

Business English Neologisms

Yu.Yu. Nyurkina

Samara State Economic University, Samara, Russia

Justification. Currently, the business environment is undergoing constant and dynamic transformations, due to the wide spread of the Internet and its integration into all spheres of society, the deep spread of globalization and the emergence of new economic realities. The English language is undergoing active enrichment and changes under the influence of these conditions, which is mostly manifested in the intensive appearance of neologisms. These new lexical units convey and highlight technological breakthroughs, innovations, new business models, market needs, and the evolution of corporate culture.

In connection with the above, the topic of considering and studying neologisms in business discourse is very relevant, since understanding and using neologisms is critically important for successful communication in a business environment.

Purpose: a comprehensive study of the causes, methods of formation and functions of neologisms in modern business language.

Methods: data collection: work in libraries, collection of material on the Internet; vocabulary definition analysis: lexical unit definition analysis; description: systematization and organization of selected material in the form of research.

Results. The concept of a neologism was defined as a new word or stable phrase that entered the language in a certain period [1]. The reasons for the appearance of neologisms, external and internal to the language, were also identified and examples of neologisms from business vocabulary were given [2]. Moreover, the ways of forming neologisms in business English were highlighted: borrowings (cinematheque, discotheque, anti-roman), vocabulary (airmiss — stewardess, ballpark — stadium), abbreviation (EVA (extravehicularactivity) — work in outer space), conversion (woman — woman → to woman — endow (for example man) with features of a woman), telescoping (radionics ← radiation + electronics), metaphorization (Unicorn, black swan, bleeding edge, growth hacker).

The analysis of neologisms in business discourse allowed us to divide these lexical units used in business English into 4 groups: digital technologies and innovations (Metaverse, Web3, Deplatform, Digital Nomad, Generative AI, Phygital), marketing and sales (Influencer marketing, Growth Hacking, Micro-influencer, Subscription Box, Shoppable TV), Management and HR (Quiet Quitting, The Great Resignation, Hybrid Work, Talent Acquisition, Upskilling, Reskilling), Finance and Economics (DeFi, NFT (Non-Fungible Token), Gig economy, Greenwashing, ESG, Buy Now, Pay Later, FinTech) — and identify their functions. These include saving linguistic resources, ensuring the accuracy of terminology, and creating corporate jargon.

Conclusions. The conducted research of neologisms in modern English business discourse made it possible to identify the key causes of the appearance of neologisms, methods of formation, functions and to consider examples from business vocabulary. Neologisms are not just linguistic innovations, but necessary tools that increase the efficiency and accuracy of information transmission. The widespread adoption of technology and the spread of the Internet are contributing to the rapid emergence of neologisms, which creates a fertile ground for further Research in this area, in particular the study of recent trends such as artificial intelligence. Studying how AI is used to create and analyze neologisms can provide innovative methodologies for linguistic research, which are planned to be further developed within the framework of this topic.

Keywords: neologisms; business English; business vocabulary; business discourse; lexical units.

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Information about the authors:

Yulia Yu. Nyurkina — student, ITE23o1 group, Institute of Management; Samara State Economic University, Samara, Russia.
E-mail: nyurkinayulia@yandex.ru

Information about the scientific adviser:

Ekaterina A. Pertsevaya — the author's scientific adviser, Candidate of Philological Sciences, Associate Professor; Samara State Economic University, Samara, Russia. E-mail: kmilyutina@mail.ru