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TRANSTERMINOLOGISATION: A FORMATION TOOL IN NEUROMARKETING THESAURUS

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Abstract
This study highlights the phenomenon of transterminologisation as a linguistic process by which terms from one science inflow into another and adapt. As a result of term movement, the terminology of certain scientific fields as well as neuromarketing enriches. It is known that neuromarketing comprises the concepts of biology, psychology, and technology. The specific objective is to investigate on how transterminologisation fosters the enrichment and change of meaning in neuromarketing terminology. Observation and interviews were conducted to collect data from ten selected managers to choose a mentor for business purposes. The results reveal that implicit transterminologisation enhances the thesaurus of neuromarketing as a science. Explicit transterminolgisation refers to brand names used as highly effective decision-making tools in diverse business situations. Hence, it is crucial to analyze transterminologisation in the context of neuromarketing from semantic and sociolinguistic perspectives to validate the study.
Keywords: implicit transterminologisation, explicit transterminologisation, neuromarketing, branding, sociolinguistics.

1. Introduction

The task over the years has been to study human thoughts which are fundamental aspects of any kind of scientific language. Human thoughts regarding scientific language change over time. As part of English for Specific Purposes, Business English is widely used for interaction with conducting business. Business constantly develops and expands for many reasons such as advances in technology, globalization and the business ecosystem. Accordingly, business affects the development of many scientific fields including medicine, pharmaceutics, law, political sciences, ecology, economics, biology, marketing, management and finance, and even language. Business English is no exception to the challenges in this era. Rapidly growing business ecosystems deal with competitive business societies both locally and globally. This trend refers to the development of a new field called neuromarketing which is widely used in every sphere of business. New terminological transitions such as brand names in neuromarketing and advertising spheres confuse professionals and students who study at universities, departments of management, finance, and marketing. The movement of new terms occurs through transterminologisation: a linguistic process by which words from one science inflow into another and adapt. Many researchers observed the pheonomenon as a very productive tool to develop the terminology of various scientific fields. The literature review discusses the theoretical framework and different research approaches which is important to provide a conceptual understanding for this study. The existence

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of brand names in numerous advertisements with unusual applications leaves marketers and managers without clues. To this point, it is worth mentioning that research on transterminologisation in the context of neuromarketing is a priority. The terminology of neuromarketing is similar to that of medicine and biology, which is why the vast majority of students have difficulty understanding the content of the study. Modern researchers are interested in neuromarketing, especially for managers. Knowing the content helps students handle marketing and leads the business to success. Marketing, in general terms, is busy with consumers' needs, but neuromarketing, in a broad sense, focuses not only ondirect-to-consumer advertising on television and the internet but also on communication strategies. Neuromarketing has emotional and psychological impacts on consumers' brains. This study addresses two research questions that will improve our understanding of why neuromarketing as a science consists of three different scientific fields and how brand names emotionally affect customers or businesspeople to make quick decisions in different business situations. The results may provide valuable insights for businesses or start-up companies to conduct market research in different business spheres.

RQ1: How does implicit transterminologisation enhance the field of neuromarketing?
As stated, transterminologisation is a linguistic process in which terms from one scientific field migrate to another and adapt. Most scientific fields are subject to transterminologisation with new conceptual systems and implications in modern society. Implicit and explicit transterminologisation play a fundamental role in the enrichment of neuromarketing as a subfield of scientific study in marketing. Biological, psychological and technological terms inflow to the field of neuromarketing with the help of implicit transterminologisation and enrich its thesaurus. Due to implicit transterminologisation, terms of above mentioned scientific fields do not change their meanings but transfer the scientific field they adapted and function differently.

RQ2: How does explicit transterminologisation affect brand name meaning, customer decision-making and communication?
Brand names play a leading role in modern business. Most companies struggle in a global competitive environment and for this reason the creation of new brand names helps them overcome the situation. Because of explicit transtermiologisation various brand names move to the field of neuromarketing and change their meanings partially or completely. The ability fosters to influence on customers' brains for many business purposes, such as promoting purchases, branding, marketing, and market research. This study makes the following contributions: first, it highlights the social value of brand names; second, it enhances our current knowledge on how brand names influence customers' brand choices; and finally, it applies the concept of transterminologisation to reveal how terms impact the decisions of customers and business-oriented people. We also believe that this study is the first to suggest neuromarketing as a subject field in the context of business English education from the perspective of explicit transterminologisation.

