
Methodological Aspects in Creating a Bilingual Polish-Ukrainian Terminological Dictionary in the Field of Management Communication

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Abstract:

Purpose: The main aim of this article is to specify the methodological aspects in creating a bilingual Polish-Ukrainian terminological dictionary in the field of management communication. In the case of the mentioned bilingual dictionary, the task is also to emphasize similarities and differences in defining terms, and to introduce a new meaning of the term into the thesaurus of those two languages of neighbouring countries.

Design/Methodology/Approach: In the article, the authors used descriptive analysis and are trying to find common conditions that can explain the chosen outcome of the terminological dictionary.

Findings: The authors of this dictionary found out that there is a need for systematization and ordering of communication terminology in the field of management. This led to collecting and comparing the publication base of two cultural ethnoses – Polish and Ukrainian- in the field of communication in management and thus creating a mechanism for modifying the terminology for the development of the discipline 'Communication in management'.

Practical Implications: The need for introducing this bilingual Polish-Ukrainian dictionary appears with wider expansion of cooperation between the two neighbouring countries. This cooperation is visible nowadays not only in the professional, but also in the academic niche.

Originality/Value: The article discusses the creation of the first such bilingual, terminological dictionary in the field of management communication that can be used internationally.

Keywords: Terminology database, communication in management, terminology tree, terminography, dictionary in management.

JEL Classification: M2, D82.

Paper Type: Research article.

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1. Introduction

The contemporary professional life is becoming more and more dynamic, forcing specialists to quickly react to any emerging problems and tasks, and to be well oriented in the required terminology and tools, both specialised and used for general communication. Communicology (Lanigan, 1992; Puppel, 2018; 2008) has already produced numerous terms and communication tools that are in use. Still, managers not often fully understand what possibilities a particular communication tool or a term, used in a business conversation, has. The result is the lack of conformance between thesauruses of business partners, which may possibly lead to inaccuracies or even conflicts. Balancing on the edge of various, specialised fields, or the so-called interdisciplinarity, may be both a problem in a strong side of communication terminology, often leading to different interpretations and incorrect use of communication terminology.

Communication on international level is another problem, where identically sounding terms have different meanings (terminological homonymy), or the same definition has different nomenclature (terminological homography). This gap is filled by proper bi- or multi-lingual terminological dictionaries. They also reconcile these meanings and facilitate communication. This type of tool is also necessary when translating specialised texts into another language.

The design team attempted to systematise terms related to communication in management in two neighbouring countries, Poland, and Ukraine. The purpose of the paper is to present the methodology of systematisation and arrangement of communication terminology with the field of management and to collect and compare the base of publications of two cultural ethoses, with the aim to create communication terminology for management purposes. The goal of the project is to create a terminology base with regard to communication in management, so that new terms and other languages can be added to it.

2. Background

The positive role of a dictionary as a form of terminological base in professional life raises no reservations and it seems virtually impossible to overestimate its importance. This fact is confirmed by the presence of a massive number of general or specialised dictionaries, used by us any time we need to accurately understand a term.

Although a dictionary, as a text genre, is a secondary phenomenon, it provides us with a very important thing: it arranges knowledge. 5 periods can be distinguished in the history of Polish lexicography:

- the pre-independence period (until 1918),
- the inter-war period 1918-1939,
- the war period 1939-1945,
- the post-war period 1945-1989,
- the newest, contemporary period 1989 and present times.

For this project, the period of lexicography history starting from 1945, as well as the current one, are of interest, because this is when communicology has entered the scientific world. If we consider dictionaries with Polish and English, the termographic boom took place from 2000 to 2009 and perhaps a little earlier. In general, since 1945, around just 1,200 terminology dictionaries have been created (Łukasik, 2017). There are no communication dictionaries (from the field of communicology) among these. However, communicology field terms can be mainly found in various terminology dictionaries and dictionaries of the Polish language.

The researchers of Ukrainian lexicography have identified four main periods of development. The first one from the second half of 19th C to the beginning of 20th C., the second one from 1920's to 1930's, the third one from 1950's to 1980's, and the fourth period from the end of 20th C. until present day (Symonenko, 2014). The third stage of development of lexicography was notable in that mainly Russian-Ukrainian explanatory dictionaries were created, with the aim to approximate the Ukrainian terminology to the Russian one (Pokrovska *et al.*, 2015). Ukraine's independence and the use of Ukrainian across all spheres of public life accelerated the development of lexicography. For example, over 550 terminology dictionaries were published from 1990 to 2001, of which 73 in the field of economics and management, 57 in medicine and 30 in law (Komova, 2003).

