



Bookwire™
by Bowker

international scientific and practical conference

CUTTING-EDGE SCIENCE 2020

**DECEMBER
2020
SHAWNEE, USA**

Conference proceedings
available at virtualconference.press

International scientific and practical conference
CUTTING EDGE-SCIENCE

December, 2020 Shawnee, USA
Conference Proceedings

Primedia E-launch
Shawnee, USA

PRIMEDIA E-LAUNCH

International scientific and practical conference **CUTTING EDGE-SCIENCE**

December, 2020 Shawnee, USA
Conference Proceedings

Science editor: G. Kolne

Copyright © 2020

By Primedia E-launch LLC

All rights reserved.

Available at virtualconferences.press

Published Primedia E-launch LLC.

Shawnee, USA

ISBN 978-1-64945-245-0

DOI: http://doi.org/10.37057/U_7

Primedia E-launch LLC, 5518 Flint St, Shawnee, 66203, USA

CONTENTS

AGRICULTURAL SCIENCES

Butayarov Abdukodir Tuxtayevich SCIENTIFIC SUBSTANTIATION OF ELEMENTS OF TECHNOLOGY OF EFFICIENT USE OF WATER RESOURCES IN DRIP IRRIGATION OF COTTON.....	6
--	---

CULTUROLOGY

Chumachenko Olena PHENOMENON OF "ENTERTAINMENT" IN THE CULTURE OF ANTIQUITY.....	13
--	----

ECONOMICS SCIENCE

Bekhzod Djalilov MODERN APPROACHES TO PERSONNEL MANAGEMENT.....	15
Samariddin Shamsiev Qosimovich THE ROLE AND CHALLENGES OF ISLAMIC FINANCING IN UZBEKISTAN.....	18
E.F.Jamankulova, M.Q.Nizomov THE NOTION OF INFORMATION AND ITS SIGNIFICANCE IN THE STATE ECONOMY.....	20

MEDICAL SCIENCES

Mavlyanov Farkhod Shavkatovich, Karimov Zafar Berdimurodovich, Yakubov Golib Akbarovich, Mavlyanov Shavkat Khodzhamkulovich CRITERIA FOR PREDICTION OF THE FUNCTIONAL STATE OF THE KIDNEYS IN CHILDREN AFTER CONGENITAL UPPER URINARY TRACT OBSTRUCTION IN CHILDREN AFTER SURGICAL TREATMENT.....	23
Khalmanov Bohodir Abdurashidovich, Ikramov Gayrat Alimovich, Sultonhujaev Bahodir Botirhujaevich PREVENTION AND TREATMENT OF INFLAMMATORY COMPLICATIONS OF DENTAL IMPLANTATION.....	28
Khasanov U.S., Djuraev J.A. MORPHOLOGICAL CHARACTERISTICS OF CHRONIC POLYPOUS RHINOSINUSITIS.....	30
Vokhidov N.Kh., Vokhidov U.N., Shodiev J.A. OPTIMIZATION OF DIAGNOSTICS OF SECRETORY OTITIS MEDIA.....	32
Garifulina Lilya Maratovna, Ashurova Maksuda Zhamshedovna, Goyibova Nargiza Salimovna CHARACTERISTIC OF THE CARDIOVASCULAR SYSTEM IN CHILDREN AND ADOLESCENTS AT OBESITY IN ACCOMPANIENCE OF ARTERIAL HYPERTENSION.....	33
Ishkabulova G.J, Khaidarova Kh.R, Kudratova G.N., Kholmuradova Z.E. COMPARATIVE ASSESSMENT ON THE EFFECT OF DIFFERENT METHODS OF CORRECTIVE THERAPY ON LIPID METABOLISM AND HOMEOSTATIC RENAL FUNCTION.....	36
Ochilov Ulugbek Usmanovich, Turaev Bobir Temirpulatovich, Kubaev Rustam Murodullaevich, Alkarov Rustam Bakhtiyarovich, Turgunboev Anvar Uzokboevich DETECTION OF ADRENALINE AND STRESS CONDITIONS IN PATIENTS USING PSYCHOACTIVE SUBSTANCES WITH HIV INFECTION.....	42
Navruzova V.S, Yuldasheva N.Sh, Navruzova R.S, Nabieva U.P. TREATMENT OF CERVICAL CANCER IN FERTILIZED WOMEN.....	46

