

Multi-disciplinary Lexicography

Multi-disciplinary Lexicography:
Traditions and Challenges of the XXIst Century

Edited by

Olga M. Karpova and Faina I. Kartashkova

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P U B L I S H I N G

Multi-disciplinary Lexicography: Traditions and Challenges of the XXIst Century,
Edited by Olga M. Karpova and Faina I. Kartashkova

This book first published 2013

Cambridge Scholars Publishing

12 Back Chapman Street, Newcastle upon Tyne, NE6 2XX, UK

British Library Cataloguing in Publication Data
A catalogue record for this book is available from the British Library

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ISBN (10): 1-4438-4256-7, ISBN (13): 978-1-4438-4256-3

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EDITORS' PREFACE

The present book is based on the plenary presentations made during the IXth School on Lexicography *Multi-disciplinary Lexicography: Traditions and Challenges of the XXIst Century* held at Ivanovo State University (Russia) on September 8–10, 2011. The book consists of four parts:

- Part I: *Dictionary as a Cross-road of Language and Culture*.
- Part II: *Dictionary Use and Dictionary Criticism*.
- Part III: *Terminology and LSP Studies*.
- and Part IV: *Projects of New Dictionaries*.

Part I: *Dictionary as a Cross-road of Language and Culture* consists of nine chapters devoted to the problem of interdependence of language and culture as viewed lexicographically.

Galina M. Vishnevskaya draws the attention of the reader to the phenomenon of professional bilingualism that is described in modern linguistics in the least degree. In view of this problem it becomes clear why one of the most urgent tasks of modern lexicographers is to create thesauri of a new type for professionals in many different industries. The author stresses that a thesaurus of the new type should be targeted at the development of strategic language competence of a bilingual professional and should meet the requirements of terminological standardization for better international communication practice. Of no less importance is the author's statement as to the necessity for new dictionaries for bilingual professionals to contain a clear description of typical pronunciation mistakes of professional terms, warning learners against the possible pitfalls.

Valentyna Skybina assumes that the English language of the XXIst c. is a global language functioning in the form of its native and non-native varieties, as well as *lingua franca*. Hence, English lexicography can rightfully be considered as global, with two major development paradigms—native and international. The author offers an overview of the dictionaries compiled on the material of non-native varieties of English with the aim of identifying their characteristics and tracing the history of the international trend. V. Skybina concludes that World English lexicography focuses on the vocabulary distinguishing local usage. The dictionaries

under discussion are characterized by availability of information on the history of the country, language situation, language history and language description, thus serving as historical and cultural reference books.

Olga A. Uzhova's article is devoted to linguistic cultural dictionaries with special reference to Russian culture. Having analysed the dictionary *Constants. Dictionary of Russian Culture* by J. Stepanov and the dictionary *Concepts of Russian Culture and Intercultural Communication* by L. Mullagalieva, the author comes to the conclusion that they apply to modern Russian linguistic consciousness and demonstrate the most important ideas and values in Russian culture. They bear inevitable and at the same time explicable subjectivity, since the methodology of compiling such dictionaries is not yet well developed.

Natalia V. Yudina in her article speculates over the problem of lexicographical activity of the XXI c. The author analyses different aspects of the present-day lexicographical activity representing the objective "challenge" of the time—the first decades of the XXIst c. on the basis of more than 90 Russian-language lexicographical resources of this time. It is convincingly shown that dictionaries, being a "mirror" of extra- and intralinguistic processes, demonstrate a vivid linguistic and extralinguistic view of the changing world, and become an interlink between the two important subjects of modern intercultural extralinguistic continuum: lexicographer and user.

In the article by Kusujiro Miyoshi it is clarified that E. Phillips' changes to Th. Blount's headwords are not simply fine-tuning, but sprang from the fact that his approach to the vocabulary of English is different from Th. Blount's. Another procedure in this paper concerns the indication of the word class. The author analyses such aspects of E. Phillips' practice in amalgamating entries in the *Glossographia*: disregarding the etymons of headwords, emphasizing the root forms of English words, and prioritising the noun headwords. It is shown that it was E. Phillips who came to realize that what matters is the systematic treatment of the vocabulary of English. The author claims that lexicographers have to reconsider the beginning of the grammatical treatment of the language in the history of English lexicography through E. Phillips' *New World of English Words*.

