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## THE ENGLISH TERMINOLOGICAL DEVELOPMENT ON THE MATERIAL OF THE ENGLISH PRINTING PRODUCTION TERMINOLOGY

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### ABSTRACT

The paper gives the review of the importance of terminology in the era of globalization. The English printing production terminology due to the efficient development of different brunches of printing production has widened greatly for last decades.

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The importance of terminology in the era of globalization stems from the fact that nowadays the rapid growth of scientific and technological knowledge is practically impossible without paying attention to the state of terminology. Special lexical vocabulary units comprise more than 90 percent of the new words in modern languages. The growth of scientific and technical vocabularies is much faster than that of the vocabulary of everyday speech. Special vocabulary not only already comprises the major part of any developed national language but is also the most dynamic stratum of language. The so-called “information explosion” – that is the extremely rapid growth of scientific and technological information – caused the terminological explosion, in other words, the enormous growth in the number of new terms. The ordering of special lexical units is a necessary pre-requisite for communication between specialists (which becomes even more difficult with the increasing specialisation in the sciences). It is also very important for professional training, as the right choice and systematic presentation of terminology facilitates greatly the understanding of the corresponding system of concepts. The multilingual world of the next century will depend crucially upon the accurate translation of a wide range of documents, including scientific and technical documents. Translation of specialist documentation involves as an understanding of the grammatical structure and the lexical inventory of the source and the target languages so involves an understanding of how text is created and will be used, involves how to communicate ideas that may be foreign to the culture of the reader. Translation is, it appears, a complex cognitive process involving the simultaneous and integrated execution of linguistic-, iconic- and symbolic-representation tasks, and translation involves the deployment of episodic and semantic memory. The documentation of knowledge brings the terminology-related problems faced by documenters, translators and the readers of the documents. The problems involve neologisms, changes in the nuances of established words and phrases, and the abandonment of established terms. How fast the specialists solve these problems so fast we get the latest information. Probably every country in the world can be proud of the unique achievements in any industry or field of culture that is something special, what is lacking in others. Italy, for example, is a trendsetter of fashion and style, Brazil is a

country of carnival and soccer, Switzerland can

be proud of the banking business and watches, and Japan – of «reasonable manufacturability». Leading Japanese companies often balance between audacious novelty and surprising rational solution of complex technical tasks. Having started the development and production of the offset printing machines in 1962 the company MHI began rather quickly not only to use the experience of other manufacturers, but also to make its own developments which greatly influenced the development of printing. Due to the combination of innovation and quality the company MHI quickly became one of the leaders in the market offset equipment in Asia and the USA. The company CGS Publishing Technologies International GmbH (Germany) is very popular in the world market. It is currently engaged in the development of colorproofs and prepress. The company CGS was founded in 1985. In the 1991 it presented to the market the system named ORIS (Open Reproduction on Industry Standard), which was originally developed for workstations DEC Alpha and put on for Windows in 1997. By the end of the 90's the company's products range has included the systems ORIS Page (imposition and design), ORIS Works (Workflow) and the ORIS Color Tuner (colorproof). Nowadays the company CGS provides solutions for producing colorproof and controlling prepress work flows. It cooperates with the manufacturers of inkjet printers: Canon, EPSON and Hewlett-Packard as well as with manufacturers of the checking and measuring equipment. Moreover CGS has been actively involved in developing materials for the colorproof. As a result, the CGS has created innovative and exclusive materials, which meet the requirements of newspaper and commercial printing and packaging printing.

In 1985, the company Adobe (USA) put on the market a page description language PostScript that has opened a new era of desktop publishing. With the advent of the standard PDF the development of the systems and technologies has reached a new level. The document created on any base, whether UNIX or Mac OS, can now be viewed on different machines in its original form. Today, PDF documents provide a transfer member between two technological lines. The JDF Standard went further. JDF, like PostScript and PDF, does not depend on the producers' solutions but, unlike them, it is completely the open standard. It is based on the data description language XML. JDF is an international standard developed by the producers' consortium in order to facilitate interaction between different systems and applications. The detailed description of originating and developing the printing terminology in general was given by V.P. Sorokaletov in his thesis in 1981. According to his researches the morphological method of the printing term-formation dominated (more than 50% of all studied printing terms). But he made the prognosis that there was an increasing tendency to form multi-component term-combinations in the printing terminology in future. Abbreviation as a method of the term-formation in the printing terminology was not defined at all. Evidently, a lot of Russian (L.M. Alekseeva, K.Ja. Averbukh, G.O. Vinokur, etc.) and foreign (Stephan Gramley and Kurt-Michael Pätzold, Valerie Adams, etc.) scientists studied scientific and technical term-formations in general, but we analyzed the tendency and peculiarities of the printing term-formations for last two decades that had not been done before by any scientist. The choice of printing terms-abbreviations was due to the fact that most of them appeared at the end of XX century, both in new and existing brunches of printing production that continue their development. The abbreviations are found in the almost every studied group, but more often in those sections that relate to the software of new digital technologies and processes in the modern printing industry.

