

METAPHOR IN ECONOMIC TERMINOLOGY

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Determination of unknown through known is one of the most universal methods of cognition of reality. Metaphorisation in this river-bed becomes the way of thinking, and productive variant of creating new terminological connections at the same time. Economic terminological system is until now being actively developed. We, the future economists, are deeply interested in the question of potential of scientific metaphor in our domain, in particular at implementation of nominative function (i.e. naming of different economic phenomena).

The object of our research is metaphorisation as the means of cognition of the world and scientific nomination. The subject is the scientific metaphor (binary terminological combinations) in economic sphere. The actual material has become the edition of the «Dictionary of the economist» (After the release of S.M. Goncharov). We have identified 86 metaphorical binarms, among those are «escape from money», «money injections», «frozen account» and other. Complex approach has been used in the research, in particular, such methods, as descriptive, supervision, comparison and method of semantic-component analysis.

For the studied metaphorical binarms the transference on the basis of functional likeness of two phenomena is typical. From the position of morphology the most frequent construction is *adjective + noun*, less frequent are *noun + noun*, *participle + noun*, *verb + noun*.

The practical value of the research consists in the fact that its results can be drawn at the lectures of «Ukrainian Language (of professional orientation)» for the students of economic specialities (for example, while study of the topic «History of development of Ukrainian terminology. Terms and top-level names in the scientific speech. Methods of creating terms»).