ADJECTIVAL CONSTRUCTIONS IN BUSINESS ENGLISH TERMINOLOGY

The most pressing issue of modern terminology is the issue of its phraseologization and ambiguity. The work is aimed at finding out the availability and types of meaning transfer of the components in business English idioms with the Adjective as the first component of a phraseological unit and identifying their ability to variations. The object of the study is business English phraseological terms containing an initial adjectival component in their structure. The subject of the study is the type of meaning transfer in the component composition of phraseological units and the ability of phraseological units to variations within the frames of PU-term identity. In the study and analysis of business phraseology of a selected structural area, both macro-paradigmatic methods of linguistic research and non-paradigmatic methods and techniques of linguistics were used. Of particular importance for our study were the proposed by A.V.Kunin method and procedures of phraseological identification, methods of phraseological analysis and description. The following methods also served as a reliable scientific basis for the study of business terminology in the designated phraseological space: the method of structural analysis, the method of component analysis, the method of one-dimensional modelling of phraseology. In the research some other methods were employed: methods for analysing the definitions of monolingual and explanatory dictionaries and methods of quantitative analysis. As a result of the research, two sub-types of meaning transfer in PU-term components were found out and to name them, correspondingly, two terms were introduced into meta-language of phraseology.

Keywords: business terminology, phraseological terms, component, adjective, meaning transfer, variability.

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АДЪЕКТИВНЫЕ КОНСТРУКЦИИ В ТЕРМИНОЛОГИИ ДЕЛОВОГО АНГЛИЙСКОГО ЯЗЫКА

Наиболее острым вопросом современной терминологии является вопрос ее фразеологизации и неоднозначности. Работа направлена на выяснение наличия и типа переноса значения компонентов в идиомах делового английского языка с именем прилагательным в качестве первого компонента фразеологизма и выявление их способности к вариациям. Объектом исследования являются фразеологические термины делового английского языка, содержащие в своей структуре начальный
адъективный компонент. Предметом исследования является тип перенося значения в компонентном составе фразеологических единиц и способность фразеологических единиц к вариациям в рамках идентичности ФЕ-термина. При изучении и анализе деловой фразеологии выделенное структурное направление использовались как макропарадигматические методы лингвистического исследования, так и непарадигматические методы и приемы языковознания. Особое значение для нашего исследования имели предложенные А. В. Куниным методика и процедуры фразеологической идентификации, методы фразеологического анализа и описания. Надежной научной базой для изучения деловой терминологии в обозначенном фразеологическом пространстве также служили следующие методы: метод структурного анализа, метод компонентного анализа, метод одномерного моделирования фразеологии. В исследовании использовались и другие методы: методы анализа дефиниций одноязычных и толковых словарей и методы квантитативного анализа. В результате исследования были выявлены два подтипа переосмысления компонентов в ФЕ-терминах и для их наименований, соответственно, в метаязык фразеологии были введены два термина.

Ключевые слова: деловая терминология, фразеологические термины, компонент, прилагательное, перенос значения, вариативность.

**Introduction**

The most pressing issue of modern terminology is the issue of its phraseologization and ambiguity [Kulikova, 2009; Fedulenkova, 2021a]. The object of the study is business English phraseological terms, containing the Adjective as the first component of the phraseological unit, that were extracted from a number of modern dictionaries of business, banking and finance. The subject of the research is (a) to find out the PU-terms that were formed on the basis of full transfer of component meaning, (b) to find out the PU-terms that were formed on the basis of partial transfer of component meaning and (c) to fix the percentage interrelationship between both the groups of terminology of phraseological nature.

