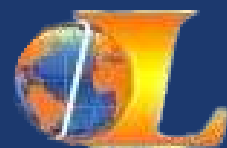


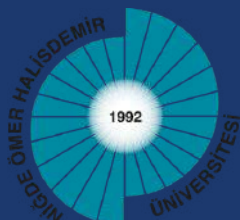


National Technical
University of Ukraine
"Igor Sikorsky
Kyiv Polytechnic Inst



Faculty of Linguistics

Department of English for Engineering №1



UNIVERSITY
OF KRAGUJEVAC



5th INTERNATIONAL ONLINE CONFERENCE CORPORA AND DISCOURSE Conference proceedings

26 NOVEMBER 2025

Kyiv, Ukraine



Editorial Board of the National Technical University of Ukraine 'Igor Sikorsky Kyiv Polytechnic Institute':

Zoia Kornieva, Doctor of Education, Professor

Dean of the Faculty of Linguistics

National Technical University of Ukraine 'Igor Sikorsky Kyiv Polytechnic Institute'

Olena Moskalenko, Doctor of Education, Professor

Acting Head

Department of English for Engineering No. 1, Faculty of Linguistics

National Technical University of Ukraine 'Igor Sikorsky Kyiv Polytechnic Institute'

Inna Akhmad, PhD in Philology, Associate Professor

Department of English for Engineering No. 1, Faculty of Linguistics

National Technical University of Ukraine 'Igor Sikorsky Kyiv Polytechnic Institute'

Olha Pavlenko, PhD in Education, Associate Professor

Department of English for Engineering No. 1, Faculty of Linguistics

National Technical University of Ukraine 'Igor Sikorsky Kyiv Polytechnic Institute'

Tetiana Semyhinivska, PhD in Education, Associate Professor

Department of English for Engineering No.1, Faculty of Linguistics

National Technical University of Ukraine 'Igor Sikorsky Kyiv Polytechnic Institute'

Tetiana Anoshkova, PhD in Education, Lecturer

Department of English for Engineering No. 1, Faculty of Linguistics

National Technical University of Ukraine 'Igor Sikorsky Kyiv Polytechnic Institute'

Kostiantyn Lisetskyi, Senior Lecturer

Department of English for Engineering No. 1 Faculty of Linguistics

National Technical University of Ukraine 'Igor Sikorsky Kyiv Polytechnic Institute'

TABLE OF CONTENTS

1	SERVICE-LEARNING AS A TOOL FOR DEVELOPING STUDENTS’ GLOBAL AND CIVIC COMPETENCE Tetiana Anoshkova	10
2	CONTENT-AND-LANGUAGE INTEGRATED LEARNING (CLIL) IN TEACHING ENGLISH FOR IT SPECIALISTS Natalia Bilous	13
3	INTERDISCIPLINARY AND MULTIMODAL APPROACHES TO TEACHING ENGLISH TO ENGINEERING STUDENTS Oleksandra Bondarenko	16
4	CRITERIA FOR DIFFERENTIATING THE TERMINOLOGY OF ENGLISH-LANGUAGE SALES SITES AND NOMENCLATURE UNITS Dmytro Chebonenko	19
5	ENACTING SOCRATES: GRAMMAR IN THE ESP CLASSROOM FOR PHILOSOPHY STUDENTS Svetlana Danilina	21
6	USING CORPORA TO DEVELOP DATA-DRIVEN LEARNING MATERIALS FOR ESP COURSES IN ENGLISH Nataliia Demianiuk	23
7	AMERLEX-DATABASE: A DIACHRONIC CORPUS OF AMERINDIAN TERMS IN SPANISH AND ENGLISH SOURCES DEVELOPED IN TWO STAGES (1519-1650 AND 1650-1740) Maria-Victoria Dominguez-Rodriguez , Alicia Rodriguez-Alvarez & Sara-Isabel von der Fecht-Fernandez	26
8	WAYS OF INTERPRETING ENGLISH MOTION VERBS IN UKRAINIAN TRANSLATION Nataliia Dychka & Oksana Hural	28
9	INTEGRATING JOB-HUNTING SKILLS INTO BUSINESS ENGLISH COURSES Yuliia Fernos	32
10	PHONETIC DEVIATIONS IN THE DUBBING OF THE AMERICAN SITCOM ‘FRIENDS’ Artur Gudmanian & Iryna Struk	36
11	ENHANCING SOFT SKILLS IN ESP CLASSES Liudmyla Herasymenko & Svitlana Muravska	40
12	ADVANTAGES AND DISADVANTAGES OF USING AI IN LANGUAGE LEARNING Iryna Hladkykh	41
13	BRIDGING INTERCULTURAL ENCOUNTERS THROUGH THE GLOBAL COMPACT ON EDUCATION María Fernanda Irrazabal Paz & Carla María Miotti	45
14	STRATEGIES FOR CORRECTING ERRORS AND MISTAKES Oksana Ivashchenko	47
15	SELF-EDUCATION OF STUDENTS Oksana Ivasiuk & Nadiia Doronkina	49

