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# MARKETING TERMINOLOGY THESAURUS: THE *COMPETITION* SEGMENT

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**Abstract:** This paper presents the results of applying contemporary scientific methodologies of Free Associative Experiment and Semantics of Lingual Networks to the analysis of the concept COMPETITION instantiated in marketing terminology. It aims at singling out its thematic components in order to compile an English-Ukrainian-Russian thesaurus of marketing terminology. The research will also facilitate capturing the concept by Business English learners.

**Key words:** thesaurus, free associative experiment, semantics of lingual networks, marketing terminology, competition, concept.

## **1. Introduction**

Compiling thematically arranged terminological thesauri is one of the topical tasks of lexicography. The methodology of conceptual analysis applied in cognitive linguistics aims at modelling different conceptual spaces, which contributes into optimizing the process of compiling thesauri. In solving this problem, modern cognitive linguistics applies logically built conceptual models. The paper sets forth the principles of compiling a terminological thesaurus underpinned with the conceptual model of **COMPETITION**.

Contemporary methodologies applied in cognitive linguistics contribute to professional competence of students whose future job is connected with teaching

foreign languages as well as that of interpreters, translators, marketers, and entrepreneurs. In the paper, we rely on the methodology of corpus studies that integrates insights of Free Associative Experiment (FAE) (Леонтьев 1999) and Semantics of Lingual Networks (SLN) (Жаботинская 2011; 2013; Zhabotynska 2010) applied in analysing the concept **COMPETITION** that underlies an important segment of marketing terminology. The research pursues the interdisciplinary approach that may be integrated both into teaching Business English and Marketing.

The **aim** of the paper is to demonstrate how to apply FAE and SLN in compiling a terminological thesaurus. To achieve this aim, the following objectives have been set forth:

- to clarify the principles of compiling a thesaurus;
- to reveal the content of the concept **COMPETITION** in marketing terminology;
- to determine structural features of collocations with the lexemes *competition*, *rivalry*, *battle*, *fight*, and *attack*;
- to suggest a semantic stratification of the collocations under study;
- to compile a thesaurus of the analysed collocations with the lexemes *competition*, *rivalry*, *battle*, *fight*, and *attack*;
- to measure the degree of prominence of different sections of the conceptual matrix model offered.

This research is the first study to apply the methodology of conceptual analysis to thematic stratification of English collocations underpinned with the concept **COMPETITION** and to compile the English-Ukrainian-Russian thesaurus of marketing terminology. The collocations under study have a variety of meanings, which suggests that the concept **COMPETITION** is a conceptual subdomain structured into several parcels, which are defined as "informational foci within a subdomain" (Жаботинская 2009: 77). Each subdomain consists of thematic parcels and subparcels that contain concepts verbalized by substantive, verbal, prepositional, and predicative collocations (Радченко 2012).

## 2. Material and methods

### 2.1 *The method of Free Associative Experiment*

The study takes into consideration the results of FAE conducted with 230 respondents, aged 17 through 22, students of the Department of Economics majoring in marketing and studying the marketing terminology in English.

FAE is applied in teaching foreign languages not only to learning new words in a foreign language but also to the study of bilingualism and monolingualism that are of great importance in compiling terminological thesauri.

The reason why FAE has gained popularity is because investigation of associative fields allows one to explore elements of consciousness, systems of images, motifs and assessments, semantic and grammatical relationships in the verbal memory of an individual, other fragments of language and speech knowledge (Петренко 2005: 6).

FAE allows a researcher to build an associative field that has its own structure, in which the **core** (the most frequent reactions) and the **periphery** (Караулов 1995; Стернин 2007) are distinguished. Therefore, the core embraces the main meanings of linguistic expressions that come to mind first and are acquired first by learners.

### 2.2 *The method of Semantics of Lingual Networks*

In our research, we also use the SLN methodology based on frame semantics (Bara 2010; Manerko 2016: 157-158; Minsky 1988; Prihodko 2016; Wendland 2010), cognitive grammar (Langacker 1987), conceptual analysis (Davydyuk et al. 2016; Halych 2018; Kövesces 2018; Prihodko et al. 2018; Uberman 2018) and developed by Zhabotinskaya (Жаботинская 2011; 2013; 2018).

The SLN methodology developed for conceptual analysis of linguistic meanings uses basic propositions for constructing conceptual networks. Such basic propositional schemas represent fundamental categories of thought and provide a highly schematic

arrangement of information about things in the experiential world (Жаботинская 2009). The SLN hierarchy is explained in the following way (Zhabotynska 2010: 75):

*Conceptual models are represented by multidimensional "networks-in-the-network" structures that consist of the whole conceptual sphere of a concept with its own network of domains; each domain is a network of parcels; and each parcel includes synonymous/antonymous concepts, the content of which is similarly arranged as a network of properties. At each of these dimensions, evolving in-depth, the networks are structured by a limited set of iterative propositional schemas that belong to five "basic frames" – the Thing, Action, Possession, Identification and Comparison frames.*

SLN is a theoretical conception the propositions of which are applied to the analysis of diverse linguistic data.

### *2.3 The thesaurus of marketing terminology*

The problem of planning and constructing thesauri was explored by Aitchison, Gilchrist, Bawden (Aitchison et al. 2005), Bally (Balli 1955), Broughton (2006), Dextre, Stella (Dextre et al. 2016), Karaulov (Караулов 1981), Morkovkin (Морковкин 1970), White (2016), and others. According to the Commonwealth Scientific and Industrial Research Organisation, a **thesaurus** is "a controlled and structured vocabulary in which concepts are represented by terms, organised so that relationships between concepts are made explicit, and preferred terms are accompanied by lead-in entries for synonyms or quasi-synonyms" (Commonwealth Scientific and Industrial Research Organisation, *s.a.*). Karaulov defines a thesaurus as a semantic dictionary with the arranged list of terms that reflect human knowledge inside some field; it keeps the list of concepts together with their interpretations and relationships (Караулов 1981: 220).

**A terminological thesaurus** represents a cognitive model of some field of human activity, containing all the information about specific items of professional language; it is characterized by informativity, monosemanticity, accuracy, and expressive neutrality. I meet all these demands in constructing the model of the English-Ukrainian-Russian thesaurus of marketing terminology, in particular, systematizing collocations that verbalize the concept **COMPETITION**.

Marketing takes a special place among realities that have become a characteristic feature of modern business. **Marketing terminology**, as represented by a set of notions and processes of marketing activity studied by marketing as a science, has become the object-matter of numerous studies (Радченко 2018; Danilchuk 2018; Epure et al. 2019;). It was shown that collocations that specify already existing concepts and serve to name new ones prevail in the up-to-date terminologies, their share being up to 70% (Симошенко 2000: 631). Such collocations are widespread in English terminology of marketing, where they make up to 72% (Гутиряк 1999: 8), and in Ukrainian terminology of marketing, where they approach 60% (Шапран 2005: 1).