To achieve the research target a number of innovative ideas in the sphere of phraseological and terminological theories and methods were employed in the process, namely: a) Alexander V. Kunin's method of phraseological identification [Kunin, 1996], that makes it possible to adequately identify a phraseological unit and describe its place in the system under study, taking into account the asymmetry inherent in this linguistic sign; b) Vladimir M. Leichik's terminological theory [Leichik, 2009], that helps to specify terminological word combinations; c) Vladimir D. Arakin's idea on modelling a two-component word combination [Arakin, [1979]2005]; d) Anthony Paul Cowie's idea on contextual phraseological studies [Cowie-
ie, 1998, p. 210; 2000]. Besides, the idea of the corpus compilation method was partly borrowed from Attapol Khamkhien and Sue Wharton [Khamkhien & Wharton, 2020] as well as some other new methods in phraseological studies were referred to [Simpson-Vlach & Ellis, 2010].

The issue of importance is to point out that the study is also motivated by urgent pragmatic needs for preparing business vocabulary for the ESP classroom (Tangpijaikul, 2014; Fedulenkova, 2021b], taking into consideration: a) the so-called ‘holistic’ nature of ‘formulaic language’ [Siyanova-Chanturina, 2015; Wood, 2015], b) the academic requirements in developing Business English competences [Ayto, 1999, p. 3–10; Siegel & Shim, 2005, p. 6], c) the study of key concepts in information and communication technology [Cartwright, 2005] with the view of their modelling and pragmatic functions [Fedulenkova, 2016].

**Set expressions vs Phraseology**

In the process of extracting linguistic material from business dictionaries, that is relevant for research, the attention is paid to the fact that among the required adjectival business terms there are numerous two-component phrases with the structure “adjunct + kernel”, or A + K (for more details see [Arakin, 1979, p. 149], that do not have any signs of semantic transformation, i.e. they are used in their original meaning, cf.: (a) *economic forces* — those environmental *forces* which determine the *economic* environment and so directly influence total demand (PDM, p. 78), (b) *corporate advertising* — a form of *advertising* that covers the *corporate* vision, core values and organizational culture of an organization (PDM, p. 55), (c) *fast food* — a *food* that is delivered to the customer *fast* and is normally considered inexpensive and has the ability to be eaten at the consumer’s convenience either in a serviced restaurant area or as takeaway meal (PDM, p. 92).

Both lexemes, that are repeated in the three definitions above, indicate directly to the absence of meaning transfer in the terminological word combinations under analysis which shows that the terms are free of any phraseological meaning\(^1\). The corpora contexts maintain and clarify regular use of the terms in those very meanings as indicated in the given definitions, cf.:

(a) # The equilibrium level of national income # In the microeconomic market for a single good, an equilibrium is said to exist

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\(^1\) The term was introduced by A. V. Kunin in 1964 in his Doctoral Habilitation Dissertation.
when the demand for the good is equal to the supply of it. Similarly, in macroeconomics, we can say that the equilibrium level of national income has been reached when there are no economic forces operating to change the level of national income. This occurs when the total demand for all goods and services (aggregate demand) is equal to the total supply of these goods and services (aggregate supply). (BNC)

(b) While a few programs are great at getting funds, not every program is as good, thus there is a poor distribution of good programs in all places where they are needed. # I spent 17 years doing corporate advertising for a large retail store. We sent out 3 waves of advertising to 20 million people in 40 states telling potential customers that we had stoves, clothes, tires and other merchandise they wanted in one of 400 stores that we operated. We also spent millions of dollars in making sure we had the right merchandise in those stores, well trained people, and that the stores were in the right locations. # (COCA)

(c) A small investment of time, energy and imagination in improving the environment of the dining hall could pay big dividends. No matter what sort of accommodation is available for school meals it should be possible to make it more appealing. The <…> budget cannot match the sort of investment that the fast food marketing chains make but, in promoting healthy eating, we can copy the best of their relatively inexpensive marketing and presentation techniques and use them to our advantage. (BNC)

Such two-component terminology of non-phraseological character is taken into account in two cases: 1) in the process of collecting of the language material for the analysis and 2) in quantitative evaluations of terminological lexicon in general. The more so, the initial target of the research in the field of business terminology is to differentiate variable word combinations and set expressions, on the one hand, and phraseology, i.e. phraseomatic and phraseological units and idioms, on the other hand. To achieve that purpose we appeal to the definitions given in the corresponding business dictionary entries.