1. Key objectives of the study

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The main objectives of this paper are to discuss how transterminologisation plans and develops new scientific conceptual systems. In addition, it is of paramount importance to evaluate the process of transterminologisation as an enhancing tool in various scientific fields and compare the case in neuromarketing to have a better outlook on its formation. Explicit transterminologisation causes inflow of brand names in neuromarketing system. Latter contain information that provides a holistic understanding of businesses and communication. Hence, semantic and sociolinguistic analyses were vital for this study.

2. Literature review

Language is a means of written and spoken communication. Therefore, a single change in language can bring about a change in the scientific conceptual system. The process is definitely performed using terminology. Terminology is generally seen as an interdisciplinary field that deals with the naming of concepts of special subjects, and their realization in linguistic or other forms (Cabré, 1998). It consists of not only ordinary words but also special scientific terms. Words or terms generally acquire semantic features with primary or metaphorical meaning. Terminology plays a crucial role in the formation and enrichment of any science. Some methods can be used as productive ways to enrich science, such as terminologisation, determinologisation and transterminologisation (Salamakha, 2017). Terminologisation is a process in which a word becomes a term; its meaning is changing but not its form (Cotsoes, 2002). Words and terms have different meanings in General English but when they enter other terminological fields, they acquire different meanings. This process is called determinologisation which is a type of transterminologisation (Vasuchenko, 2011). Transterminologisation is a linguistic process in which terms from one scientific field inflows another science and acquires new meaning (Vasilevna, 2001). In addition, they play an essential role in terminology. Researchers do not give much importance to it and which is why there are few studies on it. Fast growing changes in science require more attention to transterminologisation as it enhances the scientific field and creates new conceptual systems. Many linguists have researched the process of transterminologisation from various perspectives. Telegus and Fomin (2015) observed transterminologisation from implicit and explicit point of view. They believe that explicit transterminologisation occures when a term requires a new definition. But in the case of implicit transterminologisation, the terms do not require a new definition but the structure of the microfield they enter differs considerably from the one they have been taken from (Vasilevna, et. al., 2001). The process of transterminologisation is incorporated in many developing languages, for instance, in Russian, Ukrainian, Uzbek, Czech, English etc. Likewise, it takes place in all kinds of scientific fields. The researchers bring some discussions on the background of the problem. To obtain an obvious outlook, it is worth considering some academic results on the topic. However, there are controversial approaches to this issue. On the one hand, transterminologisation is supposed to be an ambiguous trend in language as the extinction of transterms makes learning difficult; moreover, they make law academic texts difficult to comprehend. According to the research, syntactic and morphological peculiarities of transterms lead to communication complications among professionals.