### **3. Research results**

#### *3.1 The word "competition": Frequency of use*

According to the Collins dictionary, the word *competition* is very common in English and is one of the 4000 most frequently used words. The tendency for using this word has shown a stable increase over the past 300 years:

- 1) it started with 0.63 points in 1708 and became 10 times more frequent in 2008 with 11.39 points;
- 2) in the past 50 years considered in the dictionary (from 1958 to 2008), its use increased twofold;
- 3) in the past 10 years considered in the dictionary (1998-2008), the dynamic of growth is 1.3 times (from 8.6 points to 11.39 points) (Collins dictionary, *s.a.*).

Such trends indicate that the word is one of quite frequently used words in English and its numerous meanings are applied now in diverse spheres of human activities: sport, business, marketing, management, psychology, ecology, etc.

#### *3.2 Competition: Dictionary definition*

The 4<sup>th</sup> edition of Webster's new world college dictionary gives the following definitions of the word *competition*:

- 1) the act of competing; rivalry;

- 2) a contest, or match;
- 3) official participation in organized sport;
- 4) opposition, or effective opposition, in a contest or match;
- 5) rivalry in business, as for customers or markets;
- 6) the person or persons against whom one competes;
- 7) *ecology* the struggle among individual organisms for food, water, space, etc. when the available supply is limited (*s.a.*).

### *3.3 Competition: Definition in marketing*

As the paper concerns the concept **COMPETITION** verbalized in marketing terminology, one has to consider its specialized definition. **Competition** is "the rivalry among sellers trying to achieve such goals as increasing profits, market share, and sales volume by varying the elements of the marketing mix: price, product, distribution and promotion" (Common language marketing dictionary, *s.a.*). It means that market competition penetrates the whole sphere of marketing as it deals with the key concepts of price, product, distribution, and promotion, thus it is ubiquitous in marketing.

It is very important for marketers to know and understand their competitors, as it is a critical step in designing a successful marketing strategy. If they are not aware of who the competitors are and are not knowledgeable about their strengths and weaknesses, other firms are likely to enter the market and provide a competitive advantage, such as product offerings at lower prices or value added benefits. Identifying the competition and staying informed about their products and services is the key to remain competitive in the market and it is crucial to the survival of any business. That is why the concept **COMPETITION** is often instantiated in English marketing terminology, being verbalized in numerous collocations.

### *3.4 Concept **COMPETITION**: Results of Free Associative Experiment*

The FAE methodology allowed me to elicit the following associations of the concept **COMPETITION** (the figures in brackets show the frequency of use):

- ✓ *tough / stiff / severe* competition (29);
- ✓ *cut-throat / keen / hot* competition (25);
- ✓ *rivalry* (20);
- ✓ *competition motivates* (17);
- ✓ *to fuel* competition (16);
- ✓ *strong* competition (15);
- ✓ *unfair / dishonest* competition (14);
- ✓ *to stand* competition (13);
- ✓ *competition affects* (12);
- ✓ *honest / fair* competition (11);
- ✓ *to be in* competition (9);
- ✓ *intense* competition (8);
- ✓ *to meet* competition (8);
- ✓ *to face* competition (7);
- ✓ *to win* competition (7);
- ✓ *competition grows* (6);
- ✓ *to meet with* competition (4);
- ✓ *active* competition (3);
- ✓ *weak / low* competition (2);
- ✓ *direct* competition (2);
- ✓ *market* competition (1);
- ✓ *international* competition (1).

The results above are listed in accordance with the frequency of associations that accompany the concept **COMPETITION**. For a better grasp of the content of the concept, these data call for systematization. The results obtained by applying FAE show that there are four main thematic groups:

- **Strong rivalry** (128): *tough / stiff / severe* (29), *cut-throat / keen / hot* (25), *rivalry* (20), *strong* (15), *to stand* (13), *honest / fair* (11), *intense* (8), *to win* (7);

- **Operations of competition** (82): *motivates* (17), *to fuel* (16), *affects* (12), *to meet* (8), *to be in* (9), *to face* (7), *grows* (6), *to meet with* (4), *active* (3);
- **Weak rivalry** (16): *unfair / dishonest* (14), *weak / low* (2);
- **Kinds of competition** (4): *direct* (2), *market* (1), *international* (1).

Table 1 shows the results of FAE in figures, where the semantic cluster of collocations verbalizing the concept **COMPETITION** includes such components as "strong rivalry", "operations of competition", "weak rivalry", and "kinds of competition".

Table 1. Thematic parcels of the COMPETITION subdomain:  
The data of Free Associative Experiment

Thematic parcel	Per cent of collocations	Examples of collocations
Strong rivalry	56%	<i>tough competition</i> <i>hot competition</i>
Operations of competition	35%	<i>competition motivates</i> <i>to fuel competition</i>
Weak rivalry	7%	<i>unfair competition</i> <i>dishonest competition</i>
Kinds of competition	2%	<i>market competition</i> <i>international competition</i>

The component "strong rivalry" (56%) is the core of the associative field while the rest form its periphery. In fact, the number of such components may be larger. In other words, the content of the concept **COMPETITION** may be represented in the form of layers revealed with the help of both psycholinguistic and conceptual analyses.

### 3.5 Concept **COMPETITION** as a subdomain of the **MARKETING** conceptual domain

Having applied the SLN methodology for singling out the main concepts of the marketing terminology, I found out that:

- a) **MARKETING** as the conceptual domain has 11 key subdomains: (1) **COMPANY**, (2) **PRODUCT**, (3) **DISTRIBUTION**, (4) **STRATEGY**, (5) **PROMOTION**, (6) **CONSUMER**, (7) **NEEDS**, (8) **RESEARCH**, (9) **MARKET**,

(10) PRICE, and (11) COMPETITION. Here is the model of the network of MARKETING as a conceptual domain (see Fig. 1).

