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## Peculiarities of Formation of the Term System of *International Trade*: Linguocultural and Ecolinguistic Aspects

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**Abstract.** The article discusses linguistic and cultural factors influencing the formation of Russian and Chinese terminology systems in the field of *international trade*. Associated with the inclusion of terms in the systems of Russian and Chinese languages trends are studied from the point of view of linguoculturology and linguoecology. *The relevance* of the work is determined by the practical need to establish similarities and differences between Russian and Chinese language terminological systems used within intercultural communication as part of economic (trade) relations. *The purpose* of the study is to identify linguocultural determinacy and dominants of linguoecology inherent in the differentiated Russian and Chinese terminological systems in the field of *international trade*. The factual *material* of the study was Russian and Chinese lexical units of international trade terminological systems (the sample contains more than 500 lexical units). In accordance with *the results* of the study, out of the total number of the terms examined, 36 % are Russian-language borrowed units adapted with the help of semantic calquing (9 % out of 36 %); 64 % of units are borrowed with the use of transcription, out of which — transliteration (52 %) and other methods (12 %). Of the total number of Chinese terms considered, only 18 % are borrowings that, when entering the Chinese language, had undergone only phonetic and graphic types of adaptation; 29 % of the units are borrowed with the help of morphemic and semantic calquing and hybrids; 9 % are terms written in the Latin alphabet; upon that, 44 % of the units are native terms. In *conclusion*, the article suggests, that the terminological systems of international trade in the Russian and Chinese languages are influenced by conditions associated with the specifics of the languages themselves and with the mentality of the peoples of Russia and China, on the one hand, and with the processes of globalization, on the other hand.

**Keywords:** terminology system, international trade, Russian, Chinese, extralinguistic factors, linguoculturology, linguoecology

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## Особенности формирования терминосистемы сферы международная торговля: лингвокультурологический и эколингвистический аспекты

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**Аннотация.** На формирование русскоязычной и китайскоязычной терминосистем в сфере международной торговли влияют языковые и культурные факторы. Авторы рассматривают тенденции, определяющие терминологию русского и китайского языков, которые исследуются с точки зрения лингвокультурологии и эколингвистики. *Актуальность* работы связана с практической потребностью в установлении сходств и отличий русскоязычной и китайскоязычной терминосистем, используемых в рамках межкультурной коммуникации в области экономических (торговых) отношений. *Цель* заключается в выявлении лингвокультурологической детерминированности и доминант, свойственных дифференцирующимся русскоязычной и китайскоязычной терминосистемам сферы *международная торговля*. *Материалом* исследования послужили русскоязычные и китайскоязычные лексические единицы терминосистем сферы *международная торговля* (выборка содержит более 500 лексических единиц). В соответствии с *результатами* исследования, в русскоязычном массиве терминов из общего числа 100 %) рассмотренных русскоязычных терминов 36 % составляют русскоязычные и адаптированные с помощью семантического калькирования заимствованные единицы (9 % из 36 %); 64 % единиц являются заимствованными с помощью транскрипции, из которых транслитерацией 52 %) и пр. способами 12 %). Из общего числа рассмотренных китайскоязычных терминов 100 %) — только 18 % составляют заимствования, которые при вхождении в китайский язык подверглись только фонетической и графической адаптации; 29 % единиц являются заимствованными с помощью морфемно-семантического калькирования, а также гибридами; 9 % составляют термины, записываемые латиницей; 44 % единиц — это исконные термины. В заключении авторы делают вывод о том, что на терминосистемы международной торговли русского и китайского языков влияют условия, сопряженные со спецификой самих языков и с менталитетом народов России и Китая, и с процессами глобализации.