To begin with, let us turn, for instance, to such word combinations as blue chip, soft landing, white elephant, heavy hitter, golden parachute, fat cat that might be quite common in everyday speech and on the surface they seem to be variable ones maintaining their inherent systematic language paradigms (as in the sets: blue chip, brown chip, yellow chip; soft landing, emergency landing, hard landing; white elephant, grey elephant, huge e-
ephant; heavy hitter, strong hitter, smart hitter; golden parachute, silk parachute, new parachute; fat cat, thin cat, hungry cat, etc.). The matter is that it is only an illusory variability, as such word combinations, used as terms, cause much ambiguity in communication, which is quite an undesirable phenomenon that cannot be admitted in business.

It is the definitions of the terms that reveal their phraseological character, i.e. show the semantic transfer of the term components, when a prototypical word combination is no longer a variable string of words but a strict PU-term. That is why I appeal first to dictionary definitions to see whether I deal with a phraseological unit or with a variable combination of words, cf.:

(a) blue chip (is not a blue-coloured chip but) — STOCK EXCHANGE a share in a well-managed, successful company with a long record of paying profits to shareholders during good or bad economic conditions (LBED, p. 89);

(b) soft landing (is not a landing that is not an emergency one but) — ECONOMICS when an economy slows down after a period of fast growth, but does not go into recession (LBED, p. 294);

(c) white elephant (is not a wild animal of a white colour but) — something that is completely useless, even though it cost a lot of money: The hotel is unfinished and structurally unsound — a white elephant of epic proportions (LBED, p. 582).

Such cases of complete coincidence of variable word combination and phraseological units in form are considered to be homonyms. In that case, to differentiate common/ everyday word combinations and business-life terms it is necessary to turn to the contextual use of the latter ones, cf.:

(a) Markets are betting on such low inflation that even a moderate bump in the consumer price index will make having a partial hedge against inflation worthwhile. <...> “There’s no growth in our working-age population,” says Paulsen. The workforce participation rate remains well off its 2000 peak. And productivity has been flat for a couple of years. “Even modestly better-than-expected growth could bring inflation back,” he says. Paulsen is not alone in this thinking. While the consensus forecast among 70 economists surveyed by Blue Chip Economic Indicators is that inflation will rise just a tad above 2% next year, the five highest projections are for the consumer price index to rise around 3% next year <...>. (COCA)
(b) Right now it looks like the European recession will be a mild one that they can shake off within a year. And with that the US economy can continue on its current course. However, if conditions get worse, or their debt crisis devolves further, then their troubles will have negative effects on our economy and stock market. #3) China **Soft Landing**: No large economy can continue to grow at 10%+ a year. So we all know that the Chinese economy has to cool down. The government has targeted growth at 7.5% this year as part of the **soft landing** process. (COCA)

(c) A President with limited experience in politics, none at all in foreign affairs and a tilted view of America and it’s people was now in the hot seat and expected to make all things well again. He simply didn’t have any reasonable plan to make things better, so he cast the blame for his ineptness on <…> Bush and a claim of “inheriting” the financial **white elephant** that would eventually be his main excuse for everything. (COCA)

Especially misleading here are PU-terms with the name of the colour as the adjectival component: **blue collar, white collar, pink collar, yellow pages, pink pages, pink sheets, red ink, red tape, black knight, grey knight, white knight, grey goods, grey pound, green shoe, green book**, etc. To avoid the ambiguity one is to look up the expression in a special dictionary or to look for a business context.

**Idioms**

The idioms are not numerous among the business terms: the structural-semantic analysis of the terminology under study brings about 3% of PU-terms. I maintain, after Alexander V. Kunin, that idioms are phraseological units of the highest level of abstraction [Kunin, 1996, p. 159], i.e. one can never guess the meaning of the whole word combination even if one knows the original meanings of its separate components.