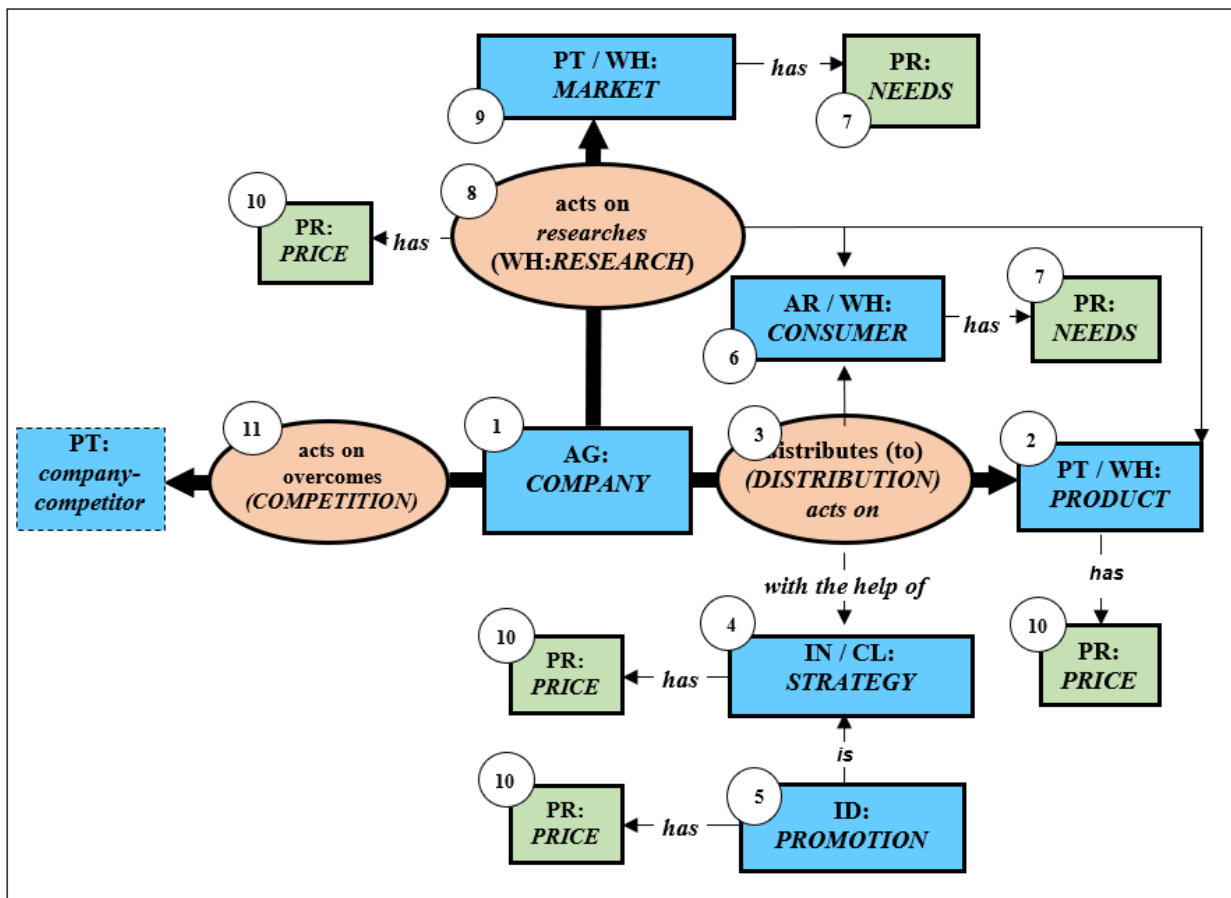


Figure 1. MARKETING as a conceptual domain: The network model

- b) These subdomains differ in the degree of complexity depending on the number of parcels, subparcels, and concepts that constitute them, e.g., the STRATEGY subdomain consists of 21 concepts while the COMPETITION subdomain contains five concepts.
- c) Each parcel is represented by some close concepts that are denoted by a term, e.g., the parcel COMPETITION is represented by four concepts **COMPETITION**, **RIVALRY**, **BATTLE**, and **FIGHT** verbalized in the terms *competition*, *rivalry*, *battle*, and *fight*.

- d) The connection between the subdomains of the entire conceptual domain as well as between the parcels within each subdomain is determined by conducting the combinatorial analysis of the propositions that make the basic frames.
- e) The given abbreviations denote the following: AG – Agent, PT – Patient, WH – Whole, PR – Part, ID – Identifier, CL – Classifier, IN – Instrument, AR – addressee.

The model of the conceptual domain is represented by the "outer" network of subdomains connected with one another; each subdomain has its own "inner" network of concepts. The outer network is underpinned with three action schemas of contact activity. Their integration is possible because of a common agent, which is COMPANY. Three action schemas represent its actions: COMPANY sells (DISTRIBUTES) PRODUCT to CONSUMER, using for this end some STRATEGY; in order to succeed in its marketing activity, COMPANY RESEARCHES (or analyses) PRODUCT, CONSUMER, and MARKET; while distributing a product, COMPANY tries to overcome another company – its COMPETITOR:

- Contact action schema (1)

AG-agent (*company*) affects (*distributes*) PT-patient (*product*) to AR-addressee (*consumer*) with the help of IN-instrument (*strategy*);

- Contact action schema (2)

AG-agent (*company*) affects (*researches*) PT-patient (*product*), (*consumer*) / (*market*);

- Contact action schema (3)

AG-agent (*company*) affects (overcomes) PT-patient (*competitor-company*).

Contact action schema 1 joins an identification schema: STRATEGY as an instrument in product distributing becomes the classifier-type one that contains the identifier-kind PROMOTION:

- classification schema

ID-identifier/kind (*promotion*) is CL-classifier/type (*strategy*).

Besides, contact action schemas 1 and 2 as well as the identification schema join possession schemas represented in two versions: a) the wholes, which are CONSUMER and MARKET with their NEEDS as a part; b) the wholes, which are PRODUCT, STRATEGY, PROMOTION, and RESEARCH that have PRICE as a part:

- possession schema (1)

WH-whole (*consumer, market*) has PR-part (*needs*);

- possession schema (2)

WH-whole (*product, strategy, promotion, research*) has PR-part (*price*).

The thing and action subdomains given in rectangular and oval frames respectively (see Fig. 1) that constitute the MARKETING conceptual domain are further structured into inner networks specified by the concepts represented in the parcel.

The model of the MARKETING conceptual domain built in accordance with the "networks-in-the-networks" principle becomes the basis for the English-Ukrainian-Russian terminological thesaurus where the terms are organized on the basis of universal conceptual models. Every subdomain contains its parcels; the ties between them are represented by the network that is formed by the propositions of the basic frames.

### 3.6 Semantics of Lingual Networks: the COMPETITION subdomain

From the SLN standpoint,

- MARKETING is a **conceptual domain** as it is the entire information space. By way of example, I will demonstrate the procedure of analysing the concept **COMPETITION**

that contributes to compiling the English-Ukrainian-Russian thesaurus of marketing terminology.

- COMPETITION is a subdomain, in other words, it is the informational focus within the conceptual domain MARKETING.
- The COMPETITION subdomain consists of two **parcels** (COMPETITION and ATTACK), the informational foci within the subdomain.
- Every parcel is represented by concepts. A **concept** is a constituent of a parcel represented by one lexeme or more, e.g., *competition*, *rivalry*, *battle*, *fight*, and *attack*. These lexemes and their collocations were obtained from explanatory and translational dictionaries and texts in economics.
- In our study, the COMPETITION parcel is represented by such coreferential concepts as **COMPETITION**, **RIVALRY**, **BATTLE**, and **FIGHT**; the ATTACK parcel is formed by the concept **ATTACK**.
- In marketing, **RIVALRY** is a state, in which two companies are competing for the same thing; **BATTLE** is a competition between companies trying to win power or control; **FIGHT** is a battle of companies, especially for a particular place or position in the market; **ATTACK** is a means of competitor's pressure.
- So, the "inner" network of the COMPETITION subdomain integrates a possession schema as its concepts **COMPETITION**, **RIVALRY**, **BATTLE**, **FIGHT**, and **ATTACK** stand in part-whole relations. Here is the hierarchy of the COMPETITION subdomain (see Fig. 2).