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Communicative difficulties create abbreviations, graphic abbreviations, reductions, and digital codes in the language of law (Teneneva et al., 2015). Alternatively, some scientists describe the process as a productive feature in science. In business English, semantic transfers of meanings can make business-oriented texts more accessible and accurate enough to enrich and develop business English terminology (Vasuchenko, 2011). Researchers have confirmed that transterminologisation is a process that can enhance adjacent scientific fields. To this point, scientific fields of aerology and ventilation have been developed based on chemistry, physics, geology and mining (Telegus, Fomin, 2015). Some terms from chemistry are used in technology, music, anatomy, and industry to acquire new semantic meanings (Mushkina, 2018). The sphere of mediation is based on law, psychology and conflictology (Monogarova, Kobysheva, 2016). A recent study stated that technical terms create new semantic meanings in gas and oil discourse (Gorokhova, 2020). Transterminologisation was investigated based on the theory of evolutionary linguistics, history of art, and music in Russian, German and English languages (Maltseva, 2020). Homeopathy has been developed based on medicine (Buzheninov, **2014**). Scientific results reveal that transterminologisation is a productive way to enrich terminology. Transterms entering another scientific field change their meanings either partially or thoroughly. From a semantic point of view, there is a narrowing or widening of meaning (Vasilevna, 2001). From a structural viewpoint, transterms have noun + noun, adj +noun, noun, participle I + noun, and participle II + noun structures (Vasuchenko, 2011). Transterms can perform as homonyms, polysemy, metonomy words or even neologisms (Mirzaevich, 2016). Scientific results establish that the trend of transterminologisation will never stop (Gorokhova, 2020). To this point, we may assume that transterminologisation is a continuous process that provides day-to-day development in various scientific fields. Although studies have been conducted by many researchers, this issue remains insufficiently explored. Therefore, a promising line of research would be to analyze transterms in the field of neuromarketing identify the semantic features of terms, and resolve the reasons for term-movement from one science to another. The term ‘’neuromarketing’’ was first mentioned by Ale Schmidts in 2002 (Ramsoy, 2014). Neuromarketing is a new study in marketing and neuroscience and should be an emergency research topic for communication purposes. According to Morin (2011), the combination **neuro** and **marketing** implies the merging of two fields of study: neuroscience and marketing (p. 132). Neuromarketing declines to implicit and explicit transterminologisation. Implicit transterminologisation enhances the study in terms of biology, psychology and technology. Explicit transterminologisation is connected to brand names as signal words for communication. Modern scientists and linguists insist on the importance of conducting neuromarketing courses at universities for graduate and postgraduate students especially in the context of marketing and advertising, and most importantly, communication. On the one hand, equally important is transmitting brand value, such as corporate identity and how negative advertising can negatively affect a brand (Cárdenas, 2019). Kumar and Singh (2015) confirmed that neuromarketing is a promising and emerging field with tremendous potential for application in the functional areas of marketing, brand management and advertising (Kumar, Singh, 2015). Knowing brand value contributes to students and business-oriented people by absorbing

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information in their minds either positively or negatively. Opposite brand values create communication between customers and companies. Positive brand values can build strong relationships with customers and vice versa. Hence, knowing the background information about the emotional and behavioral effects of brand names on the humans' brain is vital.

3. Methodsand results

3.1. Participants

As a qualitative research approach, the case study was implemented at the Loft business center in Armenia, Yerevan, in 2022 within the framework of a new business program, organized by Women in business: Invest4Future non-governmental organization among non-native speakers. The aim was to select a mentor for the implementation of a business program. Following this, observationand interviewswere conducted to establish the validity of the findings. Observation was implemented to study the results of the presentation and interviewswere used with the *questionnaire to discover the most impressive terms***.**All interviewerswere managers with the same interests in the group. The target group consisted of managers as the observation related to the business situation. Observations and interviews were the basic procedures used for data collection during this phase. Each participant was askedthe same question after presentation. Ten participants aged between 22 and 40 years, participated in the observation and interviews.The demographic information of the interviewers is shown in Table 1.

Demographic information of the interviewers
Organizer: Non-governmental organization: Women in business: Invest4Future
Place: Loft Business Center in Armenia, Yerevan
Period: 2022
Aim: Choose a mentor
Age: Between 22-40
Major: Managers
Language: Armenian
Duration: 1,40 min presentation, 40 minutes interviews
Interviewer 1
Interviewer 2
Interviewer 3
Interviewer 4
Interviewer 5
Interviewer 6
Interviewer 7
Interviewer 8
Interviewer 9
Interviewer 10

Table 1 Main interviewers

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3.2. Procedure

The observation was conducted with 10 non-native managers aged between 22 and 40 at the Loft business center in Armenia, Yerevan, in 2022. A presentation was delivered in front of the participants so that they could select a mentor for their future cooperation. The duration of the observation was 1, 40 min and the interviewswere 40 min. The presentation had 25 slide shares,designed using images and English terms. The language of the presentation was Armenian.The interviews lasted 40 min. with questionnaries divided to the participants. Themain focus of the observation was to exploreinterviewers' bottom-up- attention. It is a process in which attention is automatically drawn to events and stimuli, driven by the properties of the information itself (Ramsoy, 2014, p 27).After the presentation, all participants were asked to answer the following questions:

1. What was the most memorable part of the presentation: terms or images? Why?
2. Would you cooperate with the presenter as a mentor?

The analysis has been done due to participants' answers (Table 2).