If one comes across such word combinations as short squeeze, blanket coverage, one is not only puzzled about their meaning but is hardly ever able to guess that they are terms functioning in the spheres of finance and marketing. And as to such an expression as Digital Darwinism, one might perhaps guess only its belonging to terminology in general, to say nothing of its belonging to the sphere of business terminology, and its actual PU-term meaning remains vague. Let us look the PU-terms up:

(a) **short squeeze** — FINANCE a situation in which a lot of short sellers are trying to buy the shares they need to deliver, causing prices
to rise: A short squeeze forces short sellers to pay escalating prices to replace their borrowed positions (LBED, p. 498);

(b) blanket\(^2\) coverage — MARKETING advertising without prior selection of a specific target audience (PDM, p. 26);

(c) Digital Darwinism — INTERNET COMMERCE the Internet commerce philosophy that suggests that the development of Internet businesses is governed by the same basic principles as Darwin’s theory of evolution and that those that adapt the most effectively to their environment will be the most successful (PDM, p. 96); etc.

To see the exact meaning of the PU-terms under discussion, let us illustrate their use with the following corpora contexts:

(a) # Borrowing will stay weak. It’s uneconomic, he says, to borrow at 6% when the economy is only growing at 4% to 5%. Dalio bases his 4% to 5% number on 3% inflation and only 1% to 2% real growth. # Yield-minded investors, lacking fixed-income alternatives, will move more heavily into longer maturities which sport higher rates. # Likewise, he thinks 30-year T-bonds could benefit from a short squeeze. That is, bettors on lower bond prices, in the face of rising prices, could be forced to cover their positions — driving prices even higher. # (COCA)

(b) The kind of money that the Russians need is far greater than what’s been offered here. The Russians talk about needing $100 billion, and they’re only getting a billion here. As for Yeltsin himself, publicity — I don’t think he’s getting an awful lot back home. Newspapers like Pravda, in fact, are boycotting this visit as a sign of their opposition to him. And even if there were blanket coverage in Russia, most Russians aren’t watching and don’t really care. I think what Yeltsin is mostly interested in is establishing a relationship with President Clinton. It was no secret that the Russians were sorry to see George Bush go. They were used to him, they respected him, and they weren’t sure what they were getting into with Bill Clinton. (COCA)

(c) Remember, customers are not looking to build a community with your company simply because they can. Community rules require the cultivation of affinity and belonging through relevance, empathy and the consistent delivery of tangible and intangible benefits. # Companies must now be engaging and worthy of connection

\(^2\) blanket — adjective affecting or aimed at everyone or everything equally <…> (MED, p. 131).
now and over time. And more importantly, businesses must embrace a culture of change to become adaptive and survive **Digital Darwinism**. Social media will not save business, but it will challenge them to evolve, to adapt... to do better. # (COCA)

Though idiomatic terminology is not abundant in business English as a system and embraces only about 3% of PU-terms, it is rather frequent in business discourse as it is proved by the corpora contexts. Consequently, while teaching ESP it is very important to develop the students’ skills in how to recognize idioms among terminology and how to differentiate idiomatic PU-terms and non-idiomatic ones, i.e. to develop competences of high pragmatic value [Fedulenkova, 2019].

**Partial explicit meaning transfer**

The research reveals that a number of terms under study are characterized by a partial meaning transfer when at least one component retains its original meaning, as in the term *floating currency* that has the meaning of a currency whose value is allowed to change in relation to other currencies: *The South Korean won had its first day as a fully floating currency yesterday, increasing its value against the US dollar*’ (LBED, p. 128), and that functions in the field of FINANCE, e.g.:

Meanwhile full developed countries investigate and produce new electricity storage technology, new materials, cheaper electric cars, Rare Earth supply vs. replacement, etc. # Its only half price because of exchange rate manipulation. Countries with free markets should introduce blanket tariffs against all those countries that do not have a freely *floating currency* and free movement of capital. It’s called a level playing field. # “The ‘free market’ does exist! The USA is the greatest example of that.” I can not agree with that statement. (COCA)