**Ключевые слова:** терминосистема, международная торговля, русский язык, китайский язык, экстралингвистические факторы, лингвокультурология, эколингвистика

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## Introduction

Russia and China are major centres of international trade. The nature of intercultural interaction between the two countries and with other states depends, to a large extent, on the specifics of their inherent norms of business communication and, in relation to the topic, terminology systems in the field of *international trade*. Globalization processes contribute to the universalization of linguistic terminology systems, which is carried out mainly through borrowing. However, linguocultural and ecolinguistic factors provoke different influence of globalization on the formation of each of the systems of terms named above [1–3]. Thus, the *relevance* of this work is determined by the practical need to establish the similarities and differences between Russian-language and Chinese-language terminology systems used in intercultural communication in the field of economic (trade) relations. Today, the efficiency and availability of information are of great importance; they are all the more important the more serious the sphere of communication is [4]. Increasing business contacts between Russia and China reveal the need for systematization and structuring of accumulated knowledge not only about the specifics of their cultures, but also about terminological apparatus, as their use helps forward the success of intercultural interaction.

Characterizing the degree of scientific development of the problem under consideration, it should be noted that to date, we can find research carried out on the general theory of terminology (see, for example, [5–15]); on comparison of terminology systems of the analyzed languages [16; 17]; on the terminology of the field of *international trade* in the Russian and Chinese languages [18–20]. Some works study characteristic features of Russian-language and Chinese-language terminology systems in the field of economics, business and commercial communication, trade; and also consider individual features of terminology systems of Russian and Chinese from the perspective of symmetric-oriented approach and contactology. However, a comprehensive study of the features and a comparative

analysis of the formation of terminological systems in these languages are a relatively new direction. Previously, systematic research has not yet been carried out linking these two languages to study their relationship in the field of *international trade* terminology, incl. in linguoculturological and ecolinguistic aspects. Therefore, this article, the *purpose* of which is to identify the linguocultural determinacy and dominants of ecolinguistics inherent in differentiated Russian-language and Chinese-language terminology systems in the field of *international trade*, makes a certain contribution to the development of this area of scientific research.

### Materials and research methods

The factual research material was Russian-language and Chinese-language lexical units of terminological systems in the field of *international trade*, presented in the dictionaries<sup>1,2,3</sup>. The sample contains more than 500 units — 250 Russian and Chinese language facts each.

The following *methods* were used in the work: continuous sampling method; descriptive method, including observation of language material, its analysis, systematization, description; method of component analysis; comparative method.

### Research results

The term system adopted by a specific linguistic community, alike their other standardized structures, embodies the propositions of collective consciousness, and, therefore, objectifies stable and dominant features of the linguistic mentality of society. By term system we mean a set of terms related to different areas of knowledge and differentiated according to the narrow focus of these areas. According to E.V. Chistova, a term is “a nominative unit that adequately reflects any concept of a certain field of knowledge, and also requires contextual verification” [20. P. 27]. S.V. Grinev-Grinevich proposes the following definition: “a term is a special lexeme that names a general concept” [6. P. 725]. The need to verify a term is determined by its following properties: “inconsistency, procedurality, formal semantic variation and dynamism” [20. P. 27]. Consequently, not every unit that is used in the interaction of people in any scientific communication paradigm can have the status of “term”, but only the one that fully meets all the above conditions.

The language of *international trade* is at the same time a type of language of business communication, “detecting various etiquette speech clichés and, in general, norms of verbal behaviour in relevant communication” [5. P. 9–10], besides, an independent discursive space. The discursive space of the macrosphere

<sup>1</sup> Козырская И.Е. Учебный словарь терминов по экономике и менеджменту. Иркутск: Байкальский государственный университет, 2017.

<sup>2</sup> Русско-английский внешнеторговый и внешнеэкономический словарь под ред. И.Ф. Ждановой. М.: Русский язык, 1994.

<sup>3</sup> 俄汉国际经贸词典 / 田宝新编著 Русско-китайский внешнеторговый и внешнеэкономический словарь / под ред. Тянь Баосинь. Пекин: The Commercial Press, 2014.

of *international trade* absorbs terminological units that make up the linguistic framework of this sphere, i.e. its own terminological system. Due to the fact that for the field of *international trade* the main thing is always the achievement of the intended effect and effectiveness, its language (the field) is subordinate to the purpose of communication, i.e. it can be characterized as lexically neutral, not allowing any means of verbal expressiveness and recognized for standardization, brevity and accuracy. However, the filling of the terminological system in the field of *international trade*, its formation and transformation, to a sufficient extent “depend on the cultural and linguistic attitudes of the society, its preferences” [18. P. 145].