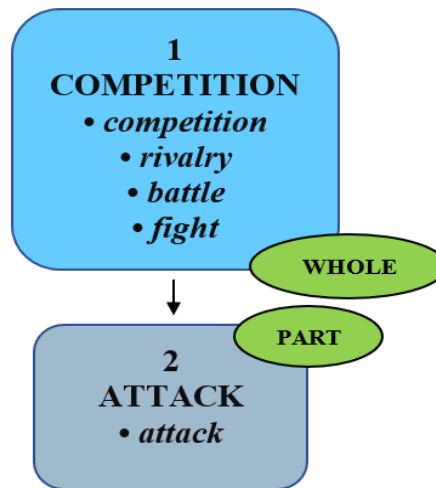


Figure 2. The possession schema of the conceptual subdomain COMPETITION

Concepts **COMPETITION**, **RIVALRY**, **BATTLE**, and **FIGHT** serve as the whole to the concept **ATTACK** as a part. The lexeme *competition* verbalizing concept **COMPETITION** is the most numerous one in our study (69%) because it has a wider sphere of usage in the terminology of marketing than *rivalry* (12%), *battle* (10%), *fight* (5%) of the whole number of collocations, and *attack* (4%) (see Fig. 3).

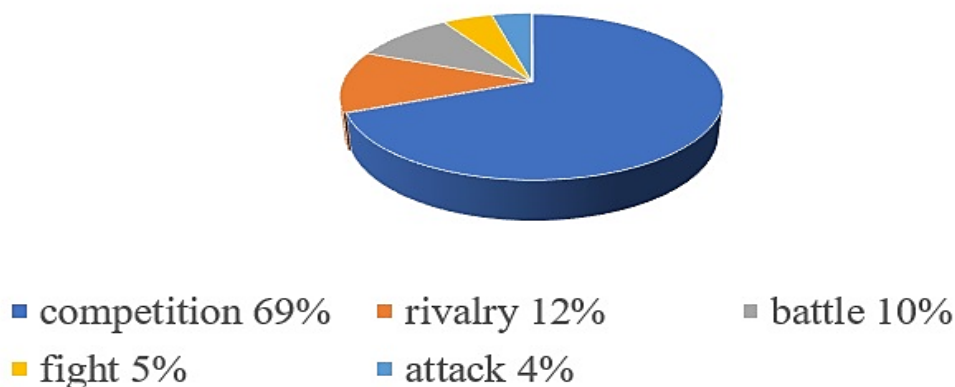


Figure 3. Lexemes *competition*, *rivalry*, *battle*, *fight*, *attack*: Frequency of usage

Besides, lexemes *competition*, *rivalry*, *battle*, *fight*, and *attack* of the **COMPETITION** subdomain differ in the number of collocations they are verbalized in, which testifies to the fact that concepts participate in terminology forming processes in varying degrees.

The parcels that constitute the COMPETITION subdomain contain the concepts that underpin the meaning of hyponymous collocations. In agreement with the data of this research, such collocations are formed according to the following models:

- A + N (*hot competition*)
- Prep + N (*in the competition*)
- N + prep + N (*strength of competition*)
- N + V/VP (*competition grows*)
- V + N (*to meet the competition*).

Syntactic structures of the collocations coordinate with the propositional schemas joined into **the network that structures a concept** where the the whole list of abbreviations looks as the following:

- AG – Agent
- PT – Patient
- AF – Affective
- FT – Factitive
- C – Cause
- CR – Causator
- CT – Content
- CN – Container
- WH – Whole
- PR – Part
- OW – Owner
- OD – Owned
- P – Place (see Fig. 4).

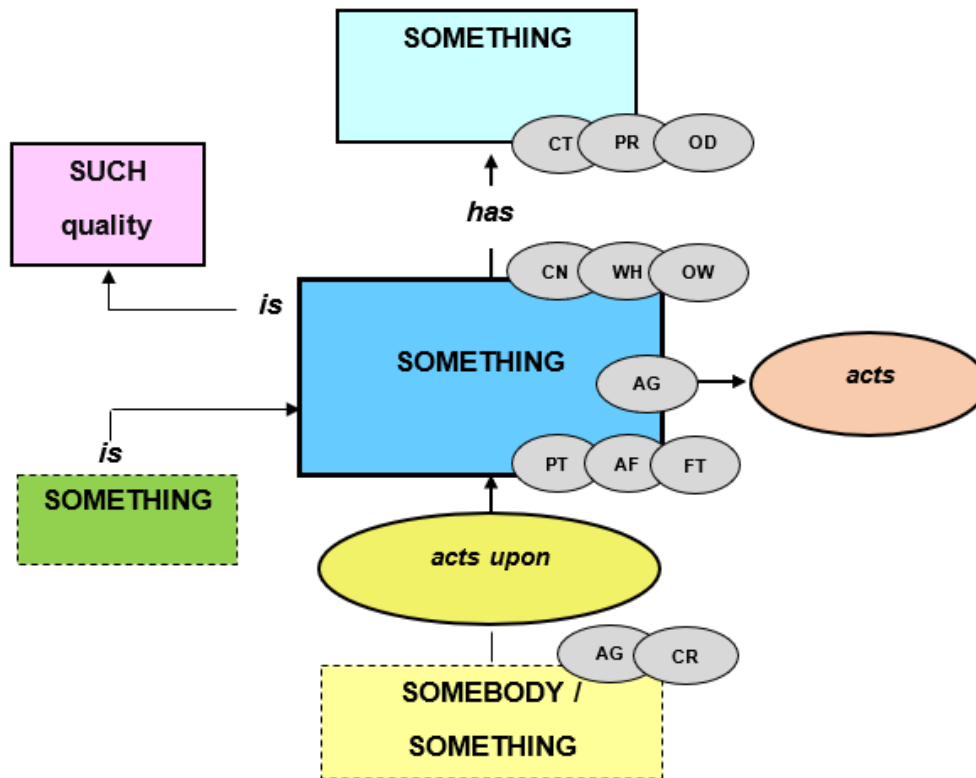


Figure 4. Model of a concept

I have found out that the conceptual network structuring the information about the analysed concept includes thing schemas (qualitative and locative), possession schemas (partitive, inclusive, and ownership), and action schemas (of state/process, contact action, and cause).

Thing schemas characterize the concept in accordance with its qualitative features; besides, they present the concept as a place that contains another concept:

- the qualitative schema: SOMETHING (concept) is SUCH (quality), e.g., *fair competition, unfair competition, brave fight, strong attack, head-to-head competition*;
- the locative schema: SOMETHING is THERE-place of existence (concept), e.g., *in the competition, in the battle*.