PEDAGOGICAL SCIENCES

Kozhevnikova AV, Rudenko Yu. A. STRESS RESISTANCE OF THE MODERN TEACHER OF PRIMARY EDUCATION IN THE CONDITIONS OF THE COVID-19 PANDEMIC.....	51
Akhmadbek Bozorbekov, Maxsumaxon Odiljonova COMPLEMENT AND RESPONSES OF SPEECH ACTS IN COMMUNICATIVE LANGUAGE TEACHING AND ITS PRAGMATIC AWARENESS.....	54

CONTENTS

PHILOLOGICAL SCIENCES

Dziubina O. F, Kosovych O. V. FORMATION AND FUNCTIONING OF MORPHOLOGICAL NEOLOGISMS IN BUSINESS DISCOURSE.....	56
---	----

TECHNOLOGICAL SCIENCES

Voloktina Tatiana Sergeevna NEURAL NETWORK FOR IMAGE RECOGNITION.....	61
O.P. Zorya PECULIARITIES OF ACCOUNTING IN THE FORMATION OF THE STRUCTURE OF ANALYTICAL BANK ACCOUNT ACCORDING TO THE IBAN STANDARD.....	66
Kondratets V.A. Matsui A.N. Abashina A.A. JUSTIFICATION OF THE APPROACH TO INCREASING THE ACCURACY OF IDENTIFICATION OF THE CIRCULATING LOAD IN A CLOSED CIRCLE OF ORE GRINDING.....	68
Toyirov Ulug'bek Tolibjon o'g'li, Maxmudov Zoxidjon O'ktamjon o'g'li INCREASING WORK EFFICIENCY BY IMPROVING THE WORKING CAMERA AND CONSTRUCTION OF SAW AND ROLLER MECHANISM.....	73

PHILOLOGICAL SCIENCES

FORMATION AND FUNCTIONING OF MORPHOLOGICAL NEOLOGISMS IN BUSINESS DISCOURSE

Dziubina O. I.

Doctor of Philosophy (кандидат наук),
Ternopil Volodymyr Hnatiuk National Pedagogical University

Kosovych O. V.

Doctor of Philological Sciences, Professor,
Ternopil Volodymyr Hnatiuk National Pedagogical University, Ukraine.

Constant vocabulary replenishment is the essential condition for language development. Being the best representation of language dynamics, it is directly influenced by extralinguistic reality and changes affecting it. Modern linguistic science considers the process of word formation as the form of language functioning necessary for vocabulary organization as well as the specific means of reality representation. Garnering much attention is the role of neologisms as language development indicator, which reflects its adjustment to changes caused by extralinguistic factors, and its functioning as well. The occurrence and functioning of new words is a subject of systematic research. A great deal of currently available information has been researched and published by L. Bondar, N. Drabov, E. Kusch, N. Moisieieva, Y. Zatsnyi, A. Yankov who contributed greatly to linguistic science.

Neology, which has long been classified as a branch of linguistic science, still has difficulty adopting one clear definition of the polysemic term “neologism”. Different points of view are to be taken into account which resulted in the ambiguity of this term [5, p. 59]. There are two approaches to its interpretation suggested by H. Kozmyk. According to the first one, the notion “neologism” embraces new words coined following all word formation rules and patterns present in a specific language, which denotes new, unknown or earlier nonexistent notions, objects or reality. On the other hand, new meanings for the existing words or synonyms to common notions are also referred to as neologisms [5, p. 14]. The same problem is faced while attempting to classify new words. It is different approaches and criteria for differentiation of neologisms that keep scientists from adopting universal classification of new words. Having studied previous experience in published articles, we may conclude that neologisms fall into several categories:

- according to word formation method there are lexical, semantic neologisms and new collocations [3, p. 6];
- according to origin there are new coinages and nonce words [8, p. 5];
- according to purpose, there are nominative and stylistic neologisms [10, p. 276].

The paper deals with neologisms in the sphere of business. The aim is to identify neologisms in business vocabulary.

In the given article we are going to look into the neologisms in the sphere of business, which emerged in the 1990s and later. We have chosen the most commonly used lexical units in business terminology, dictionaries, articles on business being used as a source. The major ways of word formation in English are as follows:

- a) shortening;
- b) blending;
- c) affixation.

One of the most productive way of word formation is **shortening**. Shortening is the process of substracting phonemes and / or morhemes from words and word-groups without changing their lexico-grammatical meaning. Word shortening in the English language can be done in many ways. Abbreviation is quite productive way of word formation in Business Industry.

Abbreviation is a process of shortening the result of which is a word made up of the initial letters or syllables of the components of a word-group or a compound word.

Acronymic abbreviation (acronym) is a shortening which is read as a succession of the sounds denoted by the constituent letters, i.e. as if they were an ordinary word. Shortenings can be found in such terms as [5]:

- **BAM** (*bricks-and-mortar*) n. A company with a physical location.

