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Systematization of results of derivation processes in the subject area “Entrepreneurship and Business”Kuban State University
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Аннотация

Цель исследования – систематизировать результаты деривации как основной фактор вербализации в теории языка. Изучается предметная область «Предпринимательство и бизнес» на русском и английском языках на основе деривации, лексических / терминологических единиц, отражающих социальные и культурные аспекты бизнеса. Авторы пришли к выводу, что лингвистическая репрезентация научных и профессиональных концепций предметной области «Предпринимательство и бизнес» предполагает доступность этой сферы для других членов общества.

Ключевые слова: когнитивный анализ, концептуальная система, предметная область «Предпринимательство и бизнес», термин, деривация, общество, теория языка.

Abstract

The target is to systematize the results of derivation as the main factor of verbalization in language theory. The subject area “Entrepreneurship and Business” in Russian and English based on derivation, lexical / terminological units reflecting social and cultural aspects of business is explored. The authors came to the conclusion that the linguistic representation of scientific and professional concepts of the subject area “Entrepreneurship and Business” implies the availability of this sphere for other members of the society.

Key words: cognitive analysis, conceptual system, subject area “Entrepreneurship and Business”, term, derivation, society, language theory.

Introduction. In the language continuum of the scientific and professional sphere, derivation is considered as the main factor in the verbalization of the subject area “Entrepreneurship and Business” that has not yet been studied in the theory of language. Under the subject area “Entrepreneurship and Business” we mean a structured set of cognitive-semantic entities in a certain way, of concepts verbalized by the means of language related to the sphere of economics (terms, professionalisms, professional jargons).

To fulfill the stated *target* (to systematize the results of derivation as the main factor of verbalization in language theory) we studied a great number of scientists’ articles on difficulties in derivation processes.

The *relevance* of the given paper is defined by the importance of the topic for the cognitive direction in present-day language theory.

The *novelty* of the given work is the analysis of: 1) the word-forming clusters of business terminology structure; 2) the suffix derivatives in the subject area “Entrepreneurship and Business”.

Our research is based on the *theoretical and practical materials* of the scientists dealing with derivation processes in the subject area “Entrepreneurship and Business”: L. G. Aksyutenkova, A. V. Zhandarova, S. N. Semenova, Z. I. Gurieva.

The studied material was interpreted from the standpoint of a system approach. In this regard, language is understood as the main means of accumulation of human knowledge about the world around us. As a socio-historical and cultural-communicative phenomenon, it develops together with society and serves its purposes.

So, we compared the derivational ‘cluster’ of the top-word “business” in different dictionaries with a derivational ‘cluster’ on the basis of a sample of terms, professionalism, etc., functioning in the modern language. There is a progressive tendency to multiple derivational production of names meaning new business denotations for Russian reality shown in the following Table 1.

Table 1.

English and Russian examples in ‘clusters’

‘Cluster’ 1	‘Cluster’ 2
Business – Бизнес <i>Бизнес / мен</i>	Business – Бизнес Business card – <i>бизнес-карта</i> Business career – <i>бизнес-карьера</i> Business center – <i>бизнес-центр</i> Business directory – <i>бизнес-справочник</i> Business-discourse – <i>бизнес-дискурс</i> Business lady – <i>бизнес-леди</i> Business language – <i>бизнес-язык</i> Business organization – <i>бизнес-организация</i> Business plan – <i>бизнес-план</i> Business show – <i>бизнес-шоу</i> Business statistics – <i>бизнес-статистика</i> Business text – <i>бизнес-текст</i> Business unit – <i>бизнес-единица</i> Business woman – <i>бизнес-вумен</i>

As can be seen from the above given comparison, in Russian language economic picture of the world the concept “Business” and the means of its verbalization for many years “turned out to be on the periphery of perception, while in English they are essential organizing elements in reflecting and evaluating the surrounding reality” [2, p. 38].