### **Specifics of the Russian-language terminology system in the field of *international trade***

The terminological system of the field of *international trade* in the Russian language embodies the mental and linguistic characteristics of representatives of the corresponding linguistic culture and demonstrates its ecolinguistic dominants. The Russian-language system of terms in the field of *international trade* consists mainly of borrowings that came from other European languages. As noted by E.V. Chistova, foreign vocabulary became widespread in the 1990s. after Russia became open to contacts with Western European countries. This is marked not only by increased intercultural interaction, but also by the flourishing of individual entrepreneurship, which over time entered the world market [20]. The country’s economy joined intensive global processes, and economic relations with European countries were subject to Western conventions. Since the dominant positions in the trade and economic sphere were occupied by English-speaking countries, which at a certain stage succeeded in scientific, technical and commercial terms, most borrowings into the Russian language came from the English language, or through its mediation.

The Russian mentality is to a large extent characterized by collectivism and desire to join the opinion of the authoritative majority, and, finitely, this is reflected in the conduct of business by Russian entrepreneurs [5]. The predominant language in the field of *international trade* was and is to this day English, which has a well-developed and appropriate terminological apparatus. The trade and economic terminology of the Russian language after the dissolution of the USSR required significant expansion and adaptation to the realities of the new era, in which the leading role was taken by English-speaking countries led by the United States. Borrowings in the Russian-language system of terms in the field of *international trade* were also caused by the need to nominate commercial concepts that came along with the new realities of the world economy after 1991. In addition, the English language, like the Russian language, belongs to the Indo-European language family, which, due to a number of their unifying features, contributes to “light” borrowing. We can say that the determining factors in the formation of the

term system (In the field of *international trade*) were the need to name new concepts, their connection with the “common language” of the world economy, functioning based on English, that is, the rapid adaptation of English terms to the Russian language system. At the same time, we note that the Russian-language terminology system has many original lexemes.

Let us turn to illustrative material in order to outline the features of the formation of the Russian-language terminology system in the field of *international trade*. So, in this system there are (examples are taken from<sup>4,5</sup>):

1. terms that have primordial origin and reflect linguocultural propositional ideas about those concepts / objects of reality they call: *неустойка* ‘forfeit’, *счёт* ‘bill’, *сделка* ‘deal’, *торг* ‘bargain’, *прибыль* ‘profit’, etc.;
2. terms borrowed from other languages (mainly from English) and have undergone adaptation in the Russian language:
  - terms that appeared based on semantic calquing (sometimes with a borrowing word adapted through transcription, transliteration): *внешнеторговый баланс страны* (from the English *foreign trade balance*), *ёмкость рынка* (from the English *market capacity*), *наличный расчёт* (from English *cash settlement / cash payment*);
  - graphically and phonetically adapted terms: *бизнес* ‘business’, *варрант* ‘warrant’, *демпинг* ‘dumping’, *импорт* ‘import’, *экспорт* ‘export’, *маржа* ‘margin’, etc. (the given terms are borrowed from English, the term *маржа* ‘margin’ is of French origin — in this case, the English language acted as an intermediary);
  - terms consisting of Russian and English words: *внутрифирменная торговля* ‘intrafirm trade’, *бартерная сделка* ‘barter deal’, *аукционная цена* ‘auction price’ (these terms are borrowed from English; the word *аукцион* ‘auction’ is of Latin origin — in this case, the English language acted as an intermediary).

Separately, we should highlight the borrowing of abbreviations that undergo sound and graphic, syllabic and mixed adaptations, characterized by differentiation of the abbreviated complex with its decoding: *МБРР* (*Международный банк реконструкции и развития*) — from English IBRD (International Bank for Reconstruction and Development), *ЕАСТ* (*Европейская ассоциация свободной торговли*) — from English EFTA (European Free Trade Association).