Tatyana P. Tretyakova's article aims at discussing some trends of interpreting verbal etiquette forms of communication in different periods with the view of their possibility of lexicographic codification and finding a necessary repertoire of the etiquette utterances. The author states that the latter all have pragmatic meaning registered in dictionaries and reference books, although lacking social and cultural information in general-use dictionaries. Hence, the challenging task of modern lexicography is to

encode this kind of functional semantics through devising a general model of presentation. It is argued that the scenario of interaction can be shown as a stereotypical phenomenon, by which is meant the connection between ritual and etiquette as integral parts of communication pattern in a lexicographic presentation.

Olga M. Karpova and Olga A. Melentyeva's paper is devoted to Chaucer and Shakespeare glossaries, whose role cannot be underestimated. It is shown that Chaucer remains one of the greatest writers, promoting lexicographers to compile miscellaneous reference resources to make understanding of his language easier. Compilers of Chaucer glossaries concentrate on describing his unfamiliar words. The compilers of lexicographic sources tended to define Shakespeare's role in the formation and development of the English literary language that can be understood with the help of different reference books that appeared as a cooperative effort of lexicographers and other experts.

Faina I. Kartashkova acquaints the readers with the way somatic phraseological units, representing the body code of the culture, are described in dictionaries. In spite of the fact that dictionaries published by British Publishing Houses contain ample phraseological data, all of them lack such a marker as collocability, or valency, which may be treated as a drawback, as it is valency that is the key to the right usage of phraseological units. Some Russian dictionaries which are analysed in the paper, on the contrary, do pay attention to valency. The author argues that it is advisable for dictionaries of idioms, alongside with giving pure cultural information about phraseological units, to point out their valency characteristics (or its collocability on the basis of the definition of its presupposition, which enables showing the users how phraseological units function in speech).

Tatyana A. Taganova highlights the problem of new words in contemporary dictionaries of the English language. The author claims that new words do influence the society due to the fact that everything which is new and unclear attracts our attention. The author stresses that not all the words get into the macrostructure of dictionaries, but all of them are becoming the domain of lexicographers, the object of discussion, and the invaluable language material evidencing the development of the society.

Part II: *Dictionary Use and Dictionary Criticism* consists of five chapters devoted to thorough analysis of new trends in modern dictionary use and is focused on burning problems of lexicographic analysis of dictionaries, in Western tradition called *dictionary criticism*.

This part opens with an article by Svetlana G. Ter-Minasova who dwells upon description of learner's dictionaries and their role in the

English teaching process, stating that they are effective tools for learning and teaching English today. Professor Ter-Minasova claims that teaching speech production skills is impossible without monolingual and bilingual/interlingual learner's dictionaries. The author assumes that learner's dictionaries have not only the task of giving the meaning of a word, but that of illustrating the actual use of a word in speech as well. The author comes to the conclusion that an ever-increasing demand for dictionaries which inform the user about the actual use of the word in speech is predetermined by the urgent need to know how to use the word in speech. That accounts for the fact that the theory and method of compiling the above-mentioned type of dictionary has become a topical and urgent problem of Russian linguistics and pedagogics.

Marina R. Kaul's paper represents the author's experience of compiling Russian-English and English-Russian cognitive learner's dictionaries. Both types of dictionaries are classified as specifically learner's dictionaries, whose goal is to reveal semantic componential structures of compared words in respective languages in their reference to each other. The author assumes that the revealing of and perception of semantic componential structure of a word in a foreign language is a cognitive process which enables one to classify the dictionaries under description as cognitive ones. The dictionaries under description incorporate lexical units which in the target language find a number of equivalents semantically unrelated and referring to various conceptual spheres. The students are supposed to analyse the inner form of the word, to compare it with the corresponding inner forms in their mother tongue, which stimulates their cognitive activity and intensifies the process of learning the vocabulary.

The programming article of Rufus H. Gouws discusses an integrated system of dictionary use. The author stresses that a successful dictionary presupposes an optimal retrieval of information to satisfy the need that prompted the consultation process. The main task of any lexicographer, according to Rufus H. Gouws, is to compile a dictionary in such a way that the intended target users could achieve optimal retrieval of information. To accomplish this task, lexicographers need to look at new possibilities and procedures, to enhance the success rate of dictionary use.