At first glance, the investigation of the conceptual organization of a derivative word consists of considering assumptions of both the process of knowledge structure in the course of a nomination not only by a derived word but the knowledge representation structures characteristic of a given type of lexical nomination [4, p. 85; 5, p. 156].

The word-forming models express the significance of the generalized type – the word-forming value of a model. The word-formative meaning allows judging what knowledge structures can stand behind the created derivatives in this or that model [1, p. 86].

We would like to define the importance in studying the derivation of terms of business language due to the following basic thesis: “every language can be considered as some kind of code... which is nothing more than the norms of a literary language...” [3, p. 85; 6, p. 763].

It is widely known that there is another way of term forming: the use of word-forming models, words, word-combinations and elements of Greek and Latin origin. As it turned out it is the most productive technique because many scientific and technical terms have been created on the basis of these languages.

The analysis of the suffix derivatives in the English subject area “Entrepreneurship and Business” proves that in this area there are functional, adjective and verbal suffixes: *-er*, *-or*, *-ant* (*-ent*), *-ion*, *-ure*, *-age*, *-ing*, *-ship*, *-dom*, *-ist*, *-ness*, *-ary* (*-ory*), *-ment*, *-al*. The following values are conceptualized with the help of formant *-er*: 1) agent of action (person) (*paymaster*); 2) an intangible agent (*exchequer*); 3) agent of action (not a person) (*carrier*), etc.

So, we would like to show the following examples to prove the existence of cognitive-derivational potential of the subject area “Entrepreneurship and Business” in both languages. (The translations of the sentences from English original resources into Russian are performed by the authors of the given scientific work).

Sentence 1. “*It is sometimes thought that the high degree of concentration of the brokerage market in a few hands indicates a lack of competitiveness*”. [8].

(Иногда считается, что высокая степень концентрации брокерского рынка в нескольких руках свидетельствует об отсутствии конкурентоспособности).

Sentence 2. “*The **advantage** of accelerated amortization for tax purposes lies in the deferment of taxes rather than in their reduction. When amortization is accelerated, the drain of income taxes is reduced for the **business** during the years immediately after the purchase, thus releasing more funds for the repayment of any obligations incurred in financing the property.*” [7].

(Преимущество ускоренной амортизации для целей налогообложения заключается в отсрочке уплаты налогов, а не в их снижении. Когда амортизация ускоряется, утечка подоходного налога уменьшается для бизнеса в течение нескольких лет сразу после покупки, тем самым высвобождая больше средств для погашения любых обязательств, возникших при финансировании имущества).

In sentences 1, 2 the words formed by suffixes (-ion, -age, -ness, -ment, -ing) are defined: *concentration, amortization, reduction, obligations; brokerage, advantage; competitiveness, business; repayment; releasing, financing.*

The theoretical and practical significance of the present scientific research is determined by the complex study of the specifics of cognitive linguistic activity in the subject area “Entrepreneurship and Business” as interrelated phenomena but with different conceptual foundations. It consists of identifying and interpreting the cognitive-derivational blocks of main concepts that form the basis of the studied area in Russian and English. At the same time, the problems of linguistic conceptualization in the subject area “Entrepreneurship and Business” on the material of two languages in terms of comprehensive identification of the features of derivational, cognitive, semantic and sociocultural aspects remain the least developed in the theory of language.

The proposed directions of analysis and methods describing this subject area are promising for further researches in solving a number of urgent problems of linguistic conceptualization in the theory of language as a whole.

Conclusion. The materials and results of the study of the linguistic sphere of entrepreneurship and business are practically significant for courses in language theory, intercultural communication, the basics of translation studies and can be used in the educational process for preparation of lectures, practical classes, special courses and seminars, development of teaching aids and didactic materials in Russian and English.

We came to the conclusion that the linguistic representation of scientific and professional concepts of the subject area “Entrepreneurship and Business” implies the availability of this sphere for other members of the society.

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