

THE ROLE OF TERMINOLOGY IN THE PROFESSIONAL ACTIVITY OF THE RESTAURANTS SPECIALISTS

Yurovsky V., Prof.

University of Geneva (Switzerland),

Dmytrevskiy D., Cand. of Tech. Sc., Ass. Prof.

Kharkiv State University of Food Technology and Trade

The study of terms causes interest to linguists for quite some time. Attempts were made to understand their theoretical essence, which did not lead to an unambiguous answer.

Formation of terminology is due to social and scientific and technological development, since any new concept in a special field should be termed a term. The terminological system must correspond to the level of modern development of this branch of science and technology, the field of human activity. The general characteristic of the term depends directly on the state of the language of science and technology, on the tendencies of its (language) development. Accordingly, changes in science lead to a change in scientific views and the creation of new terms, methods for their study. Analyzing the current state of the term, it is important to note its greater semantic flexibility, the ability to create new terms based on what is already available. Language activity of a person is a direct reflection of the constant development of science and technology.

When creating and releasing various professional, narrow-profile literature and teaching aids, the correctness of the words and terms used is of great importance and importance. This also applies to the terminology of the restaurant industry, on which the correctness of perception and understanding of the subject largely depends. For example, when translating, it is very important to have a lot of experience and terminology, which will help to achieve the greatest accuracy in the transmission of meaning.

As the modern branch of the restaurant industry is closely connected with the use of equipment that is produced in different countries of the world, as well as cooperation with foreign partners, the translation of terms is quite a demand and an important part of the work process. Due to professional translation, valuable experience is exchanged between colleagues from different countries and training of specialists of a narrow profile is carried out. In the same way, internships of specialists abroad are

also carried out, in the course of which specialists receive much valuable knowledge and acquire new skills. The emergence of new technologies and techniques in the restaurant industry also requires today a rapid development, which once again underscores the need for professional and qualified translation of all necessary documentation in compliance with the necessary standards.

At the present time, a strict classification of establishments is not developed in the restaurant business. In world practice, there are many principles for classifying restaurants: by assortment, by qualification of personnel, by target audience, by price level. The enterprises of the restaurant economy, according to the classification, belong to the sphere of material production, because the work of the collectives of these enterprises is productive. Restaurant economy in Ukraine is a large branch of the economy and tries to stand out as an independent industry. A characteristic feature of the restaurant industry is that it unites all four phases of expanded reproduction: production, distribution, exchange and consumption.

The place and role of the restaurant economy are characterized by the functions it performs. The production and organization of consumption are of decisive importance in the region. Almost two thirds of the products sold by the restaurant business are products of its own production.

By the nature of the organization of production of the restaurant business, they are basically similar to the food industry. However, in contrast to food industry enterprises, restaurant enterprises produce products that are not subject to long-term storage and must be quickly implemented. Some of the products are sold to the population through a network of cookery stores for consumption at home. By the nature of the sale of products, the restaurant industry is different from the food industry and retail trade enterprises, as here, along with the sale of products, its consumption is organized, as well as providing various types of services to the population.

A scientifically grounded classification of the restaurant industry is important for the proper planning of industrial production and for ensuring a certain proportionality in its development.