“According to numerous estimates, over 1,500 dictionaries from various fields have appeared from the time of publication of the first terminology papers, mostly translated and interpreted. The topics of most of the dictionaries are technology (over 130), legal (60), biology (around 70), economics and management (over 50), social sciences (90), IT and computer engineering (27), chemistry (21) and encyclopaedias (around 30)” (Symonenko, 2014, p. 32).

There are also a number of communication dictionaries available, but these are rather oriented at communication and linguistics, using specialised linguistic terminology – a welcome feature for specialists, but a problem for employees, who need more instrumental tools for their work. There are also several communication dictionaries available, but these are rather oriented at communication and linguistics, using specialised linguistic terminology - a welcome feature for specialists, but a problem for employees, who need more instrumental tools for their work. A dictionary for such a group should play a slightly different role: it should rather show what the term is, what its structure is and what benefit it brings for the interested reader.

Many communication dictionaries have a rather encyclopaedic character that explain issues related to communication terminology. A good example may be language dictionaries (Wielki Słownik [Grand Dictionary] edited by W. Doroszewski) or handbooks of encyclopaedic character (Open AGH e-handbooks). The Polish publishing market lacks specialised dictionaries, in particular dictionaries that would focus on communication terminology in management. That is why authors of this paper hope that the discussed bi-lingual dictionary will, if only partially, fill in this gap in the professional and academic circles.

3. Tool and the Need of Managers in the Use of a Terminology Dictionary

The effective management of knowledge requires not only the introduction of efficient tools for storing of and searching for knowledge, but also the correct application of the principles of interpreting the knowledge, which is why linguistics is becoming a remarkably useful tool for modern management purposes (Wieden, 2006), especially in the case of multi-lingual organisations (Fredriksson *et al.*, 2006). The proponents of the concept of corporate language management (Sanden, 2016a), which emerged at the end of the last century as a response to the accelerating globalisation and integration processes, are putting efforts into finding efficient tools for transforming a company's language policy into its strategic resource (Sanden, 2016b).

Very often, companies are trying to manage on their own and, partly, they should be continuing their efforts in creating in-house terminology bases. Therefore, the process of creating a terminology base in a company, hereinafter a glossary, is difficult, time-consuming and must be consulted with the company's business partners. Such a glossary requires the researcher to have massive knowledge of the sector's vocabulary, which is often heavily populated with terms that have very little common with the sector's communication resources (professional jargon or slang), etc. This is a great approach in terms of any company's internal use. However, it is well known that no company operates in void and that glossaries are not uniform, resulting in their often-suboptimal use in the companies outside dealings.

We often wonder whether, in the times of complete computerisation and the process of moving our professional lives to the web, it is necessary to create any additional bases, since everything can be found online. Finding is one thing but finding relevant and specialist-reviewed information in the tangles of the global web is time-consuming. Raw data can be supplied by special software, the bots, but it then must be processed by somebody. Companies mostly care about increasing communication efficiency and, consequently, removing a maximum of misunderstandings and using communication tools skilfully, because these activities accelerate business processes and increase their quality (Grębski, 2019).

It is important for companies that dictionaries are legible, simple and contain several ways of reading the meaning and indicating term dependencies (term dependency and behaviour). Namely, a terminology base should not only feature verbal explanations, but also illustrations of connections between the terms (projectup.pl, 2015). The proposition to build it in the format of the field model is another proposal for creating a terminology base "The field model presents the most important terms (concepts) present in the area of interest and dependencies between them." (projectup.pl, 2012)

The following process may illustrate the process of analysing information presented in the network concerning the general benefits of creating data bases for companies:

1. Minimising the presence of errors / ambiguities in a company's documentation, translating into better legal safety;
2. A well-prepared company documentation improves the company's image,

3. Economics in the operation of a company and its employees,
4. Aligning a company's terminology allows it to be used by the company's business partners.

Naturally, this list can be extended, at the user's option.

