

Design and Fine Art Terminology: Lexical and Syntactic Analysis

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Abstract - The main aim of the article is to define the concepts of terms and terminology, as well as to illustrate the lexical and syntactical features of formation of terms related to design and art. Our information in the study is based on the concept regarding functional nature of terms related to design and art and we admit them as a functional type of a literary language. As the work is devoted to the investigation of syntactical-derivational features in the initial stage of modern development of terms related to design and art, to identify the analyses and mechanisms of the process of becoming a term comes out its aims.

Keyword - *Terminology; Term; Design; Art; Derivation; Lexical.*

Terms apparently are being used to denote a system of phenomena that reflect a particular mindset, technical solutions, scientifically validated conceptions or behaviors.

Despite a number of works dedicated to explore terminology system formation, development and its special linguistic peculiarities, this problem will never lose its topicality. As for notion of term is a problem can appeal not only to linguists, but also to other fields' experts.

We can understand from terminology systems investigations the terms which are related to design and art also expanding by mostly taking their roots from two sources: a particular language's internal

vocabulary or foreign languages elements (word and word combinations).

Terminology is understood as a set of terms that are correlated with conceptions system of a particular discipline. Any conceptions' system at the same time can have its system of terms. Terminology systems develop in parallel with science and technology. In contrast to widely used words terms are formed independently and be under some control. "Terms not come into being from somewhere", but "they are created and designed depending on their necessity" [1].

The terminological system is closely linked to the current level of development of science, its continuity, and the rapid development of other

spheres as well. Hence, the reflection of the world's development is manifested in science, more precisely, in linguistics and its aspects, and their structural unity creates a unique language nucleus.

The terms are not always stable, but dynamic just like other units of the language because they also experience the existing oppositeness of the language. Changes in some terminological units, exodus, and emergence of new ones occur on the basis of extra linguistic factors.

The difficulties appearing within comparison process of terminology activity are related both to a certain language's distinctness and terms' importance in some national languages systems. Thus we can conclude that from the terminology point of view languages has developed on different scale.

A term is a word or word-combination that denotes the specific concept of certain knowledge or activity [2], and is semantically limited by a particular field and implies namely clear phenomenon as a lexical unit [3].

Terms have some main indications as below [4].

1. Term carries both nominative and definitive functions.
2. Term is a main unit of the lexical content, it can express specific intentions related to science, technique, culture, social life, industry, agriculture and so on.
3. It can imply only one concept.
4. Term belongs only to a specific field, it cannot have usage periphery and thus it differs from profession and craft related words.

5. Terms are the most motional part and frequently changing layer of the lexical content.

6. Terms are neutral from the point of style and has no stylistical color

7. Terms are officialised lexical unit and is sorted/regulated by society. .

8. Terms form terminology system.

9. Terms structurally can be as word and word-combination.

We can acquire terms as the subsystem structure of a literal language basing on the certain denotations. These denotations are: 1) development and order; 2) normality and codification; 3) stability; 4) compulsory for all members of one profession; 5) universality to maintain special contact.

In this article we base on a conception about functional features of design and art related terms and acquire them as the functional unit of the literal language. As this research is dedicated to investigate the syntactic-derivative properties of the design and art terms in the developing stage, we aim to define term's formation process analysis and arrangements.

“Derivation” means retrieval and filiation of the word and we understand by this term formation of one linguistic unit basing on another one. [5]

Lexical derivation always happens in the frame of secondary nomination and it shows that derivation process has a syntactic feature as well. In this context derivation process is shaped within the scope of one word (sometimes several) and it has nothing to do with a sentence organization.

The “syntactic derivation” term, that has been suggested by E. Kurilovich, emphasizes dual theory of word formation: lexical and syntactic. [6] While talking about these two process, E. Kurilovich draw his attention to the initial and base word’s lexical meaning from one side, and from another stressed their “syntactic function”: “...syntactic derivation takes place always within the same lexical denotation. But lexical derivation and initial word’s syntactic function are equal to each other”.