Sandro Nielsen devotes his paper to the problem of writing dictionary reviews, which became a separate branch in modern lexicography. The researcher proposes a number of principles and requirements that may be used as guidelines for writing trustworthy dictionary reviews. The lexicographically based framework that is offered in the article contains an outline of general theoretical and practical principles, which broadens the scope of reviewing. The application of such elements as the object of

reviews, approaches to reviewing, and the informative quality of reviews, leads to making dictionary reviews academically sound.

In his article Shigeru Yamada offers an overview of electronic dictionaries: content, functions and student usage, the impact of these dictionaries on Japan's dictionary industry. The author stresses that students should be acquainted with the range of dictionaries typically included in the electronic or online products. Yamada is convinced that to develop a model which would be beneficial for both industries is of paramount importance. To enhance the opportunity for success of both printed and electronic dictionary industries, it is necessary to contemplate substantive technological modifications.

Part III: Terminology and LSP Studies is based on research of Russian scholars dealing with studies of different domains of terminology, i.e. professional subcode (Marina I. Solnyshkina), English phonetics, social work, etc.

Larissa M. Alekseeva fully describes the development of LSP and Terminology studies in Russia during last ten years and Konstantin M. Denisov devoted his paper to the description of universal and specific features of an LSP dictionary of English phonetic terms.

Tamara G. Petrashova offers her own methods of LSP dictionaries analysis paying special attention to their mega-, macro- and microstructure architecture, with special reference to the terms of social work.

Svetlana A. Manik in her paper focuses her attention on English and Russian social-political vocabulary and covers the main problems that arise with their lexicographic treatment in different types of dictionaries. All papers contain fresh material and new approaches to the terms under study.

Part IV: Projects of New Dictionaries contains three papers dedicated to Florence as a world treasure of art. The article by the founder of *Romualdo Del Bianco Foundation*®, Dr. Paolo Del Bianco *Cultural Heritage for Intercultural Dialogue with Life Beyond Tourism*® offers a detailed description of various activities of the Foundation which supports different international initiatives in promoting Florence as a centre of cultural life.

The article is followed by the paper *A New Type of a Cultural Dictionary with Special Reference to Florence* written by project leader Olga M. Karpova who describes principles of compilation of the *Dictionary Florence in the Works of European Writers and Artists: Encyclopedic Dictionary for Guides and Tourists* based on the *genius of the place* technique.

Another related paper, *Dictionary for Cultural Tourists: Entry Line Architecture* by Ekaterina A. Shilova and Nataliya S. Utkina, is focused on comparison of dictionary articles and full description of their structure with special reference to outstanding personalities: artists, writers, musicians whose career is connected with Florence. Part IV is concluded by two papers: the article *Cross-cultural LSP Dictionary for the Humanities: a New Type of Dictionary* by Galina N. Lovtsevich who offers a new type of the cultural dictionary and the other by Zoya G. Proshina *English-Russian Dictionary of Contacts with East-Asian Cultures*. Both authors offer a new look at culture viewed lexicographically.

The book has a **List of Contributors** where one can find relevant information about the authors, who come from Canada, Denmark, Italy, Japan, South Africa and various Russian Universities: Ivanovo, Kazan, Moscow, Perm, St. Petersburg, Tomsk, Vladimir and Vladivostok.

In conclusion, we express deep gratitude to Cambridge Scholars Publishing for constant interest to Ivanovo lexicographic schools held at Ivanovo State University since 1995, and publications of three collected monographs based on plenary presentations made at the VIth–IXth lexicographical schools in Ivanovo:

- Karpova, O. and F. Kartashkova, eds. 2007. *Essays on Lexicon, Lexicography, Terminography in Russian, American and Other Cultures*;
- Karpova, O. and F. Kartashkova, eds. 2009. *Lexicography and Terminology: A Worldwide Outlook*;
- Karpova, O. and F. Kartashkova, eds. 2010. *New Trends in Lexicography: Ways of Registrating and Describing Lexis*.