4. Dictionary's General Characteristics

The authors decided to move a little further in the presented project, beyond the boundaries of specific companies and industries. The main goal was to draw attention of the business circles who terms related to managing communication in their business activities. The purpose of the planned terminology base is to not only present the definitions of the terms and the understanding of what a certain term is, but also to present its structure and, very importantly, the benefits stemming from the knowledge of the meaning of the term and the principles of using it at work. This will allow the participants of the communication process to create a common thesaurus, a tool indispensable in the work of negotiators, company owners, employees of companies with international reach or translators.

The decision on researching the bibliography of papers on communication in Ukrainian and in Polish independently was important from the perspective of preparing definitions. The main reason behind the selection of this method of building definitions were various approaches that developed historically in the communication science in Poland and Ukraine. Consequently, the definition found in the dictionary's Ukrainian and Polish version are not the result of direct translation, but rather reflect trends that developed in each country's academic literature.

As already mentioned above, experts in the field of communication, linguistics and management were involved in the project. The experts were simultaneously involved in 1) the selection of terms and preparing the term hierarchy tree; 2) formulating term definitions on the basis of the collected bibliography material.

Currently available software was used for organising collaboration, which served to create the terminology tree, to format the definitions, to organise the bibliography base and organize parallel work on the dictionary's content among the members of the team.

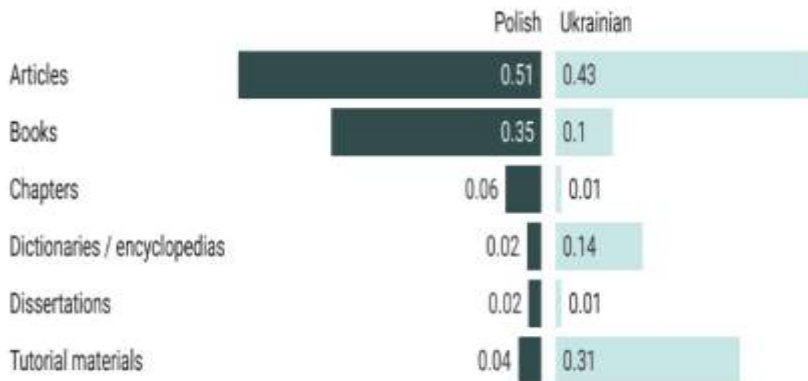
5. Dictionary's Source Base

Apart from the dictionary team, students of the 3rd year of the Institute of logistics in the Faculty of Engineering Management at the Poznan University of Technology were employed in searching for bibliography sources where selected terms have been defined. The main information base were PUT's library resources and other freely available library resources and electronic repositories of academic literature in Ukrainian and Polish. The bibliography search led to the selection and analysis of around 400 academic and scientific sources in Ukrainian and Polish (Figure 1), the vast majority of which were scientific papers (respectively, 51% and 43% of the used Polish and Ukrainian literature sources). On the other hand, monographs and books became the second largest group for

Polish literature (respectively, 35% of the used literature sources compared to 10% in the Ukrainian collection). In the Ukrainian sources, the second largest group are teaching publications, namely handbooks, scripts, etc. (respectively, 31% to 4% of the used Polish literature sources). It should be noted that dictionaries and encyclopaedias constitute 14% of the used sources in Ukrainian (2% in the case of Polish literature sources). The source base will be supplemented while the works on the dictionary continue.

Most bibliography sources in the obtained collection of documents are the works of Polish and Ukrainian scholars. Consequently, only 5.7% of publications in Ukrainian and 5.6% of publications in Polish are translations of fundamental works devoted to various aspects of communication theory.

Figure 1. Types of sources.