Ecolinguistic properties of the terminological system of the field of *international trade* in Russian can be designated as:

- wide availability (*баррель* ‘barrel’ is used in different countries to name a unit of capacity and volume of bulk solids; the lexemes *литр* ‘litre’ and *галлон* ‘gallon’ are not widely used);

<sup>4</sup> Козырская И.Е. Учебный словарь терминов по экономике и менеджменту. Иркутск: Байкальский государственный университет, 2017.

<sup>5</sup> Русско-английский внешнеторговый и внешнеэкономический словарь под ред. И.Ф. Ждановой. М.: Русский язык, 1994.

- the desire for brevity, which is absent in authentic Russian names (*дилер* ‘dealer’ — a trading partner who purchases products wholesale and sells them at retail);
- specification of lexemes (*дистрибьютор* ‘distributor’ — a trader who enters into an agreement with a manufacturer for the right to sell its products for an agreed period; the phrase *посредник сбыта* ‘sales intermediary’ does not specify a certain meaning of the nominated object);
- the average degree of preservation of propositional terminological units that correlate with units of the country’s internal trade structure (presence of original nominative units: *договор купли-продажи* ‘purchase and sale agreement’, *поставка* ‘delivery’, *выручка* ‘revenue’, *ценообразование* ‘pricing’).

Of the total number (100 %) of Russian-language terms examined, 36 % are Russian-language and borrowed units adapted with the use of semantic calquing (9 % of 36 %); 64 % of units are borrowed with the use of transcription, of which transliteration (52 %) and other methods (12 %) (see Fig. 1).

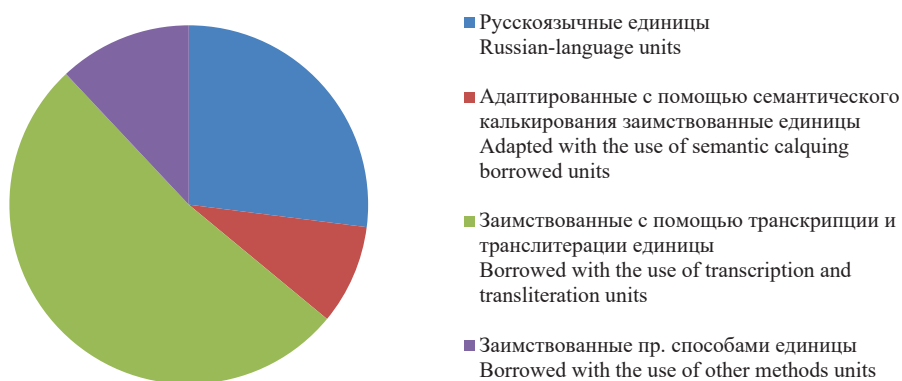


Fig. 1. Composition of the Russian language terminology system in the field of international trade  
Source: authors' study.

Since borrowed terms are used in a narrow trade sphere, they almost do not acquire semantic connotations and do not have deep associative connections in the language, therefore they exist more often as monosemantic representatives: *штрих-код* ‘barcode’, *факторинг* ‘factoring’, *реимпорт* ‘re-import’, *рамбурс* ‘reimbursement’, *инфляция* ‘inflation’. In modern Russian these terms are implemented as follows:

- *При оформлении покупки в магазине необходимо предъявить товарный чек и убедиться, что штрих-код на упаковке соответствует указанному на кассовом чеке* ‘When making a purchase in a store, you must present a sales receipt and make sure that the **barcode** on the package matches the one indicated on the cash register receipt’;