In two-component terms (like those above), it is the first component that undergoes a meaning transfer — *green, backward, commercial*. As to the second component of the PU-term, it usually retains its initial meaning, which is proved by the repetition of that very component in the definition wording of the corresponding PU-term, cf.:

(a) *green marketing* — a form of *marketing* in which particular attention is given to products and packaging that are biodegradable, sustainable and/or recyclable (PDM, p. 106);

(b) *backward integration* — a form of vertical *integration* that involves the purchase of suppliers and/or their supply chain in order to reduce dependency (PDM, p. 20);
(c) **commercial break** — scheduled **break** in television or radio programming for the insertion of advertisements (PDM, p. 46);

Numerous samples of corpora contextual use — up to 18,525 contexts are available in the corpora—is a reliable evidence of the meaning stability in the kernel PU-term component. Let me cite at least some of them, cf.:

(a) Some businesses, for instance, have already been criticized for responding to consumer interest in the environment by labeling their plastic products as “biodegradable”. A plastic product may disintegrate into its components when exposed to sunlight, but this does nothing for most plastic, which ends up buried in a landfill. And even if it degrades in a landfill, says William Rathje, a University of Arizona anthropologist, it merely degrades into smaller pieces of plastic; the total volume of plastic does not change at all. <…>. The biggest problem with **green marketing**, however, is that it’s difficult to identify whether a product is environmentally friendly. (COCA)

(b) Producers could likewise invest in production facilities knowing that a guaranteed market was available and accessible. Also, once gas was dedicated to individual interstate pipelines, it could not move to other uses unless the gas contract was abandoned with Federal Power Commission approval. # In this environment, **backward integration** was useful to “anchor” a new field and provide the impetus for initial entry by a pipeline, but complete integration was neither necessary nor feasible to ensure effective utilization of the pipeline’s assets. (COCA)

(c) With those deleted for the DVD, each episode runs only 42 minutes. And, because the producers want you to remember what happened before each **commercial break** (short-term memory loss? <…>), they rehash what came earlier after each of the six commercial breaks. As you will see by other reviews of both seasons, this is the biggest gripe both others and myself have with this series. (COCA)

The contexts makes evident the actualization of the meaning transfer in the adjectival PU-term components, correspondingly: **maintaining recycle**, reducing dependency, advertising / marketing-biased. The quantitative analysis reveals that PU-terms based on partial explicit meaning transfer make up about 34% of the total number of language units under study.
Partial implicit meaning transfer

Alongside the PU-terms that are based on partial explicit meaning transfer the research reveals a number of PU-terms that might be characterized as having partial implicit meaning transfer. We deal with partial implicit meaning transfer in the component structure of a business PU-term when the definition of this term contains the word that is synonymous to one of its components, or when a defining word belongs to the same thematic field of at least a single component in the PU-term, cf.:

(a) **economic life** — the **period** during which a machine or device works economically or profitably (PDM, p. 79);

(b) **conspicuous consumption** — term developed by the US sociologist Thorstein Veblen in 1899 in his book *The Theory of the Leisure Class* to define activity by the ‘nouveau riche’ who made purchases to influence upper-class families and individuals (PDM, p. 49);

(c) **aerial advertising** — a **persuasive message** in the air, e.g. a streamer behind an aeroplane or a slogan on a hot-air balloon (PDM, p. 11); etc.