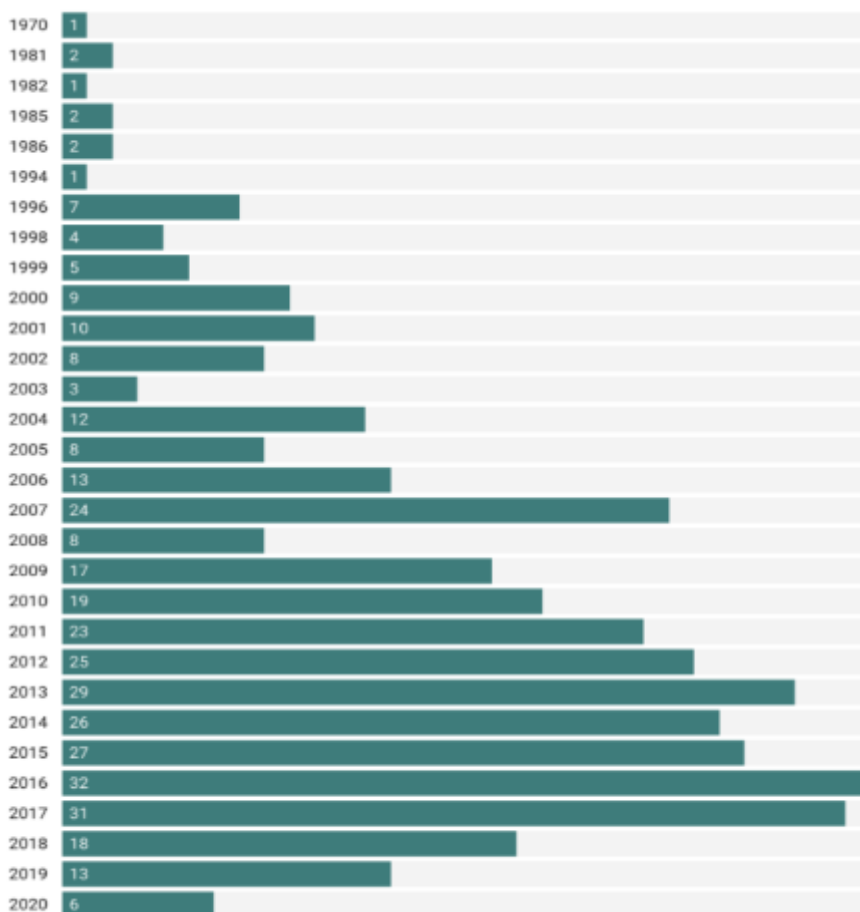
Source: Own research.

Although the analysed publications span half of a century (1970-2020), most of them were published from 2000 until 2020 (Figure 2). The design team focused on searching for the newest sources of literature on the topic of communication in management. Still, it was impossible to avoid basic dictionaries and encyclopaedic works that have not lost any relevance in time (e.g., the only publication of 1970 that found its way to the collection of analysed documents is a dictionary of the Ukrainian language in 11 volumes (Bilodid, 1970).

The collection of documents acquired during the project is of interdisciplinary nature (Figure 3). Naturally, considering the project's goal, it is no wonder that 62% and 72% of the analysed sources of the Polish and Ukrainian literature, respectively, is devoted to certain aspects of the theory and practice of communication; 39% and 25% of the Polish and Ukrainian documents, respectively, are devoted to management; 13% and 28% of the Polish and Ukrainian documents, respectively, are on linguistics.

However, and this is again underscored by the project's interdisciplinary nature, 23% and 16% of the Polish and Ukrainian documents are devoted to various aspects of psychology; 14% and 10% of the Polish and Ukrainian publications concern humanistic sciences, such as sociology, anthropology, history, jurisprudence, etc., respectively, 6% and 7% of the found Polish and Ukrainian publications were devoted to pedagogy.

Figure 2. *Timeframe of source.*



Source: Own research.

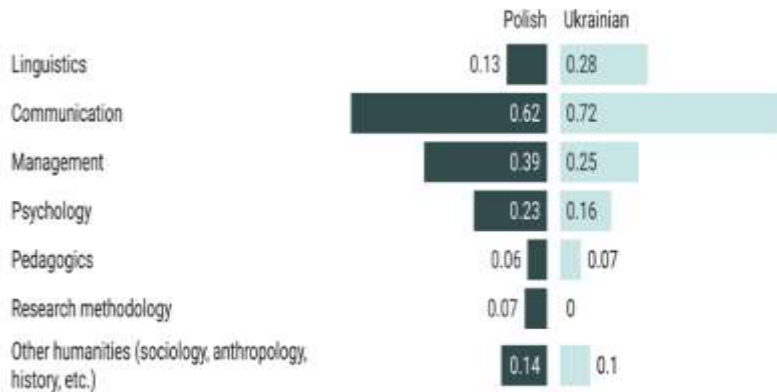
6. Characteristics of the Structure of the Dictionary

When setting up a terminology base, whether for the needs of a business or for broader purposes, we consider multiple elements that are necessary to complete the task as good as possible.