- *В последние годы растет популярность **реимпорта** в России, так как многие потребители предпочитают приобретать товары из-за рубежа, используя специальные интернет-платформы и сервисы доставки ‘In recent years, the popularity of **re-import** in Russia has been growing, as many consumers prefer to purchase goods from abroad using special Internet platforms and delivery services’;*
- *По новому законодательству, магазинами при возвращении товаров осуществляется возврат денежных средств на банковскую карту покупателя, в том числе и в случае **рамбурса** товаров, приобретенных в иностранных интернет-магазинах ‘According to the new legislation, when goods are returned to stores, they (stores) return funds to the buyer’s bank card, including in the case of **reimbursement** of goods purchased in foreign online stores’.*

Moreover, in some cases, some trade terms, such as *штрих-код* ‘barcode’ or *рамбурс* ‘reimbursement’, sometimes acquire additional meanings and associations in the context of the trade language. For example, the sentence «**Штрих-коды** позволяют автоматизировать процесс инвентаризации и упростить учет товаров в магазине» ‘**Barcodes** can automate the inventory process and simplify the accounting of goods in a store’ [ibid.] indicates the functional use of a barcode for managing warehouse operations and inventory. The term *рамбурс* ‘reimbursement’, in turn, has the meaning of a foreign exchange transaction when the seller buys a product at a high rate and returns the difference between the purchase and sale rates. An example of a sentence with the use of *рамбурс* ‘reimbursement’ could be as follows: «Магазин предлагает ребейт-программу, которая позволяет получить **рамбурс** в размере 10 % от общей стоимости покупки» ‘The store offers a rebate program that allows you to receive a **reimbursement** in the amount of 10 % of the total purchase price’ [ibid.]. Thus, although trade terms are usually used without deep associations, they can still sometimes acquire new meanings and introduce lexical diversity into the language of trade.

### **Specifics of the Chinese-language term system in the field of *international trade***

The Chinese-language term system of the *international trade* field also embodies mental and linguistic characteristics of representatives of Chinese linguistic culture and demonstrates its ecolinguistic dominants. The system of terms in the field of *international trade* in the Chinese language consists mainly of original nominative units and borrowed, but specially adapted lexemes and phrases [19]. It should be noted that China has long been considered an economically successful

<sup>6</sup> Trade and Economic Magazine. SyberLeninka [Electronic Resource]. URL: <https://cyberleninka.ru/journal/n/torgovo-ekonomicheskijzhurnal?i=1012332> (accessed: 11.07.2023).



country. China's isolation ensured its independence in choosing commercial solutions, including language ones. The traditions of China, stemming from the mental ideas of the Chinese about the importance of preserving their own culture, were reflected in the economic relations of the country, which for a long time did not allow elements associated with European civilization into its borders. However, in the 20th century China gradually began to open up to globalization processes and consistently enter into close economic interaction with Western countries [22]. Occupying one of the leading positions in the field of foreign trade, China is influenced by Euro-Atlantic economic conventions, incl. arriving through the language — terminological system.

The Chinese language is significantly distant from the Indo-European family, is isolating, and is characterized by “specificity manifested in cognitive-semantic terms” [21. P. 420]. This is the main reason for the irrelevance of borrowed words from European languages: the hieroglyphic system complicates the borrowing processes. This main feature of the Chinese language, that is, the complete absence of the use of alphabet (as, for example, is the case in the Japanese language) has ensured a high degree of integrity of authentic Chinese-language terminology in the field of *international trade*. One or two-morpheme structure of Chinese words in combination with the syllabic sound system of the Chinese language systematically prevented the borrowing of foreign vocabulary, in contrast, for example, to the Japanese language, where it is widespread and carried out with the help of *katakana* (a graphic form of the Japanese syllabary alphabet — *kana*). However, the presence of stable ties with Japan, with which China closely interacts and through whose language it perceives some borrowings, contributed to the entry into the Chinese-language terminology system of some words that can conventionally be called *Anglicisms*.