Our special thanks are for international and Russian contributors of very important and exciting papers devoted to general and specific problems in lexicography and terminology. Many thanks to dictionary compilers for sharing with us their dictionary projects.

—Editors of the volume,
Olga M. Karpova and Faina I. Kartashkova

IVANOVO LEXICOGRAPHIC SCHOOL

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Ivanovo Lexicographic School, founded in 1991 and headed by Dr. Prof. Olga Karpova (Prof. Olga Karpova's Personal Webpage, 2011), is well-known all over Russia and abroad. It can take a legitimate pride in considerable scientific achievements, international recognition, and a great many disciples.

Every two years since 1995, the English Department of Ivanovo State University hosts International Schools on Lexicography attended by prominent lexicographers, terminologists and linguists from Russia and other countries. The idea of such Schools was inspired by the founder of the *European Association for Lexicography*, Dr. R.R.K. Hartmann, who came to Ivanovo as the first guest speaker. Subsequent conferences covered such topics as: *Theoretical and Practical Aspects of Lexicography* (1995), *Current Problems of Theoretical and Applied Lexicography* (1997), *Dictionary in Modern World* (1999), *Language. Culture. Dictionaries* (2001), *Theoretical Lexicography: Modern Tendencies of Development* (2003), *Lexis, Lexicography, Terminography in Russian, American and Other Cultures* (2005), *Modern Lexicography: Global Problems and National Solutions* (2007), *Synchronic and Diachronic Lexicography: A New Age of Theory and Practice* (2009), *Multi-disciplinary Lexicography: Traditions and Challenges of the XXIst Century* (2011).

Up to now, Ivanovo Schools on Lexicography have grown into a significant international event. Being a member of the *National Association of Applied Linguistics* (NAAL), Russia, and the *European Association for Lexicography* (EURALEX), Professor Olga Karpova managed to attract top-rank lexicographers to lecture at the plenary meetings, to give master-classes, to chair round-table discussions and workshops, to share their experience in informal communication during the conferences. Such world-known scholars as R. Vatvedt Fjeld (Norway), K. Varantola, Chr. Laurén (Finland), J. DeCesaris (Spain), J. Considine (Canada), J. Coleman (Great Britain), S. Nielsen (Denmark),

H. Picht (Germany), K. Haseley (USA), G. Iamartino (Italy) were among the guest lecturers of Ivanovo Schools.

Nine volumes of conference proceedings (1997, 1997, 2000, 2001, 2003, 2005, 2007, 2009 and 2011) have already been published as an outcome of the participants' work (see References).

The format chosen for Ivanovo International Schools allows everyone—no matter how experienced they are in lexicography—to participate in various conference activities. Thus, postgraduates and university students can listen to lectures delivered by international celebrities as well as present the results of their own research, which is a wonderful chance for them to receive a powerful impulse for their future work.

Ivanovo Lexicographic School attracts leading publishers (*HarperCollins*, *Oxford University Press*, *Cambridge University Press*, etc.) which provide the participants with recently published dictionaries and other scientific resources. For instance, since 1998, Olga Karpova and her post-graduate students have written and published over a hundred reviews of the new Collins dictionaries from the point of view of Russian users (see *Jalík. Jazik. Literatura. Istorija. Kul'tura...* (Language. Literature. History. Culture...), 2000–2011; *Voronezh State University Annual Bulletin*, etc.).

Special attention should be paid to fruitful cooperation of Ivanovo lexicographers with *Cambridge Scholars Publishing* (<http://www.c-s-p.org>). In 2007, CSP got interested in publishing proceedings of the VIth International School on Lexicography. The book got a widespread resonance in linguistic circles and was highly appreciated by specialists in the sphere of lexicography, thus becoming an impetus to CSP to continue the work. By now, three books edited by Prof. Olga Karpova and Prof. Faina Kartashkova: *Essays on Lexicon, Lexicography, Terminography in Russian, American and Other Cultures* (2007); *Lexicography and Terminology: a Worldwide Outlook* (2009); *New Trends in Lexicography: Ways of Registrating and Describing Lexis* (2010) have appeared.