Examples:

*“The days of the pure-play company are not over, but they’re the exception to the rule,” contended Matt Miller, chief operations officer of Internet Venture Works. He believes that the way to find gold in the Internet hills is to leverage more value from prosperous **BAM** companies with loyal existing customer bases. By helping these companies to establish a strong Internet presence, Internet Venture Works hopes to build value for its investors.*

—Linda A. Dickerson, “Internet can broaden bricks-and-mortar markets,” Pittsburgh Post-Gazette, August 27, 2000.

- **MTBU** (*maximum time to belly-up*) n. The maximum number of days, weeks, or months that a company is expected to survive.

Examples

*Investors keep track of how much money their portfolio companies have on hand, and how long they can survive without an additional infusion. This is the **MTBU** — ‘maximum time to belly-up.’*

—Scott Kirsner, “Downturn Dictionary,” *The Boston Globe*, November 12, 2001

- **TMT** n. The business sector that includes technology, media, and telecommunications companies.

Examples:

*At the moment the office market is enjoying a boom because the demand by **TMT** companies is surging and those in the Old Economy have yet to give up space in a big way.*

—Lee Han Shih, “Office property boom may not last,” Business Times, August 15, 2000.

The process of simultaneous combining and shortening is called **blending**.

There is a great number of examples of such words:

- **advergame** (advertising + computer game) n. A web-based computer game that incorporates advertising messages and images.

Examples:

*Octopi officials say **advergames** promote repeat traffic to Web sites and reinforce brands in compelling ways. Because users choose to register to be eligible for prizes, the games help marketers collect customer data. And because gamers may invite their friends to participate, the brand benefits from word of mouth, or what these days is called viral marketing.*

—Alan Goldstein, “Web firm’s ads play to gamers,” The Dallas Morning News, August 8, 2001;

Examples:

British writer Fay Weldon opened up a whole new financial can of worms with her novel “The Bulgari Connection,” sponsored by the Italian jewelry company Bulgari in return for a few mentions in the plot. Some critics wailed about the new field of “fictomercial,” but most accepted the book for what it is: a harmless little experiment by a talented novelist.

—“Whew! What a year,” *The Atlanta Journal and Constitution*, December 15, 2001;

- *Prankvertising* (prank + advertising) n. Using hoaxes or mischievous acts as part of a marketing campaign.

Examples:

*A cabbie takes two supposedly unsuspecting riders on a stunt-filled journey of terror. ...In reality, of course, this is nothing more than **prankvertising**.*

—“Oh goodie, another hilarious example of prankvertising,” *Campaign*, January 6, 2017;

- *diworsify* (diversify + worse) v. To make something worse by diversifying.

Examples:

*Foreign content: For 10 years, a way to “**diworsify**” your booming Canada-focused portfolio; now, a refuge while Canada gets its stock market comeuppance.*

—Rob Carrick, “The complete cynic’s guide to investing,” *The Globe and Mail*, August 15, 2012

One more productive way of word formation is **compounding**. Compound words are formed when two or more lexemes combine into a single new word. Compound words may be written as one word or as two words joined with a hyphen. For example [6]:

- *flash crash* n. An extremely rapid decline in the stock market.

Examples:

*Malfunctioning algorithms, “**flash crashes**”, and complex debt-laden companies have been highlighted by the corporate regulator in its review of the Australian Securities Exchange’s supervisory capabilities.*

—Stuart Washington, “Regulator runs rule over ASX capabilities,” *The Age*, December 1, 2010;

- *vice investing* n. An investment strategy that targets companies selling products related to human vices, such as alcohol, tobacco, gambling, and weapons.

Examples:

*Not only is **vice investing** more fun, she argues, it’s financially sound: The sin stocks have little correlation to the overall market, and the more the economy tanks, the more people need their alcohol, tobacco and pornography.*

—Carolyn Leitch, “Tired of ethical investing? Profit from vice instead,” *The Globe and Mail*, March 20, 2004;

- *Capacity management n.* A process that seeks to ensure that their organisations operate at optimum capacity whilst maintaining customer satisfaction levels.

One more productive way of word formation is affixation. **Affixation** is the morphological process in by which bound morphemes are attached to a roots or stems to mark changes in meaning, part of speech, or grammatical relationships. Affixes take on several forms and serve different functions. Here are some examples [7]:

- *eco-efficiency n.* The ability to manufacture goods efficiently and with as little effect on the environment as possible.

Examples

McDonough and Alston contend it is not enough for the corporate world to embrace 'eco-efficiency' — a business buzzword coined in the early 1990s.