CRITERIA FOR DIFFERENTIATING THE TERMINOLOGY OF ENGLISH-
LANGUAGE SALES SITES AND NOMENCLATURE UNITS

Dmytro Chebonenko,
PhD student, lecturer,

*National Technical University of Ukraine ‘Igor Sikorsky Kyiv Polytechnic Institute’,
Ukraine*

In the process of building a terminology system for English-language sales sites, the problem of selecting terms of professional discourse among all lexical units presented on online trading platforms occurs. To identify such terminology, certain criteria are required in order to separate terms from nomenclature units which can’t be standardized or unified.

Terms were designated by L. Borsuk as words and word combinations used to define concepts and categories, whereas nomenclatural units were interpreted as special names used to designate specific objects that are studied within a certain field of science (Borsuk, 2015). In other words, the term generalizes a concept, class, category (for ex. customer behavior; footwear; plastic toys et al) while a nomenclature unit denotes an individual product or model (for ex. Honda S2000 toy car). The next criteria is systematicity, which is manifested primarily in the patterns of word formation and the available arsenal of word-forming tools (Tomilenko, 2015). The terminology of sales sites is systematic because it consists of terms that are part of the professional field of e-commerce (for ex. shipping policy; applied filters et al), while nomenclature units aren’t part of any kind of a system and only contain the name of the products (for ex. Samsung Galaxy S24).

Another significant difference between terms and nomenclature units is realized through a set of functions. The functionality of sales site terminology allows us to describe notions, processes and technologies (for ex. trend; order processing; automatic filters et al), while the function of nomenclature units is only commercial identification of goods and services (for ex. 2025 Hot Wheels Premium Case Q). As M. Hudcovičová stated, term formation processes are based on the word formation processes (Hudcovičová, 2022). The terms of e-commerce usually arise through derivation, metaphorization, calques (for ex. redeemable; breadcrumbs; payment method et al), while nomenclature units originate from commercial names of the brand (for ex. Michelin tires). Hence the common analytical methods of the terms are definitive, semantic and derivational, while nomenclature units can be analyzed ontologically and pragmatically. The term should

reflect the relationship between the named concept and other related concepts of the subject area (Tur, 2018). In this aspect, it should be noted that sales sites' terms are semantically stable, they retain their meaning regardless of the online platforms that use them, while the meaning of nomenclature units depends on the brand or version of the product. From the standpoint of morphological structure, terms on sales sites are usually word combinations, composites or neologisms (for ex. new arrival; preorder; M-commerce et al) as opposed to nomenclatural units, the structure of which includes trademarks, codes or article numbers (for ex. LEGO 77241). In terms of professional usage, sales sites terminology is used by website developers, marketers, and analysts, unlike nomenclature units that are used only by sellers and customers.

Summarizing the above, we conclude that the terms of sales sites and nomenclature units have a number of criteria for differentiation, namely: standardization, systematicity, functionality, formation processes, analytical methods, semantic stability, morphological structure, professional usage. Utilising these criteria in the process of selecting lexical units out of online commercial resources will contribute to the high-quality development of thesauri, glossaries and automatic extraction of the terms that can be standardized and unified. The following studies will concern the practical application of the presented criteria for creating sales sites' terminology system.

References

Borsuk, L. F. (2015). *Structural-semantic and functional features of the English-language banking terminological system* (Candidate of Philological Sciences dissertation). Ivan Franko National University of Lviv. URL: <https://dspace.wunu.edu.ua/handle/316497/2932> (accessed on November, 7, 2025)

Hudcovičová, M. (2022). Term formation tendencies of simple nouns in mathematics. *Knowledge – International Journal*. URL: <https://ojs.ikm.mk/index.php/kij/article/view/5855> (accessed on November, 8, 2025)

Tomilenko, L. M. (2015). *Terminological vocabulary in modern explanatory lexicography of the Ukrainian literary language*. Foliant, Ivano-Frankivsk. URL: <https://eprints.zu.edu.ua/id/eprint/21233> (accessed on November, 6, 2025)

Tur, O. (2018). *Documentary terminology: Problems of unification and standardization* [Monograph]. Mykhailo Ostrohradskyi Kremenchuk National University. URL: https://www.kdu.edu.ua/new/PHD_vid/Monograph_Tur.pdf (accessed on November, 8, 2025)