Firstly, a question must be answered about the role, or function, that is achieved by specialised language, as numerous terms are held exactly there. In contrast to general lan-

guage, specialised language serves three functions: cognitive, communication and instrumental (for a broader look on functions see (Karpiński, 2008; Łukasik, 2017). All three functions are important for management related goals:

Figure 3. Topics covered by sources.



Source: Own research.

- the cognitive function teaches the user the jargon within a specific business structure,
- the communication sphere supports the skilful use of communication-related terms in building messages related to management (creating business or management texts),
- the instrumental function supports the skilful decoding, or reading, verbal and non-verbal signs, necessary to maintain efficient communication (e.g., during negotiations, job interviews or other forms of business communication). All three functions will be taken into account in the dictionary's microstructure, when building phrases.

Another element consists in the detailed macrostructure of the language and eliciting a response to the question of which components we wish to incorporate. The dictionary's macrostructure, in other words its general concept, combines the following elements: the dictionary's type, its users, the level of detail in the system of selection of entries, the dictionary's composition, the thesaurus' structure, monolingual or multilingual dictionary, the method of selection of terms, etc.

The next element is medio structure, i.e., the system of connections between components, the logistics of the layout of entries, dependencies within the entire terminology tree and its branches. A well thought-out medio structure give the dictionary's user a comprehensive view of the field of communication in management and points to relations between entries. For dictionary researchers, however, this means the possibility of operating the system without deforming its dependencies.

And ultimately, the dictionary's microstructure - the composition of dictionary entries. The developed, homogeneous entry scheme used across the entire dictionary gives the user the visions of the entire view of the field.

6.1 The Dictionary's Macrostructure

The first stage of the project saw a question on the selection of definitions and concepts necessary to contemporary managers, both to better understand the theory of communication and to apply its approaches in practice. When working on the creation of a term base, we focused on the following types of leks:

- a) Normalised sector vocabulary;
- b) Specialised vocabulary;
- c) Didactic vocabulary.

The dictionary's thematic range covers occupational communication at the crossroads of the following areas:

- management;
- linguistics;
- psychology.

The source base used in the discussed dictionary is presented, in details, in the first item of the article's third section. The main challenge of the subsequent stage was to systematise the concepts and classifications used in the theory of management and the theory of communication, or in other words, to build a thesaurus that serves informational, search and translatory function. The thesaurus has an open function and can modify the network of terms. To be able to use the thesaurus for the purposes of a specialised dictionary, a decision was made to develop a visualisation of the thesaurus as a terminology tree.

The creation of a hierarchy tree facilitated their systematisation, by using the existing classifications both in the theory of communication and in the theory of management. It should be noted that the selection of the method of classification comes as a consensus of experts' opinions from various fields of knowledge. Consequently, the experts often had differing views on the relations between ideas that found their way into the final list. Summing up, the dictionary's selected functional type is an incomplete bilingual dictionary of specialised terms with an exocentric thematic profile.

To facilitate using the bilingual dictionary, a page division was used: even pages in Ukrainian, odd pages in Polish. The dictionary is dedicated to students and researchers of management and communication faculties and to representatives of various levels of management in companies.

6.2 The Dictionary's Medio Structure

For this part of the dictionary's structure, onomasiologist approach was selected, giving the ability to solve two tasks: to identify any gaps in the terminology mesh and to clearly show relations between entries, allowing the user to acquire specialized knowledge in a simpler way. The onomasiologist approach is discussed in a broader manner in “(Szemińska, 2014).

6.3 The Dictionary's Microstructure

Dictionary articles have a common structure, made up from several spaces (Karpіński, 2008, p. 161):

1. The affective space of the created definitions is the space of business, and to be more precise, the sphere of communication in management.
2. The technological space of the created definitions applies to the term's constituents.
3. The functional space of the created definitions presents the description of the term's role regarding communication.