Let us consider the features of the formation of the Chinese-language terminology system in the field of *international trade* with the use of factual material (examples are taken from<sup>7, 8</sup>):

1. terms that are primordially of Chinese origin and reflect linguistic and cultural propositional ideas about those concepts / objects of reality that they name:
  - 铺子 [pūzi] ‘a traditional store (shop) that offers various goods and services’. The term reflects long-held ideas about a typical retail location with a large, extensive range of products;
  - 零售 [língshòu] ‘retail trade (sale)’. This term literally means ‘to sell with an addition’ and reflects the original idea of trading with a markup;
  - 市场 [shìchǎng] ‘market (bazaar)’. The term represents traditional Chinese markets that offer food, consumer goods and handicrafts;

<sup>7</sup> Козырская И.Е. Учебный словарь терминов по экономике и менеджменту. Иркутск: Байкальский государственный университет, 2017.

<sup>8</sup> 俄汉国际经贸词典 / 田宝新编著 Русско-китайский внешнеторговый и внешнеэкономический словарь / под ред. Тянь Баосинь. Пекин: The Commercial Press, 2014.

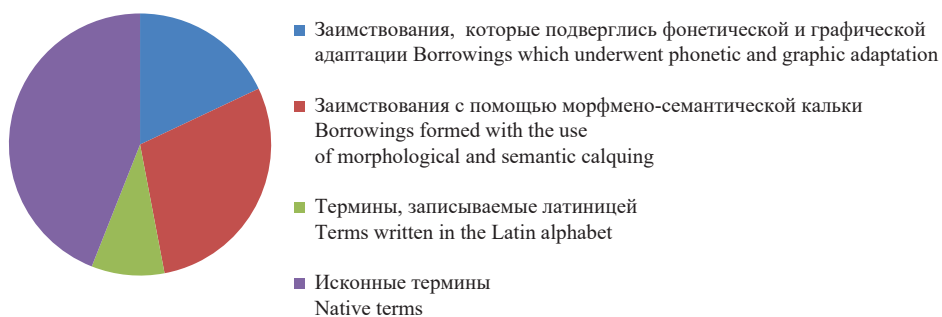
- 货品 [huòpǐn] ‘product (item of goods)’. The term reflects ideas about goods as specific products offered on the market or in a store;
2. terms borrowed from other languages (mainly from English), incl. through the mediation of the Japanese language, and having experienced adaptation in the Chinese language:
- a) terms that have undergone morphemic and semantic adaptation:*
- 营销 [yíngxiāo] ‘marketing’, adapted to Chinese, with subsequent morphemic meanings: ‘to engage in, strive for...’ ‘selling, marketing’;
  - 投资 [tóuzī] ‘investment’, adapted with subsequent morphemic meanings: ‘to invest’ ‘capital, funds’;
  - 财务 [cáiwù] ‘finance’, adapted with subsequent morphemic meanings: ‘wealth, fortune, property’ and ‘business, occupation’;
  - 电子钱包 [diàn zǐ qián bāo] ‘electronic wallet’, borrowed from Japanese イレクトロニックマネー — [erekutoronikku manee], short from English *electronic wallet*; adapted graphically and phonetically;
  - 电商 [diànshāng] ‘electronic commerce (online business)’. The term is a contraction and adaptation of the phrase 电子商务 [diànzǐ shāngwù] for the purpose of more compact denoting *online commerce* or *electronic commerce*;
  - 市场需求 [shìchǎng xūqiú] ‘market demand, demand in the market’. The term is adapted to refer to the needs and requirements of consumers in the market;
  - 营销策略 [yíngxiāo cèlüè] ‘marketing strategy’. Phrase 营销 [yíngxiāo] received new meanings, denoting ‘events to promote goods, services and brands’, and 策略 [cèlüè] means ‘plan’ or ‘strategy’;
- b) hybrid terms, including both a borrowed element and an original Chinese one:*
- 销售额 [xiāoshòu é] ‘volume of sales’. This term is adapted from the words 销售 [xiāoshòu] ‘marketing, sales’ and 额 [é] ‘amount, volume’;
  - 市场份额 [shìchǎng fèn’é] ‘market share’. This term is adapted for Chinese and represents a combination of words 市场 [shìchǎng] ‘market’ and 份额 [fèn’é] ‘share, part’;
  - 营收 [yíngshōu] ‘revenue, income’. The term 营 [yíng] is adapted and means ‘to engage’; 收 [shōu] means ‘collection’;
  - 运营 [yùnyíng] ‘management, operational activities’. In this case the word 运 [yùn] is adapted and means ‘transportation’, and the word 营 [yíng] means ‘business’ or ‘commerce’;
- c) terms written in the Latin alphabet, called graphically unadapted:*
- IPO [Initial Public Offering]. The term is used in the context of a company going public on the stock market;
  - M&A [Mergers and Acquisitions]. The term refers to the processes of acquisition and combination of companies;
  - CRM [Customer Relationship Management]. The term refers to the strategies and technologies used to support interactions with customers;