The first book *Essays on Lexicon, Lexicography, Terminography in Russian, American and Other Cultures* consists of four parts (I. Cultural Aspects in Different Linguistic and Lexicographic Traditions, II. User's Perspective and Dictionary Use, III. Terminology and Terminography, IV. New Dictionary Projects) and represents the results of scientific investigations of Dr. H. Picht (Germany), Dr. N. Kassis (Israel), Dr. K. Haseley (USA), Professors O. Karpova, S. Ter-Minasova, V. Malygin, L. Shestakova, V. Tabanakova (Russia) and many others. This edition turned out to be, in fact, the first book written in English, opening Russian lexicographers to their Western colleagues.

The next volume *Lexicography and Terminology: a Worldwide Outlook* contains articles by E. Berthemet (France), M. Bratanić (Croatia), M. Milić (Serbia), Chr. Laurén (Finland), L. Pienaar (South Africa) and many prominent Russian linguists, including scholars from Ivanovo State University. Its first part highlights the problems of modern lexicography development in different countries, and concerns English, Italian, Russian, South African dictionaries for general and special purposes, as well as history and state-of-the-art of learner and author lexicography. The contributors focus their attention on lexicographic description of phraseological units and clichés, English rhyming slang and gender marked anthroponyms. The second part is devoted to definition of terms and their difference from LGP units, standardization of terms, their translation into European languages, and different ways of their registration in dictionaries. The monograph treats terminology of different subject fields with regard to the latest achievements in language studies, particularly cognitive linguistics. The thematic counterpoint of the book makes it useful for linguists, university students studying philology and all those interested in language phenomena.

The volume *New Trends in Lexicography: Ways of Registrating and Describing Lexis* comprises 24 papers presented by the participants of the VIIIth International School. Part I *Systemic and Cross-cultural Relations of Words in the Dictionary* discusses questions of lexicographic description of proper names, idioms, non-equivalent lexical units, names of non-verbal actions in mono- and bilingual dictionaries of different types. Part II *Specialized Dictionaries: Traditions and Innovations* presents numerous projects of new dictionaries. The scholars offer new approaches to lexicographic treatment of words depending on the purpose of the dictionary. Special attention is drawn to the theory of user's perspective, the primary interest of modern lexicographers. English language variations in synchronic and diachronic aspects also fall into the scope of discussion.

The fact that the books appeared in such an authoritative publishing house is not only a great honour for all the contributors but can also be considered as recognition of achievements of Ivanovo lexicographic school. The collaboration with one of the leading academic publishers helps to promote Russian lexicography worldwide.

It should also be mentioned that a book *English Author Dictionaries (the XVIth–the XXIst cc.)* by Olga Karpova was published by CSP in early 2011. Author lexicography is the primary scientific interest of Professor Karpova. Her theory of English author lexicography and a complete chronological bibliography of different types of author dictionaries are

unique and will be useful both for Russian scholars and lexicographers from other countries.

Another vivid example of international activities of Ivanovo lexicographers is the project *A Dictionary without Boundaries: Florence in the Works of World Famous People (Writers, Artists, Musicians). Project of a Dictionary for Guides and Tourists* launched by Prof. Karpova in 2008 under the support of *Romualdo Del Bianco Foundation® —Life Beyond Tourism®* (Florence, Italy). The project involves annual discussions within Florence international students' workshop:

- http://www.fondazione-delbianco.org/inglese/index_a.html;
- http://www.fondazione-delbianco.org/seminari/dett_prog.asp?start=1&idprog=149;
- http://www.fondazione-delbianco.org/seminari/dett_prog.asp?idprog=315.

In the last four years the project partners have been the Universities of Belgrade (Serbia) and Zagreb (Croatia), Eötvös Loránd University (Budapest, Hungary) as well as six Russian higher educational establishments: Kazan (Volga Region) Federal University, National Research Tomsk Polytechnic University, Perm State University, South Ural State University (Chelyabinsk), Vladimir State University, Yaroslavl State Pedagogical University.

Three issues of the dictionary have already been published by Ivanovo State University, National Research Tomsk Polytechnic University, and Vladimir State University, the fourth one is coming in the near future (see Karpova, 2009; Petrashova, 2011; Yudina, 2012; Issue 4 in print).