—William Grady, “Environmental care encouraged,” The Chicago Tribune, November 4, 2001

- *cybergrip v.* Gripping about a company and its products online, particularly by using a website created specifically for that purpose.

Examples:

*Addresses ending in 'sucks.com' have become popular for so-called **cybergripping** sites, where dissatisfied consumers can complain about businesses and their products and services. Especially popular griping sites in the United States include VerizonReallySucks.com and Walmartsucks.com.*

—AP, “Web sites you might never see,” The National Law Journal, September 4, 2000.

- *techno-strike n.* A labour action in which union members and supporters inundate a company with email messages, faxes, and website hits in an effort to shut down the electronic portion of the company’s business.

Examples:

Last Friday, members of the Communication Workers Union and its international sister organisations attempted to flood the company’s e- mail addresses, faxes and web sites in order to disrupt business.

*The CWU calls the action a “**techno-strike**”, aimed at Critchley’s sites in south Wales as well as Nottingham, Cirencester and Gloucester and 12 overseas factories.*

—Sandrine Bradley & Jim Larkin, “Suffocation by cyberspace,” Printing World, February 8, 1999.

To sum up, neologisms represent active changes in society and dynamic trends in language. They are the driving force that triggers language development. Most of the investigated morphological lexical units were formed by means of abbreviation, blending, compounding and affixation. There are also a lot of examples of semantic neologisms in Business industry which need deep analyses.

Literature

1. Coleman J. *The Life of Slang* / J. Coleman. – Oxford : Oxford University Press, 2012. – 368 p.
2. Herring S. *Computer-Mediated Conversation: Introduction and Overview* [Електронний ресурс] / S. Herring // *Language @ Internet*. – 2011. – Vol. 8. – Режим доступу : <http://www.languageatinternet.org/articles/2011/Herring>. Дата доступу: 11.04.2014.
3. Livingstone S. *Risky Social Networking Practices Among – Underage Users: Lessons for Evidence-Based Policy Communication* / S. Livingstone, K. Ólafsson, E. Staksrud // *Journal of Computer-Mediated Communication*. – 2013. – Vol. 18 (3) – P. 303–320.
4. *Slang Dictionary – Text Slang, Internet Slang, & Abbreviations* [Електронний ресурс]. – Режим доступу : <http://www.noslang.com/dictionary/>. Дата доступу: 10.02.2016.
5. *Urban Dictionary* [Електронний ресурс]. – Режим доступу : <http://www.urbandictionary.com/define.php?term=facebook>. Дата доступу: 11.09.2016.
6. *Word Spy* [Електронний ресурс]. – Режим доступу : <http://www.wordspy.com/> Дата доступу: 11.09.2016.
7. Дзюбіна О. І. Диференціальні ознаки неологізмів і okazіоналізмів / О. І. Дзюбіна // *Мови професійної комунікації: лінгвокультурний, когнітивнодискурсивний, перекладознавчий та методичний аспекти* : матер. міжнар. наук.- практ. конфер. (17 квітня 2014 р.). – К. : Вид. Кафедра, НТУУ «КПІ», 2014. – С. 105–106.
8. Dziubina O.I. *The thematic distribution and emotional evaluation of Twitter and Facebook slang neologisms* / O. I. Dziubina // *Kraków : Zbiór artykułów naukowych* (30.01.2016–31.01.2016). – Warszawa : Wydawca: Sp. z o.o. “Diamond trading tour”, 2016. – S. 57–58.
9. Dziubina O.I. *The influence of the internet-related affixes on the formation of computer neologisms* / O.I. Dziubina // *Volgograd: Science and World, International scientific journal. Philological sciences*. – 2014. – Vol. II. – № 3 (7). – P. 148–150.
10. Dziubina O. I. *The emergence and functioning of neologisms in the sphere of pop music culture* / O. I. Dziubina // *Cutting edge-science: international scientific and practical conference* (August, 2020 Shawnee, USA). – Shawnee ; USA : Primedia E-launch, 2020. – P. 155-157.
11. Дзюбіна О. І. Класифікація, структура та функціонування Інтернет-мемів в соціальних мережах Twitter та Facebook / О. І. Дзюбіна // *Молодий вчений. Сер.: Філологічні науки*. – 2016. – № 2 (29). – С. 375–379.

Primedia E-launch LLC

International scientific and practical conference cutting edge-science 2020. Primedia E-launch LLC December, 2020 Shawnee, USA. 76 pp.

ISBN 978-1-64945-245-0

DOI: http://doi.org/10.37057/U_7