Syntactic derivation is researched within initial content issues beginning from word combination, sentence and up to macro-size texts.

When shaping design and art related terms each and every source requires specific term-formation methods. Every source and method for term creation define semantic structure of a new term, and this can help to determine its deployment sphere.

Art and design represent broad and wide creation activity, expression, the full part of content, and surely art because of its meaning differs against design from many sides. “Art identifies people’s recognised actions as well as designates their ideas and emotions while expressing colors, shapes, lines, sound, motion and other phenomena” (1976, 17).

To some extent the learning of the important parts of design and art terms’ syntactic features help to get useful ideas about that field’s research. Art and design have mutual connection with other disciplines, and it make big contribution to expand their terminology system.

Design elements are used to express and enhance artworks: fictional, *line*, *shape*, *tune*,

color, *mass*, *hard elements* etc. For design terms we can refer such words like *rhythm*, *balance*, *contrast* and *correspondence*.

To classify design and art related terms from functional-structural, lexical and semantical point, linguists frequently use word composition methods. In order to form a certain term besides affixation method (affix, suffix) there are also particular ways to determine terms’ “core” and various linguistic elements (e.g. morphemic, morphologic, semantic and syntactic) in their content.

In English word composition through affixation falls into two groups:

1) through suffixes: *pointillism*, *scumbling*, *printmaking*, *modeling*, *installation*, *expressionistic*, *juxtaposition*, *designing*, *composition*, *parchment*, *parchment* and etc.

2) through prefixes: *perspective*, *permanent*, *surrealism*, *ultramarine* and etc.

Terms according to structural and semantic analysis can be single-word: *shade*, *pastel*, *point*, *motif*, *impasto*, *hue*, *guild*, *grid*, combined-word: *brushstroke*, *photorealism*, *watercolor*, *ultramarine*, *masterpiece*, *landscapes*, *a sketchbook*, *standpoint*, *cross-hatching symbols* - *alone drawing-chalk*.

As we mentioned above, in this work we strived to research syntactic features of art and design related terms.

Under the term “word combination” we comprehend a particular collocation that denotes specific meaning and syntactically established

two or more independent words which serve to signify an object, motion or quality.

By joining in some sentence linguistic elements shape syntactic aspect of words. Words conjugation and their parts order tend to express a certain meaning, for instance, such words as *line* *wavy*, *parallel*, *straight*, *curved* may form very different characters and connotations by joining in various ways: *horizontal line*, *dashed line*, *diagonal line*, *straight line*, *curved line*, *zigzag line*, *wavy line*, *parallel line*, *perpendicular line*, *outline* and *dotted line*.

A.N. Kononov under the term “word combination” understands a particular collocation that denotes specific meaning and syntactically established two or more independent words which serve to signify an object, motion or quality [7].

This sort of collocation sometimes can have three components in design and art related terms:

1. Two-component terms: *subtractive colours*; *asymmetrical balance*; *approximate symmetry*; *a drawing board*; *painting tools*; *straightened sisal*; *small napkin*; *spot painting* and etc.

2. Three-component terms: *still life drawing*; *color field painting*; *human figure drawing*; *carton box papers*; *printing with a sponge*; *color field painting*; *hand enhanced by artist*; *original stone lithography* and etc.

To shape design and art terms syntactic method also is quite fruitful. Word combinations that mean a specific term prevail by its quantity in terminology studies applicable to different fields. Not like other nominative units, word

combination has linguistic feature due to word from one hand, and from another it refers to syntax as the speech unit. Term's semantic interpretation, its features are qualified by term's meaning significance, and by its correlation with other elements in the term system. To elaborate a term's meaning as a lexical system unit, we have to base on a word's semantic comprehension.

As conclusion we can declare that organization of design and art terminology system, terms shaping, their combination and order are the issues which are still requiring their solutions. Plus, the formation and coordination of art and design related terms are the more topical and complicated process.

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