Each year Ivanovo lexicographers participate in the most prestigious international symposiums and conferences, making presentations or being, for example, respondents at terminological colloquia: EURALEX Congresses (Torino, 2006; Barcelona, 2008; Oslo, 2012), International Lexicography Symposiums (Copenhagen, 2000–2004), LSP Symposiums (Balzano, 2001; Guildford, 2003; Bergamo, 2005; Hamburg, 2007; Aarhus, 2009; Perm, 2011), New Information Technologies in Linguistics and Lexicography (Grats, 2004), EUROPHRAS (Helsinki, 2008), ELexicography (Belgium, 2009), to mention just a few of them.

Thanks to Olga Karpova's numerous professional connections, PhD students have a chance to work in the world's leading lexicography centres (Institute of the Netherlands Lexicology in Leiden, Institute of Corpus Lexicography in Pisa, Syddansk University in Kolding, Copenhagen Business School, University of Tampere, etc.).

One of the most important things about Ivanovo Lexicographic School is the fact that its members involve the younger generation in lexicographic

research work. English Department curriculum includes several specialized courses on cyber-, corpus and LSP lexicography that are very popular among students who choose lexicography as a research sphere for their diploma theses. The topics range from lexicographic description of LSP of different subject areas (tourism, sport, textile industry, law, finance, cinematography) to author and learner lexicography. The students are not only involved in theoretical review on the topic and dictionary criticism, but also study user's perspective and present their own models of new dictionaries. Lots of students continue their research as post-graduates. Prof. Karpova has supervised 28 PhD dissertations.

Participants of the research team headed by Olga Karpova got interesting results in different fields of lexicography which have been published in the book *Ivanovo School of Lexicography: Traditions and Innovations: A Festschrift in Honour of Professor Olga Karpova* (2011).

There is hardly a corner in the world where graduates of Ivanovo State University do not work. Ivanovo Lexicographic School members teach at universities and private schools in Russia and abroad, open their own linguistic centres, or work for the regional government.

Professor Karpova's colleagues and disciples express their sincere gratitude to their leader, a talented scholar and experienced pedagogue, for her help, support and inspiration, for her great devotion and commitment to a most exciting discipline of lexicography.

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PART I:
DICTIONARY AS A CROSS-ROAD
OF LANGUAGE AND CULTURE

CHAPTER ONE

LANGUAGE GLOBALIZATION THROUGH THE PRISM OF LEXICOGRAPHY

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Globalization processes penetrate all spheres of modern life and society—economics, finance, information and intellectual resources, science, education, arts, etc. (Held, 2004). Bilingualism is becoming a norm of professional communication in the situation of intensive and extensive globalization. There are many types of bilingualism manifesting themselves in different patterns, being territorially, socially, psychologically, or individually determined (Baetens-Beardmore, 1982; Wei, 2009): *achieved, additive, ascendant, ascribed, asymmetrical, balanced, compound, consecutive, coordinate, diagonal, early, functional, horizontal, incipient, individual, infant, late, passive, perfect, productive, receptive, recessive, residual, secondary, semi-bilingualism, societal, subordinate, subtractive, successive, symmetrical, true, vertical*, etc. However, in the case of the English language globalization we frequently observe one more type of bilingualism, which can be described by the term *professional bilingualism*. There is a constantly growing demand for bilingual professionals across the board, particularly in the finance related positions. In the increasingly global economy, organizations need people who speak more than one language to bridge language and communication differences. It certainly is a plus to know two languages (or even more) and there are some companies who will pay premium or provide extra pay for being bilingual. A variety of employment resources are available for those who eagerly assist bilingual professionals and connect them with companies that seek bilinguals meeting their strict communication-efficiency requirements. The movement of highly skilled labour across national boundaries is closely connected with the globalization processes. Some of the bilingual professionals are “...constantly moving around as their skills are in high demand—for example software engineers or soccer

players—others, like many academics, often settle in their new country” (Day, Wagner, 2007, 390).

The phenomenon of professional bilingualism is not yet fully fathomed and it is little, if at all, described (sometimes it is not even admitted as a significant observable fact) in modern linguistics. The language personality of professional people who are bilingual and the specific characteristics of their bilingual behaviour and bilingual communication are not often discussed by linguists. The most urgent task of modern lexicographers in view of this problem is to create thesauri of a new type for professionals in many different industries and at various levels of their work related activity. Such lexicographic products should satisfy the maximum demands of bilingual professionals, especially in the most active and functional areas of science and technology.