Participants	Question 1	Question 2
Interviewer 1	Perfume effect, sandwich effect	yes
Interviewer 2	Perfume effect, sandwich effect, images	yes
Interviewer 3	Perfume effect, images	yes
Interviewer 4	Perfume effect	yes
Interviewer 5	Perfume effect	yes
Interviewer 6	Perfume effect, images	yes
Interviewer 7	Perfume effect	yes
Interviewer 8	Perfume effect, sandwich effect	yes
Interviewer 9	Perfume effect, images	yes
Interviewer 10	Perfume effect	yes
Total	4 out of 10 both terms and images	10
Responses	3 out of10both terms 10interviewers **perfume effect**	

Table 2 Responses of interviewers

Most interviewers stated that the presentation was useful and met their professional needs. 4 of the10 interviewers responded that both terms and images were the most impressive components of the research. 3 of the10 respondents preferred terms such as **perfume effect** and **sandwich effect**(Table 2).Many business experts recommend the "sandwich strategy" or "hamburger method" to deal with difficult conversations. In this strategy, a manager provides a piece of negative feedback "sandwiched" between two pieces of good feedback, softening the punch of criticism. Ten participants believed that the **perfume effect was** the most effective term, introduced uniquely with presenter-made business content. In response to the second question, the presenter was selected as a mentor for future business cooperation. The interviewers, who were

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impressed by both the terms and images, stated that the presentation was convincing. Short terms and images influence them emotionally and lead them to make quick decisions. Both terms impressed only 3 interviewers (Table 2).They considered that the images were not markers for their decision but informative and promising terms. **Perfume effect** was the most selective term that remained in participants' minds. The presenter was personalized with the brand imageor public image as the "perfume effective" mentor. Although the presentation was in the Armenian language, the attention-markers were English transterms. Regardless of the English speaking environment, transterms can be considered signal words or "select buttons" for better communication. The experienced value of the observation resulted in the fact that short terms with instructional content have a powerful impact on the human mind and behavior, subconsciously leading to quick decision-making. Participants selected **the perfume effect** automatically using bottom-up attention, which is a function of the frontal and parietal cortices. Bottom-up attention is significant in its characteristics and can be automatic, fast, and non-volutional. In other words, it occurs when the response is faster and does not require you to focus your mind forcefully; it depends on a particular event. Making choices is relatively connected to the experienced value. To this point, the consequences follow these choices. The participants experienced pleasure in selecting their preferred mentor. The memory aspect of their choice came first from the remembered value and background information on the effects of **perfume**. The phrase generated a memory of a good smell and had an impact on participants' minds. This observation contributes to the idea of delivering an effective presentation that may create desirable cooperation and contract assignments with local and international business partners. It could also contribute to businesspeople building a balance between their image and brand so that they can be selective among customers. Valued memories are a core aspect of communication. It has become impossible to design a presentation without using specific phrases, particularly when it comes to addressing business issues. In this light, neuromarketing is closely interrelated with business English as an international lingua franca. A limitation of the observation is that eye-tracking software was not used. The results are based on analytical conclusions.

4. Discussion

4.1. The display of implicit transterminologisation in neuromarketing

Neuromarketing is a study consisting of medical knowledge, biology, technology, psychology and marketing. It is evident that the vocabulary included in this study raises the question of whether it is marketing or medicine. As stated above, implicit transterminologisation enhances neuromarketing in the scientific field. In the case of implicit transterminologisation, terms do not require a new definition but the structure of the scientific field differs considerably from the one they have taken from. The comparison of joint-fields such as biology-neuromarketing, psychology-neurmarketing and technology-neuromarketing, provides evidence that the meanings and word structures of the words are nearly the same. Some terms were discussed as practical examples for this study as it was impossible to cover all the terms because of the ethical considerations of this research (Table 1).