Possession schemas demonstrate relationships between the POSSESSOR and the POSSESSED. In the analysed collocations, the concept performs the role of the POSSESSOR and underpins the meaning of "of-phrases" where the POSSESSOR (whole, container, owner) becomes a secondary semantic focus:

- the partitive schema: WH-whole (concept) has PR-part → PR-part of WH-whole (concept), e.g., *strength of competition, risk of rivalry, weakness of competition, spirit of competition, degree of competition*;
- the inclusive schema: CT-content (concept) has CN-container → CN- container of CT-content (concept), e.g., *area of competition, field of battle, brick wall of competition*;
- the ownership schema: OW-owner (concept) has OD-owned → OD-owned of OW-owner (concept), e.g., *portfolio of the competition*.

In action schemas of state/process, the CONTACT ACTION and CAUSE concepts may perform the role of the ACTION EXECUTOR (agent), the SUBORDINATOR at whom the action is directed (patient), or the RESULT of action (factive):

- the state/process schema: AG-agent (concept) acts, e.g., *competition thrives, competition grows, competition spreads, battle continues, rivalry migrates, rivalry flares up*;
- the contact action schema (1): a) AG-agent (concept) acts on PT-patient; e.g., *competition affects smth, competition offers, competition requires, competition includes smth, competition poses threat, fight distracts*;
- the contact action schema (2): a) AG-agent acts on PT-patient (concept); e.g., *to face the fight, to pick the fight, to motivate the rivalry, to encourage rivalry, to escalate rivalry*; b) AG-agent acts on AF-affective (concept), e.g., *to destroy the competition, to revitalize the fight*;

- the cause schema: CR-causator makes FT-factitive (concept), e.g., *to build the competition, to clone the battle*.

The conceptual network that structures the content of the **COMPETITION** concept determines the main directions of term formation and results in the combinability of the lexeme with adjectives, prepositions, nouns, and verbs. Such collocations are arranged in the combinatory English-Ukrainian-Russian thesaurus of marketing terminology (Radchenko 2009; 2012; 2016). The collocations including the concept name are arranged in accordance with the kinds of conceptual features.

Figure 5 includes the following notations: ● a concept that has a qualitative feature (the qualitative schema); ▲ a concept referential to the owner of something (the possession schema); ■ the concept referential to an act (the action schema-1); ■ a concept referential to the entity, at which the action is directed (the contact action schema-2). As an example, an abridged conceptual model of the concept **COMPETITION** is given below:

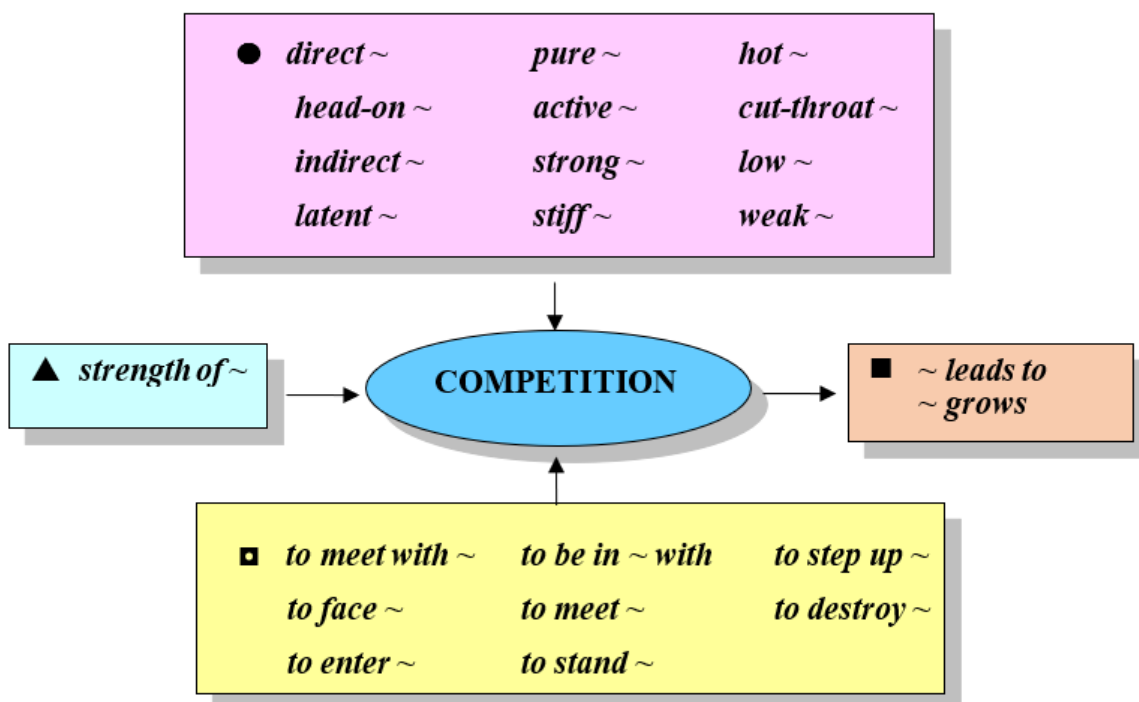


Figure 5. Abridged conceptual model of the **COMPETITION** subdomain

### 3.7 Thematic stratification of the COMPETITION subdomain

I apply the SLN methodology not only for singling out the main subdomains of the MARKETING conceptual domain and parcels, subparcels, and concepts of COMPETITION subdomain but also for thematic stratification of English collocations underpinned with the key concepts. As an example, I analyse collocations containing the concept **COMPETITION** as the most widespread in the marketing terminology (69% of the total number of concepts) and establish its thematic stratification.

Different meanings of the collocations give grounds to consider the concept **COMPETITION** as a subdomain structured by five parcels. Each parcel consists of thematic subparcels that contain concepts presented with the help of substantive, verbal, predicative, and prepositional collocations (see Fig. 6).

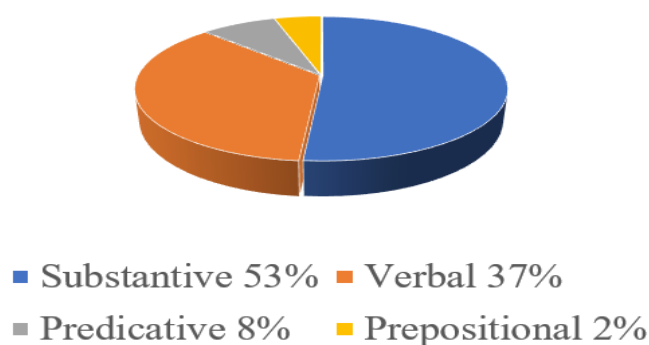


Figure 6. Lexemes *competition, rivalry, battle, fight, attack*: Types of collocations

According to the quantitative data, substantive collocations dominate, constituting 53%. It is explained by the tendency of English speakers to describe numerous kinds of competition and give assessment to it. Verbal collocations are 1.4 time more scarce than substantive ones (37%). Predicative and prepositional collocations are the least numerous ones, constituting 8% and 2% respectively. Syntactic structures of collocations coincide with propositional schemas that are further connected into a network that structures the concept **COMPETITION**.

