



DEPARTMENT OF LINGUISTICS  
SOUTHERN FEDERAL UNIVERSITY,  
TAGANROG, RUSSIA



## PROCEEDINGS OF IV INTERNATIONAL CONFERENCE

---

LINGUISTICS, LANGUAGE TEACHING AND  
INTERCULTURAL COMMUNICATION: THEORY AND  
PRACTICE,

dedicated to the memory of Irina Tsaturova  
(LLTIC 2017)

Taganrog, May 24-27, 2017

LINGUISTICS, LANGUAGE TEACHING AND INTERCULTURAL COMMUNICATION:  
THEORY AND PRACTICE, dedicated to the memory of Irina Tzaturova (LLTIC 2017).  
PROCEEDINGS OF IV INTERNATIONAL CONFERENCE. – TAGANROG: SFedU, 2017.  
– 126p.

	<i>Stepan Kalinin</i>
	MODERN TERMINOLOGICAL ADVANCEMENT IN THE AUTOMOBILE INDUSTRY AS A SOURCE OF NEW TERMINOLOGICAL NOMINATIONS IN ENGLISH <i>Olga Vasylieva</i>
	COMPARISON AS COGNATIONAL AND OPERATIONAL UNIT <i>Mary Nechepurenko</i>
	THE WIDE RANGING SEMANTIC UNIVERSE OF NATIVE AMERICAN WRITERS <i>David Lawrence Erben</i>
<b>D 516</b> <b>ICT IN TEACHING LANGUAGES AND CULTURES</b> <b>Moderator</b> <i>Maxim Bondarev</i> PhD in Pedagogy, Associate Professor of Foreign Languages Department, SFedU	
<b>9.00 – 11.00</b>	EXPERIENCE OF BLENDED LEARNING AT FOREIGN PHILOLOGY DEPARTMENT <i>Anna Andrienko</i>
	USING THE E-LEARNING SYSTEM MOODLE AS A TOOL OF SUPPORTING THE STUDY OF FOREIGN LANGUAGES <i>Olga Peskova</i>
	INTERNET RESOURCES IN TEACHING ENGLISH <i>Anna Opryshko</i>
	MEDIA LITERACY FUNDAMENTALS <i>Darya Berezutskaya</i>
	INFORMATION ENVIRONMENT AS THE LEADING FACTOR IN FOREIGN LANGUAGE STUDIES <i>Olga Chernoshtan</i>
	MODERN EDUCATIONAL NETWORKS IN RUSSIA AND ABROAD <i>Maria Petryaeva</i>
	BLANK UNIT AS A CUSTOMIZABLE STUDENTS' SELF-STUDY TOOL WITHIN

---

## **MODERN TERMINOLOGICAL ADVANCEMENT IN THE AUTOMOBILE INDUSTRY AS A SOURCE OF NEW TERMINOLOGICAL NOMINATIONS IN ENGLISH**

***Olga Vasylieva***

*Lugansk Taras Shevchenko National University, Lugansk People's Republic  
envasio@gmail.com*

During the 21st century automobile industry has spread from interior and exterior features to various kinds of electronic and technological changes for passenger safety, fuel consumption and driver/passenger convenience and comfort (custom-ordered vehicle). These changes are realized due to extralinguistic factors (technological, ecological, electrical changes of society). All these technological improvements of automobiles represent new lexical items. The purpose of this research is to provide an overview of new lexical items referring to the sphere of technological improvements of automobiles by analyzing current automobile magazines, prospects and websites, and to provide some peculiarities of nominative derivational process in creation of modern automobile terms.

In the early 21st century the mankind mind has progressed ecologically. The greatest achievements of up-to-date automobile industry is so called Eco-driving System or Environmentally-friendly driving. In today's automobile vocabulary are met the following trade names for eco-friendly cars or parts: EcoBoost (Ford), Econetic (Ford), ECOTECH engine (Chevrolet), ECO Start/Stop system (Mercedes-Benz), BlueMotion (VW), BlueZero (Mercedes-Benz), BlueEfficiency. The current idea of the automobile companies lies within the idea of personification and individualization. So it seems logical to find automobile terms with the element my- like MyWay System, MyKey System. Another example of that kind is the automobile terms containing the element intelli-: IntelliBeam, IntelliTurn. The word combinations electric sunroof/glassroof, electric adjustable door mirrors, electric driver/passenger seat adjustment with driver memory function in their turn serve as indicators of current electronic goodies of car. The results reveal varied occurrence of the binary oppositions, abbreviations, intensifiers. Affixation, acronyms, telescoping, word combinations (up to 8 constituents in word-combination) are the means of morphological derivation represented in the automobile vocabulary. Some lexical units of the automobile vocabulary are verbalized as a result of the informatization of modern society.