The design team decided to move away from analysing terms about determining language unit because:

- a) The philosophy of the dictionary does not provide for detailed linguistic analysis;
- b) The dictionary's intended user has no need for specialised linguistics information;
- c) Resigning from these tasks means the dictionary is more legible for management professionals, because the information burden is reduced. This does not mean that in the future, after surveying the dictionary's users, linguistic analysis elements are not added to the dictionary, to be understood as adding quasi-term-term-jargon characteristics [quazi-termin-termin-żargon – qt-t-ż] (Karpіński, 2008, 58). Definition constituents presented in the following scheme:

Figure 4. *Concept structure scheme*

Term (mono- / bi- / multi-segment)	Conjunction	Defining part (taking into account 3 spaces)
	Source base	
	Term's visualisation	

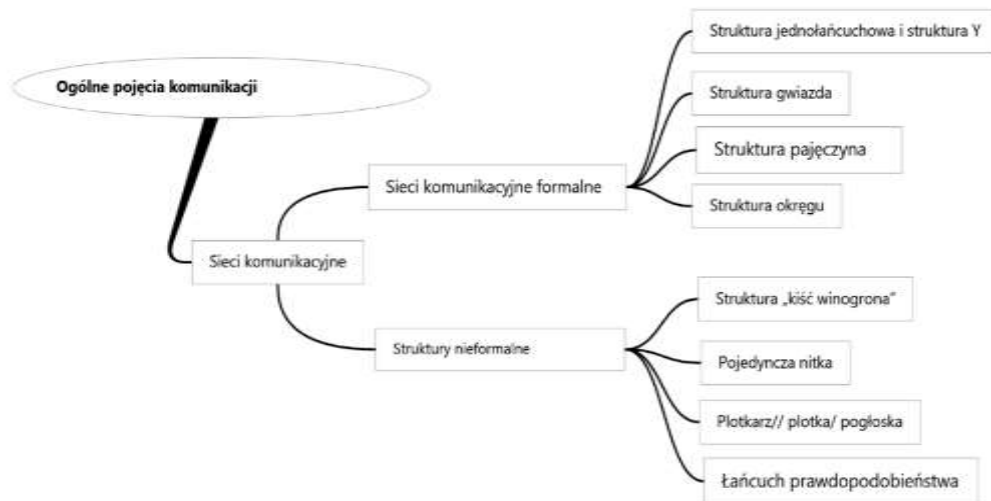
Source: Own work based on Karpіński, 2008

The term's description according to the above strategy allows us to point to designators which will narrow down the meaning of the term or show its other meanings. Each term has been visualised with the so-called term branch; an integral part of the terminology tree created for the dictionary's purposes. The terminology branch visualises the term's connections with its closest surroundings.

Each dictionary article is created according to a pre-set scheme:

1. The term in Polish and in Ukrainian.
2. The term's definition in Polish and in Ukrainian.
3. The sources subject to which the definition is proposed.

Figure 5. An example of a terminology tree. Communication networks.



Source: Own research.

Figure 6. An example of an entry
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to uwarunkowane w czasie i przestrzeni otoczenie zjawiska, które może być sprzężone czy otoczone przez nastawienie odbiorcy znajdującego się w pewnym stanie fizycznym i psychicznym.

Charakteryzuje się oddziaływaniem na interpretacje komunikatu przez odbiorcę. Każde wyrażenie nabiera sensu tylko w kontekście: w konkretnym czasie i w konkretnym miejscu (idea chronotopu).

Kontekst ma sześć wymiarów: psychologiczny, społeczny, fizyczny, czasowy, kulturowy, etyczny.

W zarządzaniu wykorzystujemy szereg kontekstów jednocześnie, które mają wpływ na przebieg procesu komunikacyjnego.

FRĄCZEK, ADRIANA (2012): Interpersonal communication

NOWAK, PAWEŁ (2004): Social communication.

FISKE, JOHN (1999): Introduction to Communication Studies

KOTLER, PHILIP (1999): Marketing. Communication

ВАШТИН, МИХАИЛ (1986): Литературно-критические статьи. (Бахтин, М. 1986. Литературно-критические статьи).

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обставини, за яких відбувається комунікація та які мають вплив на її перебіг.

Елементами контексту можуть бути місце, час, особистість учасників комунікації, їх соціальні ролі учасників і т. ін. Контекст складається з шести основних елементів, а саме: культурного, фізичного, хронологічного (часового), етичного, соціального та психологічного.

Управління контекстами є важливим інструментом управління ефективністю комунікаціями організації.