The **COMPETITION** subdomain contains five parcels: 1) **COMPETITION AS IT IS**, 2) **DEVELOPING COMPETITION**, 3) **OPERATIONS WITH COMPETITION**,

4) INCREASING COMPETITION, 5) DECREASING COMPETITION. The greatest number of collocations belong to the COMPETITION AS IT IS parcel, which constitutes 45% of the total number of terminological collocations, which represent general characteristics and kinds of competition. The collocations that name the process of INCREASING COMPETITION, DEVELOPING COMPETITION, and DECREASING COMPETITION are almost equal in number (17%, 16%, 14% respectively), while the OPERATIONS WITH COMPETITION parcel is represented by the smallest number of collocations (see Table 2).

Table 2. Parcels of the COMPETITION subdomain:  
Instantiation in collocations

Parcels of the COMPETITION subdomain	Number of collocations	%
COMPETITION AS IT IS	100	45
INCREASING COMPETITION	39	17
DEVELOPING COMPETITION	36	16
DECREASING COMPETITION	32	14
OPERATIONS WITH COMPETITION	17	8
<b>Total</b>	<b>224</b>	<b>100</b>

The parcels mentioned above are complex hierarchic unities that include subparcels – knot-domains of a lower level that also have their own constituents – elements of the lowest level. The concepts are verbalized in collocations grouped according to their form and meaning. Thus, substantive phrases (NP) represent kinds and general characteristics of competition; verbal phrases (VP) deal with the actions connected with the **COMPETITION** concept; predicative phrases (NV) indicate the actions performed in competition.

### 3.7.1 The *COMPETITION AS IT IS* parcel

COMPETITION AS IT IS parcel consists of four subparcels: 1) GENERAL CHARACTERISTICS OF COMPETITION, 2) KINDS OF COMPETITION, 3) COMPETITION has PARTS, 4) AGENT. Parcel 1 represents a qualitative characteristic of the concept. Parcel 2 reflects the type-kind relationships within the concept; parcel 3 shows whole-part relationships, where the concept is a whole. In

parcel 4, competition is an agent and represents the process schema. All the parcels are complex as they consist of subparcels.

1.1. The subparcel GENERAL CHARACTERISTICS OF COMPETITION includes three subparcels:

1.1.1. "Competition is appropriate", e.g., NP *appropriate competition, credible competition, sufficient competition*;

1.1.2. "Competition is fair", e.g., NP *equal competition, explicit competition, fair competition, healthy competition, honest competition, just competition, open competition, peaceful competition, pure competition, perfect competition, reasonable competition, sincere competition, true competition*;

1.1.3. "Competition is unfair", e.g., NP *dishonest competition, imperfect competition, unbridled competition, unclear competition, unfair competition, unjust competition*.

1.2. The KINDS OF COMPETITION subparcel contains 25 subparcels:

1.2.1. "Direct competition", e.g., NP *direct competition, head on competition, head-to-head competition, straight competition, straightforward competition, outright competition*;

1.2.2. "Indirect competition", e.g., NP *indirect competition, latent competition, opaque competition*;

1.2.3. "Discriminatory competition", e.g., NP *discriminatory competition*;

1.2.4. "Illegal competition", e.g., NP *illegal competition*;

1.2.5. "Short-term competition", e.g., NP *short-term competition*;

1.2.6. "Long-term competition", e.g., NP *long-term competition*;

1.2.7. "Retail competition", e.g., NP *retail competition*;

1.2.8. "Wholesale competition", e.g., NP *wholesale competition*;

1.2.9. "Quantity competition", e.g., NP *quantity competition*;

1.2.10. "Horizontal competition", e.g., NP *horizontal competition*;

1.2.11. "Vertical competition", e.g., NP *vertical competition*;

1.2.12. "Collaborative competition", e.g., NP *collaborative competition*;

1.2.13. "Budget competition", e.g., NP *budget competition*;

1.2.14. "Economic competition", e.g., NP *economic competition, business competition*;

1.2.15. "Domestic competition", e.g., NP *domestic competition*;

1.2.16. "Global competition", e.g., NP *global competition, international competition, foreign competition, import competition*;

1.2.17. "Monopolistic competition", e.g., NP *monopolistic competition*;

1.2.18. "Oligopolistic competition", e.g., NP *oligopolistic competition*;

1.2.19. "Brand competition", e.g., NP *brand competition*;

1.2.20. "Form competition", e.g., NP *form competition*;

1.2.21. "Industry competition", e.g., NP *industry competition*;

1.2.22. "Generic competition", e.g., NP *generic competition*;

1.2.23. "Market competition", e.g., NP *market competition*;

1.2.24. "Price competition", e.g., NP *price competition*;

1.2.25. "Non-price competition", e.g., NP *non-price competition*.

1.3. The subparcel COMPETITION has PARTS includes seven subparcels:

1.3.1. "Competition has quality / degree / extent / level", e.g., NP *quality of competition, degree of competition, extent of competition, level of competition*;

1.3.2. "Competition has importance / sense / spirit", e.g., NP *importance of competition, sense of competition, spirit of competition*;

1.3.3. "Competition has an effect", e.g., NP *effect of competition, result of competition, outcome of competition, impact of competition, benefit of competition*;

1.3.4. "Competition has dynamics / intensity", e.g., NP *dynamics of competition, intensity of competition*;

1.3.5. "Competition has an amount / abundance", e.g., NP *amount of competition, abundance of competition*;

1.3.6. "Competition lacks something / crisis", e.g., NP *lack of competition, crisis of competition*;

1.3.7. "Competition has a brick wall", e.g., NP *brick wall of competition*.

1.4. The subparcel AGENT has five subparcels:

1.4.1. "Competition happens", e.g., *VP competition happens, to be in competition, competition coexists, competition plays a function;*

1.4.2. "Competition includes", e.g., *VP competition includes, competition consists, competition aligns;*

1.4.3. "Competition tends", e.g., *VP competition tends to, competition leads, competition motivates, competition draws, competition attracts, competition harmonizes;*

1.4.4. "Competition offers", e.g., *VP competition allows, competition offers, competition spreads;*

1.4.5. "Competition affects", e.g., *VP competition affects, competition causes, competition exerts, competition requires, competition charges prices, competition keeps goods affordable, competition shifts.*

The degree of prominence of the **COMPETITION** concept components may be defined by the quantitative analysis of the collocations in the parcel **COMPETITION AS IT IS** (see Table 3).