In the case of professional bilingualism, lexicographic references are of great value, for both teaching and learning purposes. One could suggest that a thesaurus of the new type should be targeted at the development of strategic language competence of a bilingual professional and, most importantly, to be meeting the requirements of terminological standardization for better international communication practice. Rapidly developing disciplines, such as nanotechnologies, and other modern technologies converging with them, give rise to new concepts and hence new terms:

These are the terms which are devised by specialists in the discipline; they will initially be descriptive and will be those adopted by students, interpreters and translators. It is only subsequently that the process of standardisation takes place. There is frequently divergence in the naming process of concepts in industry where each commercial concern seeks to impose its own nomenclature on a new development. Even within the same company there may be divergence, as is the case with pharmaceuticals, where the research chemist uses a different term for the same product from that coined by the advertising department; the latter may also differ from country to country, sometimes because of connotational problems. Later it becomes necessary to standardise the terminology to avoid problems and risks in using the products, particularly internationally (Thomas, 1992, 186–187).

English for Business and Economics has become an important part of the curriculum in EFL programmes in Russia. With the globalization of the world economy, English is, more than ever before, becoming the common language of international business (Crystal, 2001). The knowledge of English terminology is essential for the students studying the university course of economics, now that Russia has integrated into the international economic processes. One can no longer ignore the fact that

English has become a *lingua franca*, the universal dominant language of professional communication in today's global village (van Els, 2005). The growth of information exchange between representatives of different countries in the sphere of economics has become both intensive and extensive (Stiglitz, 1980). In this situation, knowledge of special terminology is crucial for performing adequate professional exchange.

ESP is largely addressed to adult learners who require English for furthering their education or to perform a social or working role without which their development would be restrained. An ESP approach requires a well-designed and researched curriculum and pedagogy for a target group of students. Creating a "new generation" dictionary in the theory of economics is urgent, considering the massive flow of English words into this sphere and the existing differences in the interpretation of economic terms in Russia and elsewhere.

M. Hewings has underlined the growth of ESP activity in today's world and has highlighted a number of trends which will presumably have a continuing influence on how ESP develops over the next decade or so. The trends that the scholar names are the following: *internationalization, specialization, growth of Business English, continued influence of genre analysis, corpus analysis and SFL, the effect of English as an international language* (Hewings, 2008). What is more, M. Hewings seems to be one of the few researchers in the field of ESP who consider *phonetics* essential for ESP learning and teaching purposes.

English for financial purposes is a domain with distinctive terminology characteristics. New generation dictionaries for professional training should be equipped with most modern bilingual dictionaries of economic terms, all of them designed to meet the knowledge and communication-oriented requirements of future professionals in the sphere of economics. Besides, the problem of phonetic inconsistency in the English dictionaries used by English language learners is a vital one. In the era of global spread of the English language and its unprecedented role as a universal tool for intercultural communication there is a great need for dictionaries giving standard pronunciation patterns for EFL and ESL students (Vishnevskaya, 2007). The importance of phonetic transcription for lexicographic and pedagogical purposes is obvious. Modern dictionaries, especially targeted at bilingual professionals, should not be lacking in phonetic information and should meet the current professional requirements. Regrettably, so far there are no pronunciation dictionaries for contemporary users designed to provide information on the current pronunciation of ESP terms. The world famous authoritative pronunciation dictionaries (Jones, 2006; Wells, 2008) are constantly updated and serve as a challenge for future dictionary

makers intending to meet the subtle demands of bilingual professionals. English pronunciation lexicography must sharpen its focus on the terminology of ESP, particularly on dictionary prosodic markers (accent markers) in multi-word terms.

In professional international business oral communication, pronunciation issues (segmental and suprasegmental features of oral speech) seem to be shamefully ignored by the speakers. Distorted phonetic forms of words, faulty word accent and sentence stress, uneven rhythms and strange intonation patterns do not just betray one's foreign accent, but can easily ruin the spoken message and, as a result, cause a communication failure in professional communication. Pronouncing dictionaries for non-native students of economics, business, and other professional spheres do not seem to be available at the moment and have to be designed to meet the knowledge and communication-oriented requirements of professional users.