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Biology Neuomarketing	Psychology Neuromarketing	Technology Neuromarketing
brain	behavior	functional magnetic resonance imaging (fMRI)
thalamus	sense	
cortex	perception	electroencephalography (EEG),
frontal lobe	memory	
amygdale	attention	positron emission tomography (PET),
hippocampus	inter-individual effects	
insula	intra-individual effects	magnetoencephalography (MEG),
eye	emotion	
pupil	consciousness	single photon emission tomography (SPECT)

Table 3, (Implicit transterminologisation, Ramsoy, 2014)

Biology-neuromarketing joint-fields mainly contain terminology related to the human brain, face and eye with various functions. The brain is the most complex organ consisting of the thalamus, cortex, frontal lobe, amygdala, hippocampus, and insula. Biological terms indicate physical functions of the human brain. From a neuromarketing perspective, these terms have the same meaning but their functions serve business purposes. All brain-related terms have been used for different functions, such as value-based decision making, conscious and unconscious behavior, emotions and cognitive communication, orientation of attention, self-awareness, social attitudes, empathy and compassion. Functions were mainly visually associated with the images.

Technology-neuromarketing joint-fields are related to these devices. **Electroencephalography (EEG)** is the most commonly used technology in marketing. Caton discovered this device more than a century ago. The term was first used in neurology however it is currently used in neuromarketing as one of the best methods for measuring brain activity (Morin, 2011). This device generates instant, colorful images of the working brain and the researcher can compare the differences in the images produced during the respective tasks (Madan, 2010). **Functional magnetic resonance imaging (fMRI**), also known as functional MRI, assesses brain activity by detecting changes in the blood flow. This approach is based on the idea that cerebral blood flow and neuronal activity are inextricably linked. When a part of the brain is used, blood flow to that part of the brain increases. **Positron emission tomography (PET)** is a nuclear medicine procedure that monitors metabolic activity in body tissues. **Magnetoencephalography (MEG)** allows the recording of how electrical activity in the brain spreads from one region to another. **Single photon emission tomography (SPECT)** is used in medicine to show how blood flows to tissues and organs. In neuromarketing, these technical terms are used to measure the brain in neuroimaging. From **psychology-neuromarketing** perspective drawing attention to customers may be fundamental in the market. Neuromarketing includes terminology that enhances scientific and

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psychological knowledge. Terms such as behavior, sense, perception, memory, attention, inter-individual effects, intra-individual effects, emotion and consciousness influence the emotional state of the brain. Neuromarketing, psychology and psycholinguistics are vital. This means creating long-term memories in the human brain, correlating emotions toward products and brands with the help of images. The given examples reveal that the possibilities of implicit transterminologisation are limited in the sense that the meanings of the terms remain the same because of functionality rather than semantics. Neuromarketing is based on functional contexts rather than semantics. Implicit transterminologisationneither narrows nor widens the meanings of the terms but chooses to change the microfield of science with functional and business-oriented properties.

4.2. Explicit transterms as highly effective influencers in branding

Implicit transterminologisation enhances neuromarketing as a new scientific field, whereas explicit transterminologisation refers to brands. It is beneficial for customers to understand the basic meaning of colors because it helps them make the right decisions during purchase. In general, colors have psycholinguistic connotations. Language expressions, word choices, and interpretations of meanings are manifestations of color-constructed human moods (Ahmad et al., 2015). Thus, it is essential to present some color examples in this study. Currently, the phrase "*Black Friday"* is widespread. Black symbolizes power, sophistication, mystery, and formality to attract consumers' attention. From a linguistic perspective, *black* has a metaphorical meaning. Black Friday has a historical origin, Friday following Thanksgiving in the United States. The phrase is used around the world for an overloaded shopping day and has become a "brandy" day. Black Friday is sometimes called *Gray Friday* or *Brown Friday*. Gray and brown are metaphors in the phrases and they symbolize stability, security, strength, authority, and maturity. Using the right color is a neuromarketing strategy for having a psychological impact on consumers. "*Red goods*" is another common phrase in neuromarketing. The dictionaries of marketing terms, refers to fast-selling convenience goods, particularly food items (Ivanovich, Collin, 2003). The evolution of the phrase has changed sufficiently if we consider it from a psycholinguistic and neuromarketing perspective. *The color red* has a strong influence on the human brain. Today's marketing campaigns are full of modern advertisements with colorful images that attract consumers' attention. "Red" is considered the primary color of all time, with yellow and blue as well (Kuprešanin, Lilić 2017). It symbolizes power, energy, and attention, and mostly attracts women. At times, businesspeople make purchases both online and offline by attracting attention to the color of goods. They have created special websites to announce the purchase of red goods or products to promote their business (https://www.red.org/products). In this light, relevant promotions may refer to goods of various colors. Such a potentially realistic assumption arises from the fact that target groups of people have color and product choices regardless of age, nationality, race and religion. Accordingly, there are *orange goods*, *yellow goods*, and *brown goods*. Each phrase has its own definition in dictionaries of marketing terms that designate individual senses. Color transterms have a huge impact on consumers' brains in a broad sense. These color transterms create

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appropriate images of the human brain making them behave appropriately in commercial environment.

