
MARKETING TERM FORMATION

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Marketingul este unul dintre domeniile de funcționare a terminologiei, vocabularului profesional pentru a obține un efect informațional în vânzările cu succes a bunurilor și serviciilor: problemă abordată în articolul de față. Scopul prezentei cercetări este de a identifica dificultățile de traducere a terminologiei date, de a le analiza și de a prezenta metode prin care traducătorul poate face față acestor dificultăți.

Marketing is one of the domains of work and functioning of terminology, professional vocabulary in order to achieve an information effect for the successful sale of goods and services.

Nowadays, the concept of *marketing* includes aspects of market activity that set the direction of production and serve as a guarantee that the manufactured market products will be in demand by the buyer. Changes in welfare and economic stability made it possible to identify *three periods of the formation and development of marketing terminology*.

The **first period** dates from 1857 to 1900 and is characterized by a spontaneous, unsystematic desire of entrepreneurs to find and apply methods of influencing the market environment. During this period of time, entrepreneurs used mainly commercial terminology to nominate objects, phenomena and concepts related to the expansion of trade and promotion in the market, a significant part of which was developed in English in the XIV-XVIII centuries. In this period the historical prerequisites for the transformation of intuitive knowledge and experience of entrepreneurs [1, p. 2] into scientific ones appeared, this period can be called the *period of the emergence* of marketing terminology.

The **second period** in the formation of marketing science terminology is the period of terminology formation. Lasted from 1900 to 1950, this period included three stages [2, p. 43]:

- 1) the stage of *conceptualization* of terminology (1900-1920),

2) the stage of *integration of terms* (1920-1930),

3) the stage of *revision and improvement of terms* (1930-1950).

At the stage of *conceptualization* of terminology, marketing emerged as a separate academic discipline, and the first students in marketing actually trained as economists, although the ideas they developed by their nature, scale and scope of application differed from the economic theories accepted at that time. Such economic theories as the theory of demand, the theory of competition, the theory of elasticity of demand were developed and applied by marketers, in connection with which the English terminology of marketing was replenished with such terms as, for example: *demand, purchasing power*, and others.

At the stage of *integration* from 1920 to 1930 for the first time, the basics of marketing are postulated and expounded in writing, disparate concepts and generalizations obtained by empirical means are integrated, and therefore the marketing terminology is replenished with new terminological units that verbalize generalized knowledge: *point of concentration, transfer of goods*.

At the stage of *revision and improvement* (1930-1950) of terminology, there was an awareness of the importance of optimization and unification of marketing terminology.

For many of the terms that entered the terminology of marketing in the first and second periods, some methods of simplification and optimization techniques of terminology were applied. Optimization techniques include the replacement of one or two components in a term combination for term components with a more precise concept, for example: *cost-of-living index* (1913) – *consumer price index* (1948); *hard goods* (1934) – *durable goods* (1941).

Among the methods of simplification, the following were identified [2, p. 66]:

1) *transformation of a phrase term into a two-component*, ex.: *five and dime store* (1923) – *dime store* (1938); *chain of retail stores* (1908) - *retail chain* (about 1933);

2) *a decrease in the number of components in a term combination* (truncation) with the possible replacement of one of the components, e.g.: *high ticket item* – *big ticket* (1945); *direct mail advertising* (1914) - *mail advertising* (1934).

In addition, at this stage, the terminology of marketing includes terms nominating new ideas for marketing management, for example, *brainstorming*, *technique of deferred judgment*.

Also at this stage in the conceptual sphere of marketing were ideas, theories and concepts of modern social psychology are involved. The concepts introduced into modern social psychology and borrowed by marketers and terms nominating them, such as *group dynamics*, *action research* allowed to describe the so-called **field theory**, according to which the behavior of an individual is motivated and depends not only from the personality, but also from the social environment [3, p. 28].

The **third period** in the formation of marketing terminology, which lasts from 1950 to the present, is called the *period of development*. This period includes three stages [2, p.74]:

- 1) the stage of *rethinking and specializing terms* (1950-1970);
- 2) the stage of *social and ethical borrowing* (1970-1990);
- 3) the stage of *Internet borrowing* (1990 - present, time).

In the 50-70s of the XX century, the modern philosophy of marketing was formulated, which is engaged in the development of a system of views on the world of the market and on the place of the consumer in it. Thus, in marketing as a science, an event occurred that clarified the semantic content of the term *marketing*, as a result of which the phenomenon of *rethinking* the terminology took place. At this stage, the term marketing was given a scientific definition, which reflected a new approach to marketing and its main goal.

At this stage, the study by marketers of various components of marketing activities takes on a complex, systemic nature, namely, attention is paid to such manageable factors as price, product, promotion, distribution, and this is reflected in the terminology. It is because of the complexity of these factors in marketing that the term *marketing mix*, and the system approach itself and the vision of marketing as an integral system with its internal connections is called *the holistic approach*.

At the stage of *socio-ethical borrowing*, there was a logical transition from the traditional market concept, adopted in marketing, to a more advanced concept of social and ethical marketing, which in

English was nominated by the term societal marketing concept. At this stage, the terminology of marketing included such socio-ethical terms as *socially-oriented marketer*, *ethical pricing* [2, p.85].

Over the past decade and a half, from the 90s of the XX century to the present, marketing strategy and practice has undergone significant changes associated with major technological advances, one of which is the Internet. The explosive growth of *Internet technology* has had a major impact on both buyers and sellers. Examples of terms included in the English terminology system at this stage are the following: *commercial online service*, *C2B e-commerce*.

Considering the influence of Internet technologies on marketing processes and the reflection of these processes in the semantic content of terms, this stage in the development of marketing terminology was called the stage of *Internet borrowing* [2, p.93].

Based on the foregoing, it can be noted that marketing combines methods, techniques, models, laws, concepts and terms drawn from various scientific fields.

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Recomandat

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