

Development of Business Terminology in Modern Kazakhstan. Conservation and Strengthening of the Linguistic Capital of Kazakhs

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Abstract: The goal of this study is the analysis of business terminology of post-Soviet linguistic space, functioning of business terms at the language and speech level, the form, content and the origins of the terms. One of the important factors of the linguistic heritage are the national business terms adopted from literary language, accumulated during many centuries. These terms have been in the past and exist in present and will be valuable for development of the scientific business terminology in the Kazakh language, which is required in the modern society related with economic science. The current development of international relations as well as trade and market relationships of Kazakhstan with other countries has resulted in the adoption of the tens of thousands of words from European languages. Significant changes in language are related with the revision of the old terminology and emergence of new terms.

Key words: Post-Soviet language space • Language policy • Business terminology • Adoptions • Russian-Kazakh-English trilingualism

INTRODUCTION

Modern socio-economic transformations of post-Soviet countries and Kazakhstan are significant. In the last twenty years, there are a lexical changes and most of them have occurred due to tens of thousands adoptions. All these changes are reflected in all industrial sectors of the country and rising the significant lexical changes in modern Kazakhstan. Adoption of international words affect the main function of the language-communicative. This article is to discuss the functioning of business terms adopted from foreign languages and use of ancient business terms in the modern Kazakh and Russian languages, which are deeply rooted in these languages. In our study we have used the wide range of dictionaries, manuals and newspapers and other published materials.

MATERIALS AND METHODS

A method of component analysis, interpretations, retrospective method and synthesis of traditional terms were used in the present study.

General: The Kazakh language has been influencing by external factors over long time. Common literary language of all Turkic tribes and nations was distributed approximately since the XV century on the lands of Middle and Central Asia, which gradually were joined to the Russian Empire and after the Great October revolution of 1917 became a part of the RSFSR and later – the Soviet Union [1]. The Russian language was the main in communication in the Kazakh SSR during Soviet period. In 1989, the part of the titular population in Kazakhstan was lowest in the USSR – 39.7 %, that was insignificantly higher than the entire population of Russian and lower of the part of Russians and other non-Turkic ethnic groups. Russians living in the cities consisted more than half of the population and Russian language was the second for Kazakhs [2].

However, in 1989, the Kazakh language was declared as the state language and the Russian language has acquired the status of a language of interethnic communication [2].

In 1997 and until present, the current “Law on languages in the Republic of Kazakhstan” underlines the priority position of the Kazakh language and declares the gradual transition of documentation to Kazakh.

Thus, the Kazakh language has the status of the state language with clear context of the use and functions [3]. In present, Kazakhstan follow a transporant policy and actively builds the international relations, which resulted to the so-called “globalization” of both economy and language policy. After independence of Kazakhstan, the foreign languages have became one of the main factors of socio-economic and cultural progress of the society. Since 2007, the Kazakh goverment implement the cultural project “Triunuque languages-Kazakh, Russian and English” and from 2011, the language policy is based on “The State program of development and functioning of languages for 2011–2020”, adopted by the decree of Nursultan Nazarbayev, the President of the Republic of Kazakhstan [4]. Language policy in Kazakhstan is the way of integration of Kazakhstan into the world community. In present, the Kazakh society is conducting a policy of trilingualism directed to the development of the people of Kazakhstan of the Kazakh, Russian and English languages. In addition, policy of trilingualism emphasizes the Kazakh language as the national and priority [5].

Generally, the main problem of the literary language in the new independent states is the problem of creation of new terminology in various spheres of society. The economics of these countries faces the specific tasks therefore the deep changes in all countries of former USSR require significant economical transformations. The obvious problems in the society became a reason for essential attention paid to “the linguistic sphere”.

Certainly, creation of an effective terminology in all spheres of public life: administrative and economical (including legal), scientific-technical and pedagogical is one of the ways to increase the prestige of the Kazakh language in society, as well as a tool to overcome a number of negative myths and stereotypes existing in the linguistic sphere. Creation of universal and specialized terminology will enhance the linguistic culture of the Kazakh society, because the further development of linguistic space is directly related with the necessity to improve the culture of speech and literature and the creation of a tolerant language environment.

The strategic target of the language policy is “the preservation and strengthening of the linguistic capital of Kazakhs”. This aspect of the language policy is related to the decision of a number of problems, including the preservation of “the level of Russian language as a competitive advantage of Kazakhs”, the creation of conditions for development of ethnic languages that form the linguistic diversity of culture of

Kazakhstan, a problem of study of English and other foreign languages as a means of international business communication [5].

In present, the lingual tools from five sources are used to create the terminological systems in the Kazakh language:

- Turkisms used until VIII century;
- Common words that belong to all Turkic languages;
- The words common with Mongolian;
- The words adopted from Arabic and Persian;
- The words adopted words from Russian and through the Russian language [6].