The term forming by abbreviation is possible in the new era printing through the emergence of new multicomponent termcombinations. In our opinion, the fact that scientific and technical speech taken as a laconical, lucid, logical sequence of presentation cannot afford the excessive proliferation of terminological phrases affects the components quantity of the terminological combinations, therefore, abbreviations appear.

This paper has examined the productivity of traditional and entirely new methods of the terms-abbreviations building in order to identify the regular trends. Abbreviations in the printing terminology

are built by more various ways than in the literary language (there are two main types of abbreviations: shortening the word according to the initial letters or its principal parts. We have much more shortening ways in the English printing industry terminology. But in most cases all of these acronyms are structurally formed by the rules. This is actually abbreviated models. They can be convertible terms not only with the full name, but also with each other, since the same term can be shortened in different ways. As in the scientific literature there are different ways of classifying the abbreviation building as well as different views on certain types of the term-shortenings, we believe on the basis of the studied material it is possible to offer the following models of terminological abbreviations that are the most convenient for their classification (partly we use the classification of L.B. Tkachova). Thus, we were able to determine the following abbreviations models:

- 1) initialism: the shortened form is built only by the initial letters of the terminological phrase components or word: DI (Direct Imaging), FDD (Floppy Disk Drive);
- 2) truncation: the shortened form is built by retaining the first syllable, rarely the second or the last in the term or in the components of terminological phrases: expo - exposition, prog - progressive proof;
- 3) contraction: the shortened form is built by retaining a number of consonant letters of the term, thus creating the consonantive abbreviation, or through telescoping when only a part of the terminological phrase components or compound words is shortened, the other one remains unchanged: RESEDIT (RESource EDI-Tor), REL (Recorder Element);
- 4) Acronyms: a shortened form is built by initial abbreviation accidentally coincided with the literary word or by a deliberate truncation of one or more components of the terminological phrase for the easy pronunciation: FIRST (Flex-ographic Image, Reproduction, Specification, Tolerances), FAT (File Allocation Table).

Usually, abbreviations are used more frequently than the terms themselves: PC (personal computer), LAT (Laser Ablation Transfer), ADA (Apparent Dot Area), CTI (Continuous Tone Image). Typically, the abbreviation is to be spelled: APP (Automatic Page Position) – [ei, pi:, pi:], PDF (Portable Document Format) – [pi:, di:, ef], JDF (Job Definition Format) – [dʒei, di:, ef]. For instance: “In imagesetter manufactured by Heidelberg Pre-press company for example it is necessary to enable Collect Mode and to disable APP to enable this mode ... or ... MetaDimension is based on PDF format and aimed at actively developing JDF format”. When abbreviation occurs only in the written form Dmax (dee-max) - maximum density, Dmin (DEE-min) - minimum density, it is read as a complete word. In accordance with the traditions and norms of word-building initialisms are the most numerous in the English terminology of the modern polygraphy (171 units, which represents 77,4% of the total number of abbreviations in the 221 units), for example: NIP (Non-Impact Printing), CPT (Clean-Plate Technology), PMT (PhotoMultiplier Tube), BFT (Binary File Transfer), IPC (Intelligent Press Control), DPM (Digital Plate Master). As for the truncated terms there are only 12 units (5.4%). It should be noted that in most cases, as in other terminologies, the main type of truncation is a truncation of the final part of the term (apokope): flexography - flexo, exposition - expo, chrome - Cromalin, REV - reverse, RES - re-set, PROG - program, HiFi - High Fidelity. In our abbreviations there are no examples of truncating the beginning of the term (syncope), but we found one sample showing a mixed truncation: tranny - TRANspareNcY.

Building the telescope nominations or terms contraction can be considered as the manifestation of the law of speech means economy, the principle of the least effort. There is a tendency of increasing such telescope nominations among the neologisms of recent decades. According to our data they accounted for 4.1% (9 units) of the total number of newly abbreviations: twip-Twentieth of a Point (1/1440th of an inch), pel - Picture Element (pixel), stepper - a STEP-and-rePEAT machine, stet - LET it Stand, ECOSYS - ECONOMY, ECOLOGY SYSTEM, sysop - SYSTEM Operator. As a result of the study we have

got the following data: building various types of abbreviations has become typical in the English printing production terminology. This fact is explained by the historical tendency to the language means economy, manifested in the inflections loss, preferably using one or two syllable words, shortened grammatical forms. The tendency to shortening in the printing terminology should be considered as a natural response of native speakers to the significant increase of the number of multicomponent terminological combinations causing the difficulties in the process of professional communication.

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