- O2O [Online-to-Offline]. The term refers to business models that combine online and physical presence of companies.

Ecolinguistic properties of the terminological system of the field of *international trade* in Chinese can be designated as:

1. prevalence of secondary borrowing over direct borrowing, which has significant differences with the system of the receiving language:
  - 消费 [xiāofèi] ‘consumption’. This term is secondarily borrowed from Japanese 消費 [shōhi] and transferred to Chinese;
  - 供应链 [gōngyìnglián] ‘supply chain, procurement’. The term, translated literally, means ‘connected supply’ and was secondarily adapted from the English *supply chain*;
2. contextual conditionality of the terminological unit, detecting its eventual special meaning:
  - 财务报表 [cáiwù bàobiào] ‘financial statements’. In the context of trade and economic activity, we are talking about a financial document that provides information about the financial condition and result of the company’s operations;
  - 供应链管理 [gōngyìng lián guǎnlǐ] ‘supply chain management’. In the context of the trade and economic environment, this term means strategic planning, coordination and control of the process of supplying and distributing products or services from the supplier to the final consumer;
  - 市场营销 [shìchǎng yíngxiāo] ‘marketing’. In a trade and economic context, the term refers to the process of positioning and promoting goods or services in the market to achieve maximum competitiveness and consumer satisfaction;
3. high degree of preservation of propositional terminological units that correlate with the units of the mental-linguistic sphere of the Chinese (the presence of original nominative units):
  - 电商巨头 [diànshāng jùtóu] ‘e-commerce leader’. In this term, 电商 [diànshāng] means ‘electronic commerce’, and 巨头 [jùtóu] — ‘giant’ or ‘leader’. This term reflects the position of large companies in the field of e-commerce;
  - 货币 [huòbì] ‘currency’. This term consisting of a word 货 [huò], which means ‘goods’ and ‘wealth’, and 币 [bì] ‘money’ or ‘currency’, reflects the concept of a monetary system or market medium of exchange in accordance with the mental-linguistic sphere of the Chinese;
  - 市场 [shìchǎng] ‘market’. This term consists of original Chinese hieroglyphs 市 [shì], which means ‘city’ or ‘market’, and 场 [chǎng] — ‘area’ or ‘place’ — and is used to denote the concept of the market in accordance with the mental-linguistic sphere of the Chinese.

Of the total number of terms examined, only 18 % are borrowings, which, when entering the Chinese language, underwent only phonetic and graphic adaptation. 29 % of units are borrowed with the use of morphological and semantic calquing and hybrids. 9 % are terms written in the Latin alphabet; while 44 % of the units are native terms (see Fig. 2).



**Fig. 2.** Composition of the Chinese language terminology system in the field of international trade  
 Source: authors' study.