And again we appeal to corpora contexts to strengthen the arguments in favor of phraseological status of the business English terms under study, cf.:

(a) <…> the contained water dilutes acid; a lot of the fluid you obtained would be water; and if your theory actually worked “collapsed” pores would equate to zero permeability / porosity in the <void> of the well bore. # If you really wanted to try to improve the oil cut you could try a “polymer job”, but that approach wouldn’t get you a thousand barrel a day well water free well by any stretch of the imagination. <…>, my limited experience with polymer treatments has not been good, but they are in certain instances very useful in extending the **economic life** of a well. # (COCA)

(b) In evolutionary terms, this is called costly signaling. Men are signaling that they are still viable mates. # So, why do men buy Corvettes? Because women are attracted to high-status products. # First, researchers in the Netherlands found that simply reminding men of mating opportunities (by showing them pictures of attractive women) increased their desire for status goods. When men want to mate with attractive women, they think of buying things which display their mate value. # Second, researchers in
Montreal found that when men engage in conspicuous consumption — when they buy the Corvette — they actually experience a surge of testosterone (interested readers might wish to check out Dr. Saad’s <…> blog entry where <…>). (COCA)

(c) # The pilot suffered serious burns and was taken to a local hospital via a medical helicopter, the Washington County Sheriff’s Office told the Associated Press. # The blimp, which was showing an advertisement for PenFed, was being operated by AirSign, an aerial advertising firm, according to the Milwaukee Journal Sentinel. # “According to local authorities, a commercial blimp that PenFed Credit Union was advertising on crashed in an open field approximately a half mile from the Erin Hills golf course at approximately 11:15 a.m. <…>,” PenFed wrote in a statement. (COCA)

The quantitative analysis reveals that PU-terms based on partial implicit meaning transfer make up about 31% of the total number of language units under study. I would like to emphasize once again that partial implicit meaning transfer is characteristic for those business terms under study that reveal the partial semantic change in their components non-directly but in a round-about way (through synonymic and thematic chains), i.e. the word-components are not repeated in the PU-terms dictionary definitions. In other words, the semantic transference might be qualified as non-evident. That debatable point is welcome to be discussed on specially reserved paged of peer-reviewed linguistic journals.

A tendency to lexical variability

The PU-terms under study reveal a tendency to variability. In most cases the first component of the PU-terms, i.e. the adjectival component, or component-adjunct, undergoes variability. Irrespective of the quantity of variants they do not violate the identity of the concrete PU-term, in other words a variant do not split the PU-term into two or three new PU-terms, they present one and the same term-form with the identical meaning [Fedulenkova, 2020, p. 1476–1485].

For instance, the PU-terms floating assets and liquid assets are entered into English-Russian Banking an Economic Dictionary as follows: floating assets = liquid [Fedorov, 2004, p. 293], thus presenting them as full equivalents. The most substantial definition of the PU-term floating asset is given in Oxford Dictionary of Business and Finance, that reads as follows:
(a) **floating assets** — those assets of an organization that are constantly changing their form, circulating from cash to goods and back to cash again; cash used to purchase raw materials, which become work in progress when issued to a production department; the work in progress becomes finished goods, which once they are sold, become debtors or cash from an accounting point of view; debtors are ultimately changed into cash when they pay, thus completing the cycle (ODBM, p. 155–156).

Besides the PU-terms **liquid asset** and **current asset** are given under the same umbrella term **asset**, actually in the same entry, in *Longman Business English Dictionary* (LBED, p. 27), in the following way, cf.:

(b) **liquid asset** [usually plural] — anything that a business has that is either cash or something that can be easily turned into cash, such as money owed by customers and shares that can be easily sold: *The Swiss company has been under pressure to invest some of its liquid assets* (LBED, p. 27);

(c) **current asset** [usually plural] — money that a business has or is owed, or something that could easily be turned into money, for example raw materials and goods that have been produced but not sold: *Investment properties are now shown as current assets* (LBED, p. 27).