One can very well understand why there is a great degree of uncertainty for an English language learner about stressing English word combinations: the prosodic contour of such language units is very much variable. At the same time, multi-word terms of ESP (word-combinations, collocations) are characterized by a prosodic continuity which, when broken, can render an EFL and ESP learner's speech incoherent. Phonetic variation in English polysyllabic words and word complexes is not easy for a non-native speaker to master. A lot of practice is needed to use the right accentual patterns in such words, which are also recurrent in all other kinds of English, besides ESP. Unfortunately, dictionaries for general and professional purposes, with the exception of authoritative pronunciation dictionaries (Jones, 2006; Wells, 2008), do not often contain detailed phonetic information on the pronunciation of polysyllabic or compound words in English.

In our research it was discovered that EFL language learners (Russian learners of English) distort the stress patterns of terminological compounds in the language of economics and business. As it is well known, in English polysyllabic words, the stress may fall on practically any syllable (being relatively free and determined by several linguistic and extralinguistic factors). The degrees of stress can also vary within a word (primary, secondary, unstressed syllables, two primary stresses): *i'maginable*, *,conver'sation*, *'flap,doodle*, *,recon,cili'ation*, etc. There are also large families of English derivatives marked by pronunciation differences (both segmental and suprasegmental): *'nation*, *'national*, *,natio'nality*, *,nationali'zation*, *'nationa,lize*. At the same time, there are words of the same type which have no stress shift or any other phonetic changes:

pro'tect, pro'tective, pro'tection. Besides, there is a typically English phenomenon, called conversion, when polysyllabic words have one and the same graphic form but do not coincide in their pronunciation and grammatical function. They are marked with a stress shift within a word. Such conversion pairs are representing different parts of speech: *'conduct* n.—*con'duct* v., *'frequent* adj.—*fre'quent* v., etc. Conversion is also connected with qualitative changes in the segmental elements of words (in vowels: under stress or without it). With the right stress shift the initial full formation vowel (as in *'conduct*) may be erroneously misplaced by a neutral sound, the schwa sound (as in *con'duct*). These pronunciation peculiarities are rarely mentioned in the dictionary entries. There may also take place a wrong substitution of a full formation vowel by the schwa in the word final position in the conversion pairs without any stress shift of the type: *as'sociate* n.—*as'sociate* v., *'delegate* n.—*'delegate* v., etc.

The pronunciation of compounds is even more of a problem for an English language learner. Compounds in English are a type of word structure made up of two or even more constituents, each of them being a noun, a verb, an adjective, or a preposition. Most compounds have an early stress pattern: *'fingerprint, 'flame-thrower, 'motorway, 'typewriter*, etc. However, there are quite a number of deviations from the pattern. The compound itself may belong to any of the categories—Noun, Verb, Adjective, etc. Thus, one can find compound nouns (*'tele,cast, ,audio'frequency*), compound adjectives (*'pains,taking, ,well-'known*), compound verbs (*,double-'cross, 'air-con,dition*), compound adverbs (*,over'seas, 'overboard*), compound conjunctions (*,notwith'standing, ,in so 'much as*), compound prepositions (*'just off... , 'onto*), compound pronouns (*,each'other, 'you two*) and even supercompounds or composite nouns (*,early-'warning,system, ,cock-and-'bull,story*).

F. Riggs states that at the functional level, "...lexicography has the primary aim of helping readers interpret texts, whereas terminology aims to help writers produce texts" (Riggs, 1989, 89). He contrasts the two disciplines at the structural level thus: lexicography follows a semasiological line, from words to their meanings, whereas terminology adopts an onomasiological model, proceeding from concepts (as defined by a text) to the terms that designate them (Riggs, 1989, 89). Binary terminological word-combinations are very typical language units in many professional sciences. In the present research ESP terminology has been analysed from the phonetic point of view: how the phonetic (accentual) form is reflected in the pronunciation dictionaries and how the terms are actually pronounced by native and non-native speakers. Binary terminological word-combinations (e.g. *profit margin, general ledger*,