Since most of the units of the terminological system under consideration demonstrate authentic features of the Chinese language, their (units) wide semantic range is stated. It is determined by a wide range of associations and connotations, which, in turn, contributes to their distribution and use not only in the field of *international trade* relations, but in social and everyday life communications. As a rule, terms of the trade sphere are polysemantic: 零售 [língshòu] ‘retail / retail sales’; 批发 [pīfā] ‘wholesale / wholesaler’; 供应链 [gōngyìngliàn] ‘supply chain / procurer’; 追溯系统 [zhuīsù xìtǒng] ‘tracking system / direct tracking’; 商贸 [shāngmào] ‘trade / trader’. In Chinese, these terms are implemented as follows:

- 在当前的零售市场上，消费者的需求越来越多样化，品牌的重要性也日益突显 ‘In today’s **retail** market, consumer needs are becoming more diverse, and the importance of branding is becoming more prominent every day’;
- 中国的供应链发展迅速，实现了生产、物流、销售的高效衔接和整合，为消费者提供了更优质、更便捷的产品和服务 ‘The development of **supply chain** in China is progressing at a rapid pace, connecting production, logistics and sales, which ultimately contributes to providing consumers with quality products and convenient services’;
- 供应链透明化和追溯系统的建立是保障消费者食品安全和质量的重要措施 ‘Establishing transparency in the supply chain and implementing **tracking systems** are important measures to ensure consumers have access to safe and quality food’<sup>9</sup>.

Definitely, these terms are polysemantic and have a broad representativeness due to the variety of aspects that they can cover. This is due to the dynamism and diversity of the processes and operations in the trading sector. Such terms usually have multiple meanings or interpretations, and their specific meaning depends on the context in which they are used. For example, the term 商贸 [shāngmào]

<sup>9</sup> 中時新聞網. 是台灣歷史最悠久的新聞網站 (Zhong news) [Taiwan News]-Resource Shiongzhong news: (Taiwan News) [Electronic Resource]. URL: <https://www.chinatimes.com/? chdtv> (accessed: 11.07.2023).

‘trade / trader’ can refer to both the act of selling goods and the general activities of trade professionals. Such a variety of meanings in trade terms requires special attention and precise definition of the context.

Thus, the formation of term systems of the Russian and Chinese languages in the field of *international trade* reflects the phenomena of linguoculturology and ecolinguistics, differentiated in the two compared languages:

1. in the Russian language there is an increased borrowing of terms in the field of trade from European languages, mainly from the English language, while the Chinese language strives to develop independent terminological solutions and, if it resorts to borrowings, then mainly through the Japanese language;
2. globalization “pushes” the term systems of the field of *international trade* of the Russian and Chinese languages to borrowings from English, but the ratio of their units in the systems under consideration is not the same, which, in turn, is determined by their (systems) internal properties and mentality of Russia and China;
3. these properties also influence the semantic content of the lexical units of the term systems of the Russian and Chinese languages: the terms of the Russian language demonstrate unambiguity and specificity, while the terms of the Chinese language have a complex semantic structure.

### Conclusions

The Russian-language term system of the *international trade* field is formed based on linguocultural propositions expressed in the focus of mental preferences, characterized by a focus on the authority of borrowed vocabulary and a simultaneous desire for its transparency; the latter is achieved by preserving the original terms, which at the same time expresses the desire not to lose self-identity. The Chinese-language terminology system exhibits aspirations that are asymmetrical to the Russian-language terminology system. For the Chinese, the main thing is the preservation of culture, including language, therefore most of the terms in the field of *international trade* are of primordial Chinese origin or have undergone a special morphemic and semantic adaptation (they were created following the model, but based on the Chinese language). Features of the systems of the Russian and Chinese languages determine the relevance of borrowings and the process of their entry into these languages: the involvement of the Russian language in the Indo-European family detects some convenience when borrowing from related languages; Chinese is an isolating language and is very distant from the systems of Indo-European languages, therefore it tends to borrow terms through Japanese.

Ecolinguistic principles of the Russian and Chinese languages determine the adoption of lexemes in terminological systems, based on their differing linguocultural propositions of the influence of extralinguistic factors of globalization. The reason for the adoption of a lexeme into the Russian-language terminology system is often its (lexeme) highly specialized meaning, which,

in turn, is the prevailing criterion for selection and choice between native and non-native. The lexeme's originality often prevails when including in the Chinese terminology system. Thus, most Chinese foreign trade terms are characterized by polysemy and contextuality. The given indicators act as differentiators when comparing Russian-language and Chinese-language terminology systems in the field of *international trade*.

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