In the present, it is possible to distinguish the adopted words from the European languages (primarily English).

Traditionally, a significant role in the study and preservation of traditions of Turkic people in Russia, in the conditions of the domination of Russian culture was played by Russian scientists–orientalists and writers: the first attempts of creation of literary standards for the Turkic nationals of Russia were undertaken in the beginning of XIX century by A.A. Zapolskiy, P.S. Samkovskiy and M.G. Nikolskiy [1]. The first newspapers in Kazakh version of the Turks issued as an supplements to the official Russian newspapers (to “Turkestanskije Vedomosti” or “Akmolinskije Oblastnye Vedomosti”) were published with participation of scientist-orientalist V.V. Grigoriev, historian and linguist V.V. Velyaminov-Zernov and specialist in Turkic Philology N.I. Ilminsky [7]. In particular, the works of the great Kazakh writers Ibrai Altynsarin and Abai Kunanbayev were published in the newspapers for the first time [1]. Therefore, the bulk of the socio-political, scientific-technical and religious terminology of Arab-Persian origin was adopted to counteract the introduction of the words adopted from the Russian language, the competition between the equivalents contributed to the development of the semantics of the terms and extension of the meaning of lexical tokens and their further semantization. Development of semantics was a necessity because the archaic tokens were insufficient to express a huge number of concepts emerged in the beginning of XX century due to radical changes in social relations and the development of industrial production. Among other terminological systems, the economic terminology was directly adopted from the Russian newspapers. The calques in Kazakh language were widely used besides direct adoption

in written and the subsequent transformation: Russ. *железная дорога* [zheleznaya doroga] (lit. Eng.: railway) - Kaz. *теміржол* [temirzhol] (lit.: iron path) and descriptive translations: *есін ñалó* [egin salu] (Eng. “arable farming”, lit.: to sow wheat), cf. contemp. *?ñeer æañýнда?ú* [esker zhasyndagy] (Eng. “call-up age men”, lit. Eng.: military youth).

During Soviet period, the development of terminological systems in all the languages of the USSR peoples occurred simultaneously and was centralized, therefore the business, technical and official state documentation was translated and approved in Moscow according to Soviet unified standards. However, during the XX century, the Kazakh language contained traditional concepts and terms related with the economic and trade activities. Commodity-money relations have appeared in the life of Kazakhs from the ancient times of the Great Silk Road. Among the modern terms of the market economy, the old Kazakh words such as *??H* [kun] ‘cost’, *м?ра* [mura] ‘inheritance’, *ñейе* [nesie] ‘credit’, *таóар* [tauar] ‘goods’, *ñаóда* [sauda] ‘trade’, *á?ñее* [beseke] ‘competition’ and other are often used. These terms compete with the Russian terms in the business language of the native speakers of Kazakh and other nationalities, speaking Kazakh. However, their developed semantics is a problem and sometimes, polysemy prevents the precise identification of the scope of functioning of terms. For example, token *м?ра* [mura] acts as a legal term ‘inheritance’ and abstract noun ‘heritage’. O.S. Akhmanova has emphasized that definition, with greater or lesser degree of accuracy places this term within the terminological system of a particular branch of knowledge transmitting the essence of the concept, defined by the term [8].

Similar problem exists in English language and was clearly revealed in the citation of the American writer Bill Bryson: “English grammar is so complex and confusing for the one very simple reason that its rules and terminology are based on Latin – a language with which it has precious little in common. In Latin, to take one example, it is not possible to split an infinitive. So in English, the early authorities decided, it should not be possible to split an infinitive either. But there is no reason why we shouldn't, any more than we should forsake instant coffee and air travel because they weren't available to the Romans. Making English grammar conform to Latin rules is like asking people to play baseball using the rules of football. It is a patent absurdity. But once this insane notion became established, grammarians found

themselves having to draw up ever more complicated and circular arguments to accommodate the in consistencies» [9].

Actualization of Turkic token *??H* [kun] is an example of a system and special introduction of a new term. Extension of semantics in the Kazakh language has occurred through the creation of new collocations, cf.: 1) price, cost – *азý-м?лїе таóарларýннý* *??нý* [azyk-tulik tauarlarynyn kuny] ‘price of food products’, *аазарда етти? ??нý аһа еееH* [bazaarda ettin kuny kansha eken] ‘What is the price of meat on the market?’, *??нý áip мейн* [kuny bir tiyn] ‘costs nothing’, *??нý æо?* [kuny zhok] ‘price less’; 2) *аейрааһ??H* [aiyrbaskun] ‘exchange value’ i.e. ‘the value embodied in the goods and materialized work of manufacturers’, *оһймәа ??H* [kosymsha kun] ‘surplus value’, *м?тýнó ??нý* [tutynu kuny] ‘consumer cost’; 3) fig. dignity, authority, value, the significance – *доһтарýннý алдýнда оннý* *??нý м?ñми* [dostaryryn aldynda onyn kuny tusti] ‘the lost an authority among the friends’, *??нý еетó* [kuny ketu] ‘depreciated; lost value; insignificant’. There are historical tokens along with modern meanings of token such as ‘retribution for murder or injury’ – *ол еезде ??H ?оһн мал аерилетин* [olkezde kun ushin mal beriletin] ‘at the time, the cattle was a payment for the murder’, *??H алó* [kun alu] ‘revenge for the blood of the murdered relative’ and *??H ?óó* [kun kuu] ‘seek retribution for injury or the murdered relative’ [10].