ПОПОВА, Т., ЛІПКАН, В. (2016): Стратегічні комунікації: словник

ЧОРНОБАЙ, О. Л. (2015): Природа, структура і типологія спілкування (комунікації) у професійній діяльності юриста

ДУБЦОВА, О. В. (2013): Когнітивні причини комунікативних невдач (на матеріалі англомовного кінодискурсу)

ЖИГАЙЛО, Н. (2012): Комунікативний менеджмент

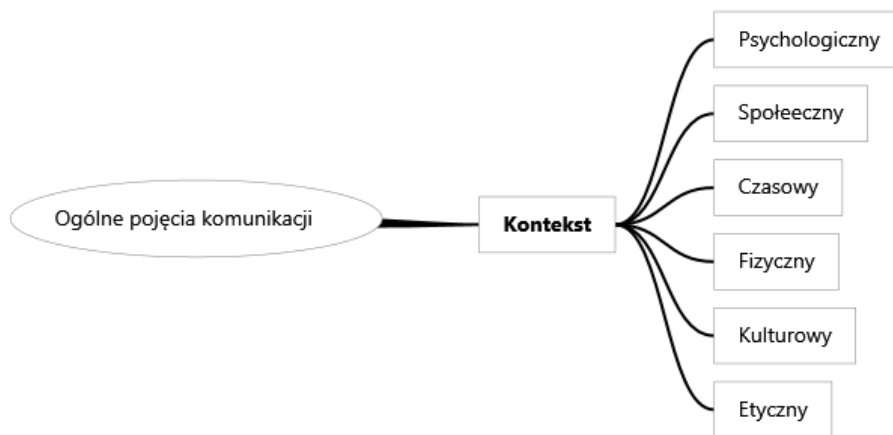
БАЦЕВИЧ, Ф. С. (2004) Основи комунікативної логістики

Source: Own research.

4. The graphic scheme present relations between definitions and is a part of the terminology tree regarding communication in management.
5. An index of terms, in Polish and Ukrainian, was created to facilitate navigating the dictionary.
6. The defined term is presented in bold font in the graphic scheme.

The authors of the project believe that entries prepared in this manner create synergy in providing both verbal - text information and graphic - visual information.

Figure 7. An example of a terminology tree with the defined term highlighted.



Source: Own research.

7. Conclusions

The history of both Polish and Ukrainian lexicography is long and very rich. The methodology of working on creating dictionaries is also well understood. Still, terminology related to communication is most often found in general linguistic dictionaries or in encyclopaedic dictionaries, which, despite their strengths, fail to show to the user the manner and place of using given communication phenomena or processes.

The need for such a tool stem from the growth of business and, consequently, the need to prepare specialists, such as managers, who use communication resources for their daily work. The need for such a dictionary, meaning a bi-lingual dictionary, stems from the growth of business and, consequently, the need to prepare specialists, such as managers, who use communication resources and processes for their daily work. The dictionary's future user is a person who typically works in the field of management and communication, as well as students of management faculties. The dictionary's future user is a person who typically works in the field of management and communication, as well as students of management faculties. These are the very people who use communication terminology and tools that have been developed by communicology so far.

We focused on three components when developing the dictionary's methodology, macro, medio- and microstructure. The dictionary's macrostructure has been developed so that thematic division is visible, which is an attempt at putting communicology content in management in order and at defining distinct boundaries between separate communication sections, e.g., general communication, interpersonal communication or intercultural communication, and terms belonging to other areas, such as management, ethics, etc.

A terminology tree was created to facilitate navigating and establishing inter-relations (medio structure), with multiple major branches, with each one containing terminology branches, where every term's structure follows a scheme encompassing 5 components and is used in the dictionary's both parts: in the Polish part and in the Ukrainian part (microstructure). The dictionary is also equipped with an index of entries.

The source base consists of scientific publications (monographs, articles) in Polish and in Ukrainian, with definitions of terms and global precursors in the field of communication. The diachronic range of the selected sources spans the period from 1995 to 2020, but also covers older publications that discuss the beginnings of defining concepts important for the topic. Since communication is a fresh field of science, and consequently subject to ongoing changes, the authors focused on relatively new materials to show tendencies in the development of terminology, taking communication outside the boundaries of a single discipline and balancing the term on the verge of numerous disciplines.

This is both where the paper's novelty lies and where the biggest difficulty is in dividing terminology that belongs to communication in a selected scientific discipline, e.g., marketing or linguistics.

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