Table 3. Subparcels of **COMPETITION AS IT IS** parcel:  
Representativeness in collocations

Subparcels	Number of collocations	%
<b>KINDS OF COMPETITION</b>	36	16.4
AGENT	23	10.1
GENERAL CHARACTERISTICS OF COMPETITION	22	9.9
COMPETITION has PARTS	19	8.6
<b>Total</b>	<b>100</b>	<b>45</b>

According to the quantitative analysis, the **KINDS OF COMPETITION** subparcel is the most prominent one in the **COMPETITION AS IT IS** parcel as it is represented by the greatest number of terminological collocations (16.4% of the total number).

### 3.7.2 *The DEVELOPING COMPETITION parcel*

The **DEVELOPING COMPETITION** parcel is represented by nine subparcels: 1) **ANTICIPATING**, 2) **CREATING**, 3) **APPLYING**, 4) **DEALING WITH**,

5) DEVELOPING, 6) ENCOURAGING, 7) RESTORING, 8) FIGHTING, 9) WINNING. All these parcels reflect the process of development of a competition, which begins with anticipating it, goes on to dealing with it, and ends with winning it:

2.1. The subparcel ANTICIPATING, e.g., *VP to anticipate competition;*

2.2. The subparcel CREATING, e.g., *VP to create competition, to establish competition, to launch competition; NV competition arises;*

2.3. The subparcel APPLYING, e.g., *VP to apply competition, to exercise competition; NP explicit competition;*

2.4. The subparcel DEALING WITH, e.g., *VP to be in competition with, to be mindful of competition, to deal with competition, to enter competition, to go to competition, to meet with competition, to face competition, to lean toward competition, to withstand competition;*

2.5. The subparcel DEVELOPING, e.g., *VP to facilitate competition, to foster competition, to achieve sth by means of competition; to keep up with competition, to stay ahead of competition; NV competition succeeds;*

2.6. The subparcel ENCOURAGING, e.g., *VP to draw into competition, to encourage competition, to fuel competition, to heat/heat up competition, to promote competition; NV competition intensifies;*

2.7. The subparcel RESTORING, e.g., *VP to restore competition, to stabilize competition;*

2.8. The subparcel FIGHTING, e.g., *VP to curb competition, to hinder competition, to inhibit competition, to outflank competition;*

2.9. The subparcel WINNING, e.g., *VP to win competition.*

The results of quantitative analysis indicate the prominence of the **COMPETITION** concept components in the DEVELOPING COMPETITION parcel (see Table 4).

Table 4. Subparcels of the DEVELOPING COMPETITION parcel:  
Representativeness in collocations

Subparcels	Number of collocations	%
DEALING WITH	9	4
DEVELOPING	6	2.6
ENCOURAGING	6	2.6
FIGHTING	4	1.7
CREATING	4	1.7
APPLYING	3	1.3
RESTORING	2	1.3
ANTICIPATING	1	0.4
WINNING	1	0.4
<b>Total</b>	<b>36</b>	<b>16</b>

In accordance with the quantitative analysis data, the subparcel DEALING WITH represented by nine terminological collocations is the most prominent in the DEVELOPING COMPETITION parcel.

### 3.7.3 The OPERATIONS WITH COMPETITION parcel

The OPERATIONS WITH COMPETITION parcel includes seven subparcels: 1) MEETING, 2) SUBSIDIZING, 3) LINKING, 4) PROTECTING, 5) BUYING UP, 6) MONITORING, 7) SEEING OFF. All the subparcels represent actions where the concept COMPETITION is referential to a patient undergoing different actions:

3.1. The subparcel MEETING, e.g., VP *to embrace competition, to endure competition, to meet competition, to stand competition, to take competition, to temper competition;*

3.2. The subparcel SUBSIDIZING, e.g., VP *to subsidize competition;*

3.3. The subparcel LINKING, e.g., VP *to link sth to competition;*

3.4. The subparcel PROTECTING, e.g., VP *to protect competition, to shelter against competition;*

3.5. The subparcel BUYING UP, e.g., VP *to buy up competition;*

3.6. The subparcel MONITORING, e.g., VP *to assess competition, to monitor competition, to pay attention to competition, to watch competition;*

3.7. The subparcel SEEING OFF, e.g., VP *to fend off competition, to see off competition*.

The degree of prominence of the **COMPETITION** concept components is established by the quantitative analysis of the collocations in the parcel OPERATIONS WITH COMPETITION (see Table 5).

Table 5. Subparcels of the OPERATIONS WITH COMPETITION parcel:  
Representativeness in collocations

Subparcels	Number of collocations	%
MEETING	6	2.9
MONITORING	4	1.8
PROTECTING	2	0.9
SEEING OFF	2	0.9
SUBSIDIZING	1	0.5
LINKING	1	0.5
BUYING UP	1	0.5
<b>Total</b>	<b>17</b>	<b>8</b>

In accordance with the quantitative analysis data, the concept MEETING represented by six terminological collocations is the most prominent in the OPERATIONS WITH COMPETITION parcel.

#### 3.7.4 The INCREASING COMPETITION parcel

The INCREASING COMPETITION parcel includes four subparcels: 1) COMPETITION IS ACTIVE, 2) COMPETITION IS STRONG, 3) COMPETITION IS HOT, 4) INCREASING. The first three subparcels demonstrate qualitative features of the concept, while the last one deals with the contact propositional schema. These subparcels reflect the process of increasing competition and changes that occur with this concept:

4.1. The subparcel COMPETITION IS ACTIVE, e.g., NP *active competition, effective competition, viable competition, vibrant competition, vigorous competition, unfettered competition*;

4.2. The subparcel COMPETITION IS STRONG, e.g., NP *determined competition, firm competition, heavy competition, intense competition, stiff competition, strong competition, stubborn competition, tense competition, tight competition, tough competition*;

4.3. The subparcel COMPETITION IS HOT, e.g., NP *absolute competition, cut-throat competition, extreme competition, fierce competition, harsh competition, hot competition, insuperable competition, keen competition, predatory competition, severe competition, steep competition, stern competition*;

4.4. The subparcel INCREASING, e.g., VP *to enhance competition, to extend competition, competition grows, to increase competition, competition increases, to lift competition, to step up competition, to outperform competition, to overtake competition*; NV *competition thrives, competition widens*.

Table 6 shows the results of the quantitative analysis aimed at bringing to light the degree of prominence of the **COMPETITION** concept in the INCREASING COMPETITION parcel.

Table 6. Subparcels of the INCREASING COMPETITION parcel:  
Representativeness in collocations

Subparcels	Number of collocations	%
COMPETITION IS HOT	12	5.2
INCREASING	11	4.8
COMPETITION IS STRONG	10	4.4
COMPETITION IS ACTIVE	6	2.6
<b>Total</b>	<b>39</b>	<b>17</b>

The quantitative analysis data indicate the highest degree of prominence in the COMPETITION IS HOT subparcel as a true competition between companies is always hot and even cut-throat. The INCREASING and COMPETITION IS STRONG subparcels are also numerous as they deal with collocations denoting the increasing tension and the battle taking place in the market.