In neuromarketing, there are popular brand names such Yahoo, Apple, Tide, Blackberry, Blueberry, Dell, Twitter, Crest, and Pony. There are numerous brand names but as stated above, we choose to discuss some of them by taking ethical considerations into account. The word “Yahoo” has an interesting etymology. This word first appeared in 1726 in Swift's "Gulliver's Travels." Originally this means a brutish person. Since 1994 the word has been used as an internet search engine (https://www.etymonline.com/). Apple is a fruit, while blackberry and blueberry are berries. They are used in neuromarketing as brand names. Apple as a worldwide brand name is always associated with Steve Jobs because the balance between brand and public image is interrelated. Mike Lazaridis and Douglas Fregin are founders of the Blackberry which is also a popular brand. Geographical names can also be part of brand names, such, tides, dells, and crest. The word "Twitter" is a bird’s chirp originally; however, "pony" is an animal that produces American footwear and clothing brands. From a neuromarketing perspective, they are bestselling brand names or neurotypes, which create non-conscious relationships in the human brain (Dooley, 2022). Henceforth, brand name also has a psychological impact on consumers. These brand names are short and have direct stimuli on the mind. The shorter the brand, the more powerful it is. This is a communication strategy between the customers or partners.

5. Conclusion

The literature review and findings establish that transterminologisation as a formation tool in neuromarketing is essential. In a broad sense, transtermnologisation plays a crucial role in the development of scientific language. Transterms are the basic tools for inventing new conceptual systems in various scientific fields. They can not only enrich adjacent scientific fields but also non-related scientific fields. Implicit and explicit transterminologisation enhance neuromarketing as a scientific field. Implicit transterminologisation builds scientific knowledge in neuromarketing, enriches thesaurus of the latter, for instance, terms from biology, psychology, and technology inflow into neuromarketing field and contribute to the development and effectivness of neuromarketing strategies (Table 3). Here, terms simply change the scientific field but not the meaning of functional orientation. Implicit transterminologisation is functional compared to explicit transterminologisation which is conceptual. Brand names and color terms are connected to explicit transterminologisation and have metaphorical meanings with conceptual systems. Both explicit and implicit transterminologisation lead to semantic changes. In a sense, the meanings either widen or narrow. From a methodological perspective, brand names are considered signal words and emotional markers that influence the human brain focusing attention on quick decision making. The shorter the term is, the more powerful it becomes. Short terms can create personal brands as public images. Brand names including animal terms, geographical terms and fruits acquire sociolinguistic properties as they appear in different social communities. The need to differ in a competitive world causes people to find innovative ways. In certain situations, special terms are required for expressing new thoughts and ideas. Hence, the creation of unique brand names is

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in demand in this era. This study provides important implications for brand names which can boost attention, decision-making abilities in different business situations. The main recommendation of this research for brand names is to consider teaching neuromarketing for background knowledge in the context of explicit transterminologisation. Neuromarketing as a new study in the field of marketing is already taught in various universities, in the Departments of Marketing and Management, Management and Finance. Business management department students were very much interested in neuromarketing. Future business managers who are aware of neuromarkenitng may best lead the business greater success. Business managers should acquire the terminology of neuromarketing to understand how to handle the marketing. Hence, the pedagogical aspect of neuromarketing may benefit the best understanding of direct-to-consumer advertising on television and the internet. Interviews with the students allowed for the conviction that the field of neuromarkting sometimes puts learners into confusion related to vocabulary. The given observation may best be applied in business English classrooms to demonstrate efficient presentations with specific terminology in neuromarketing education to enhance the practical implications of the further research. This would assist learners in developing communication skills in divergent business situations and becoming flexible negotiators. Sociolinguistic factor is characterized by the appearances of new terminological requirements that generate new ideas and concepts within a certain community.

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