All the definitions for the PU-terms under consideration, found in the corresponding entries of some other business dictionaries, do not oppose each other but rather maintain them (ODFB, p. 201). The fact leads to the conclusion that the identity of the PU-terms under analysis is not broken by the variability of the adjectival component, which is evidently maintained by their contextual use, cf.:

(a) Jeffrey’s uncle, Koo Chen-fu, 74, is an adviser to the ruling Kuomintang and a central standing committee member. Jeffrey is an adviser to Premier Hau Pei-tsun. Do business in Taiwan, and you’re likely to meet the Koos — and soon, maybe here as well. — William Heuslein # CHANG YUNG-FA Flight capital, floating assets # Chang’s Evergreen Group, the world’s largest container shipper <…> (COCA)

(b) The analysis of CAMEL variables can generate an observation as to the liquidity (LIQ) reduced respectively by 20.31 %, 17.34 % and 15.42 %, indicator of potential liquidity disruptions and weak liquid assets, notwithstanding the decrease in the average management quality ratio (MGMT) successively by 4.45 %, 3.79 % and
3.43%, specifying that banks have restricted their spending, while the decrease of profitability economic assets (ROA) of 1.52%, 0.43% and 0.09% highlight the impact of the crisis on economic performance. (COCA)

(c) The company or its principals have engaged in real estate investment activities on behalf of investors, partners or for its own account across a portfolio of assets that has included 39 million square feet of office projects and 19,000 multifamily units with a cumulative transaction volume in excess of $10 billion. M-M Properties’ current assets under management total approximately $1.5 billion owned in separate joint ventures with several investment partners and includes six million square feet of office properties that are self-managed. (COCA)

To make the picture of variability more vivid, one more pair of lexical variants may be presented by the PU-terms with variable adjectival components — floating rate and variable rate. This is the way they are defined in the dictionary entries:

(a) **floating rate** also **variable rate** — FINANCE BANKING an interest rate that can change during the life of the loan: *CB is trying to substitute floating rate for fixed rate mortgages in France* (LBED, p. 441);

(b) **variable rate** — another name for floating rate (LBED, p. 441).

The identity of the varied PU-terms may be maintained by the following contextual use:

(a) # An interest rate swap is a commonly used derivative where one party agrees to pay a fixed interest rate in return for receiving a **floating rate** from another party, or vice versa. In effect, you pay the installments on my loan and I’ll pay the installments on your loan. # Why should anyone want to do this? The reasons are numerous and complex. But generally it has to do with liquidity. (COCA)

(b) If, while you held the bonds, interest rates on the 5-year securities rose to 10%, you would have received 8.5%. This changing amount of interest you receive is called a **variable rate** and offers real advantages. If inflation heats up, college costs will rise more rapidly but so will the interest on the bonds. In addition, the government guarantees a minimum return on savings bonds held five years; currently this floor is 6%. # (COCA)
Thus, lexical variability of the adjectival components, used in the position of the adjunct in the PU-terms, does not break the PU-term identity retaining the phraseological status of the PU-terms under analysis. Besides lexical variability of the adjectival components testifies to the fact the PU-terms under study have a lower level of abstraction.

**Conclusions**

The aim of the research is achieved, and the research results in the following issues:

1. The quantity of the business English phraseological terms containing the Adjective as the adjunct PU-term component was found out and classified according to the type of semantic transfer (total — 252 PU-terms).

2. The two sub-types of partial meaning transfer in PU-terms were found out and, to name them, correspondingly, two terms were introduced into metalanguage of phraseology, namely: a) *partial explicit meaning transfer*, and b) *partial implicit meaning transfer*.

3. The percentage relation among business terms of different phraseological and phraseomatic types was established:
   - a) set expressions make up 32% of the total number of language units studied;
   - b) idioms make up 3% of the total number of language units studied;
   - c) PU-terms characterized by partial explicit meaning transfer make up 34% of the total number of language units studied;
   - d) PU-terms characterized by partial implicit meaning transfer make up 31% of the total number of language units studied.

The results of the research are expected to be used in compiling a manual on teaching business English in LSP classrooms. The nearest perspective for the research is seen in the quantitative analysis of PU-terms paradigmatic relations in the system of the English language with the view of storing up and grouping data for typological classification of business terminology having phraseological background.

**Sources**


References


**Dictionaries**


**Conventional abbreviations adopted in the paper**

PU-terms — terms of phraseological character = terms-phraseologisms

LSP — language for special purpose