ABSTRACT
TERMINOLOGICAL SYSTEMS IN THE SPHERE OF REALTOR BUSINESS IN THE USA

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Main parts: Contents, Introduction, two Chapters, Conclusion, Bibliography.

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The present paper is devoted to the investigation of the lingual communicative peculiarities of the short terms and abbreviations used in the advertisements of the sphere of realtor business representing the products of a special new communicative act with a view of intercultural communication.

Terms are the special words and they express notions and name things. They are necessary in different spheres of life: science, technique, politics, diplomacy, etc. Terms exist in a language, as a part of a certain terminological system.

In a common language (out of this terminology) the word can be polysemantic. But in a certain terminology it obtains monosemy.

The aim of the research consists in the revelation of lingua creative potential of the sphere of realtor business by means of the analysis of the lexical and grammatical features of the terms finding their realization in short abbreviations representing announcements in various magazines of real estate.

In Chapter I the theoretical foundation of the research is laid, the key terms are defined, the terminology is characterized.

In Chapter II the role of terms in realtor business is explained, distinctions of the terms on the basis of the material of the above mentioned announcements are determined, the language means in the announcements of real estate are revealed.