term “globalization”, analyze the ways of looking at

globalization from the point of view of linguistics, as well as different methods of analyses of this phenomenon.

In chapter II pay special attention to the problem of the development of processes and the place of the English language in it, how English is affected by globalization and spread around the world; we analyze the terminology in the area of business and economics in modern Russia, determine lexico-stylistic status of a set group of words, i.e. whether a word is actively used in everyday Russian or just as a term; and finally we consider most essential semantic processes directly connected with changes in the Russian society and reflected in the area of economic and business terminology.

In the conclusion we discuss the results of our research and set up new goals for the future.