### 3.7.5 The DECREASING COMPETITION parcel

The DECREASING COMPETITION parcel includes four subparcels: 1) COMPETITION IS WEAK, 2) COMPLICATING, 3) DECREASING, 4) ELIMINATING. All these subparcels illustrate the way the competition evolves through complications to destruction and negative consequences of the process. The first parcel is an illustration of the qualitative propositional schema, the three ones to follow represent both contact and state schemas:

5.1. The subparcel COMPETITION IS WEAK, e.g., *fettered competition, low competition, minor competition, moderate competition, reduced competition, small competition, weak competition*;

5.2. The subparcel COMPLICATING, e.g., *VP to abandon competition, to disregard competition, to dissipate competition, to fear competition, to hamper competition, to harm competition, to lag behind, to limit competition, to lose influence over competition, to suppress competition*; *NV competition attenuates, competition lowers prices, competition poses threat*;

5.3. The subparcel DECREASING, e.g., *VP to curtail competition, to decrease competition, to diminish competition, to distort competition, to lessen competition, to reduce competition*;

5.4. The subparcel ELIMINATING, e.g., *VP to destroy competition, to eliminate competition, to fight off competition, to knock smb out of competition, to stifle competition*; *NV competition eats into one's profit*.

The degree of importance of subparcels can be seen in Table 7.

Table 7. Subparcels of the DECREASING COMPETITION parcel:  
Representativeness in collocations

Subparcels	Number of collocations	%
COMPLICATING	13	5.7
COMPETITION IS WEAK	7	3.1
DECREASING	6	2.6
ELIMINATING	6	2.6
<b>Total</b>	<b>32</b>	<b>14</b>

The DECREASING COMPETITION parcel is represented by numerous collocations as texts in marketing focus on competition problems and ways of solving them. That is the reason why the COMPLICATING subparcel is rich in collocations and is represented by 13 collocations.

### 3.7.6 An entry in the thesaurus of marketing terminology

Beside thematic stratification, each collocation in the English-Ukrainian-Russian thesaurus of marketing terminology contains an entry, which consists of:

- a) a collocation;
- b) its translation into Ukrainian;
- c) its translation into Russian;
- d) its illustration (its use in the sentence taken from a text in marketing), e.g.:

**cut-throat** ~ запекла конкуренція / ожесточенная конкуренция: "*Cut-throat competition is the situation when competitors use predatory pricing and heavy promotion to eliminate or undermine their rivals*" (Business dictionary, s.a.).

It is worth mentioning that the number of entries in the thesaurus may vary from year to year: non-used collocations fall into oblivion, new ones are introduced.

## 4. Conclusions

To sum up, the results of FAE and SLN showed the existence of similar thematic components of the concept **COMPETITION** in English though they differ in number, e.g., such component as "kinds of competition" represents the least numerous associations while in the thesaurus the same component is the most numerous one. FAE made the process of perceiving and interpreting the concept **COMPETITION** easier and helped to systematize the frequency associations of the concept into thematic fields with the component of "strong rivalry" as a core. Thematic fields "strong rivalry", "operations

of competition", "weak rivalry", and "kinds of competition" revealed with the help of FAE became the basic ones for marketing thesaurus.

The methodology of SLN allowed to analyse terminological collocations of marketing and find out all the main aspects and establish ties between them both in the MARKETING conceptual domain and the concept **COMPETITION**. Besides, the study defined the hierarchic structure of marketing terminology, its most prominent constituents, and the factors that influenced concept stratification.

The research demonstrated that the **COMPETITION** subdomain may be represented in thesaurus by five thematic parcels. The most numerous one is the **COMPETITION AS IT IS** parcel with its subparcels, among which the most prominent one is the *KINDS OF COMPETITION* subparcel representing the type-kind relationship in most collocations. The **DEVELOPING COMPETITION** parcel relates to the way of *dealing with competition*. The **OPERATIONS WITH COMPETITION** parcel is associated mostly with *meeting competition*. **INCREASING COMPETITION**-parcel focuses on the qualitative characteristics, that is on the degree of how *hot* the competition may be. The **DECREASING COMPETITION** parcel is filled with collocations denoting the problems that make the competition *complicated*. The degree of prominence of the term analysed represents the way English speakers understand the **COMPETITION** concept that is an inseparable part of marketing as well as its terminology. It is worth mentioning that marketing terminology, as any other, is a flexible medium: it is constantly developing, changing, being enriched with new terms and terminological collocations that may result in the expansion of thematic parcels and subparcels as well as the appearance of new ones.

All the methodologies applied here helped structure the concept **COMPETITION**, make its understanding easier for learners of Business English, single out the thematic components for compiling the English-Ukrainian-Russian thesaurus of marketing terminology that will be of practical value for students, marketers, translators and for

teaching Business English. The results of this interdisciplinary research may be used for analysing concepts of any terminology, compiling its thesauri, and integrating the respective data into the courses of economic sciences.

## Abbreviations

FAE – Free Associative Experiment

SLN – Semantics of Lingual Networks

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## Résumé

This paper focuses on the procedure of compiling a terminological thesaurus as one of the topical tasks of lexicography. The paper presents the results of applying such contemporary scientific methodologies as Free Associative Experiment and Semantics of Lingual Networks to the analysis of the concept **COMPETITION** in marketing terminology. The main result is singling out the thematic components for compiling the English-Ukrainian-Russian thesaurus of marketing terminology. The research will also facilitate capturing the concept by learners of Business English and will be of practical use for marketers, economists and translators. The research is the first one to apply the methodology of conceptual analysis to thematic stratification of English collocations underpinned with the concept **COMPETITION** and compiling the English-Ukrainian-Russian thesaurus of marketing terminology. Various meanings of the collocations under study allow one to consider the concept **COMPETITION** as a conceptual domain that is structured by five thematic parcels: **COMPETITION AS IT IS**, **DEVELOPING COMPETITION**, **OPERATIONS WITH COMPETITION**, **INCREASING COMPETITION**, **DECREASING COMPETITION**. The most numerous one is the **COMPETITION AS IT IS** parcel with its subparcels among which

the most prominent one is the *KINDS OF COMPETITION* subparcel representing the type-kind relationship in most of the collocations. Each parcel consists of subparcels that contain concepts verbalized by substantive, verbal, prepositional, and predicative collocations. The methodologies applied helped to determine the degree of prominence of different parcels, subparcels, and concepts. The results of this interdisciplinary research may be useful in analysing concepts of any terminological field and compiling its thesauri. The prospects for further research lie in applying the theoretical scheme of data analysis for compiling thesauri of other terminological spheres.

**Key words:** thesaurus, Free Associative Experiment, Semantics of Lingual Networks, marketing terminology, competition, concept.

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