The polysemy of terminology exists in English language. For example, the term *value* has several meanings:

Value the benefit that a good or service provides, as perceived and measured by the beholder. What one customer finds of value can be different from what another find of value. Good marketing will sell a product based upon its perceived value to a target market [11].

However, the meaning of this word is slightly different in the dictionary of synonyms and antonyms:

Value (n):

- Houses exceeding £250.000 in value: price, cost, worth, market price;
- The value of adequate preparation: worth, usefulness, advantage, benefit, gain, profit, good, help;
- (values) principles, ethic morals, standards, code of behavior.

Verb:

- *His estate was valued at £ 45000: evaluate, assess, estimate, apprise, price;*
- *She valued his opinion: think highly of, have a high opinion of, rate highly, esteem, set great store by, respect [12].*

Similar meaning for a word *asset* according to the Macmillan English Dictionary [7, p. 7]:

Asset /set/noun[C]:

- *[usually, plural] something such as money or property that a person or company owns: the business has assets totaling 5.1 million.*
- *A major benefit: youth is a tremendous asset in this job. It is a definite asset to the team.*

Due to the rapid development of the economics of Kazakhstan, the development of terminology is spontaneous or organized. However, not all words adopted from European languages are the business terms. To elucidate this question, we have to understand “What is the business?” For example, the manual “*we’re in business*” for beginners provides the following definition of business:

Business English is the language used by involved in business. Commerce is the study of the procedures which are followed in trade and related activities [13].

If translate the term *business* as an affair or entrepreneurship [14] then any economical sector belongs to the business including education, agriculture, insurance, advertising, private entrepreneurship, etc.

Business Is the Work of Making, Buying and Selling Goods or Services:

- *Cindy work in the music business.*
- *My brother is in the restaurant business.*

A business is a company, a shop or an organization that makes and sells goods or provides a service. She owns a successful hairdressing business [15].

The spontaneous formation of the terms is based on direct adoption of words or word formation formants from English language or international vocabulary.

For instance, *minimarket* (small shop), *City Center* (large shopping centre), *mazhilismen* ‘a member of the government’. Numerous terminological vocabularies in Western European languages referring to international words are rooted on the ancient Greek or Latin languages. Use of international words is part of the European literary culture. It is extremely difficult to determine how international words enter the Kazakh language. In majority cases, it can be supposed that the spontaneous adoption of the words occurred from the Russian language as an intermediate. One of these adoptions is the term *management*. However, present spontaneous direct adoption of the international words without transliteration, i.e. in the Kazakh texts written in Cyrillic, appear in the Latin alphabet. The Latin font is adopted in the system of state registration of motor transport and Latin alphabet is used on brands including the world famous brands *Gucci* or *Adidas* and in the name of organizations and institutions such as *the Institute of magistracy and doctoral studies PhD, Coffeedelia* (cafe chain in Alma-Ata) and *JSC “Bank Cassa Nova”*.

The functional interaction of the Kazakh and Russian tokens can be demonstrated by example of the dictionary interpretations of several commonly used terms. For example, the token *адвокат* [advokat] (Eng. lawyer) adopted from the Russian language corresponds to the Kazakh word *әуәкәш* [korgaushy]. The second meaning of this word is *defender* (Kaz. *әуәкәш*) and similar to the Russian token *advokat*. Kazakh equivalent also exists for English adopted word *business* – *әкіпкерлік* [kesipkerlik], *іскерлік* [iskerlik]. The Kazakh synonyms have the additional meanings: first word corresponds to the Russian entrepreneurship and the second determines the business qualities of the entrepreneur such as efficiency and intelligence [10] that bears the semantics contained in the Russian concept of ‘business man’.

RESULTS

The obtained conclusions on specific semantics and structure of the business terms provide the data for understanding of the fundamental problem of terminology-the problem of the form and content of a term as units of the nomination. The intensive development of private entrepreneurship in post-Soviet countries has resulted in the fact that economic terms previously used in the state economy appeared in daily communication and colloquial language. Recently, the Kazakh language (as well as Russian) acquired numerous foreign (English) and international terms of the market economy, which

are untranslatable and some of them have appropriate meaning in the Kazakh language. These competing synonyms are often used in media. Therefore, the creation and distribution of the national economic terminology is a problem of both economists and all professionals in the field of terminology.

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