



3rd GLOBAL CONFERENCE on BUSINESS, ECONOMICS, MANAGEMENT and TOURISM,  
26-28 November 2015, Rome, Italy

## Semantic and Pragmatical Aspects of English Business Lexemes in Turkic Languages

Gulzhan Doszhan<sup>a\*</sup>

<sup>a</sup>L.N. Gumilyov Eurasian National University, 5 Munaitpassov Str., Astana, 010000, Republic of Kazakhstan

---

### Abstract

The author of the paper by means of the retrospective analysis described the process of penetration of English business lexemes during the different periods of development of the Turkic languages, paying attention to the main -extra and intralinguistic reasons for borrowings. The carried out analysis by the author of the research on English business lexemes allows drawing a conclusion about changes both conceptual and the people's linguistic worldview, about the new phenomena in its social and economic life, demanding language fixing. The author draws a conclusion that any language including the loan words in its system, compels it to the comprehensive assimilation, existing laws and tendencies on all layers of this language structure, however receives also a part of a linguistic worldview of other people. Therefore, this paper had carried out on a linguistics and semiotics joint with attraction of data from area of ethnology, sociology, cultural science, psychology and ecolinguistics. The author also proves that English business lexemes constitute considerable layer of modern Kazakh and Turkish languages and enter into a communicative system of a contemporary lexicon.

© 2016 Published by Elsevier B.V. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Peer-review under responsibility of the Organizing Committee of BEMTUR- 2015

*Keywords:* Semantics, pragmatics, English business lexemes, Turkic languages;

---

### 1. Introduction

The main objective of the paper – in a complex to study the semantic and pragmatically aspects of English borrowed business lexemes in Turkic languages and to make scientifically reasonable recommendations about the development, an unification and systematization of lexical and terminological system of Turkic languages.

---

\* Gulzhan Doszhan. Tel.: +7-702-666-0815  
E-mail address: [gul2005@list.ru](mailto:gul2005@list.ru)

**The object of the research:** English Business Lexemes in Turkic Languages.

**The subject of the research:** Semantic and pragmatically aspects of English business lexemes in Turkic languages.

According to the purpose of the thesis the following research tasks are set:

- consideration of types and results of language contacts in interaction of the various cultures and languages;
- disclosure of an essence of a phenomenon of lexical borrowings – as one of the important results of language contacts;
- the comparative analysis on classification of foreign-language lexemes;
- studying of the main directions in research of semantic function of the borrowed lexemes;
- studying of the main directions in research of pragmatically function of the borrowed lexemes;
- the analysis of a role of English in world business communication according to the modern linguistic concepts;
- consideration of influence of English business lexemes on lexical, terminological and alphabetic systems of Turkic languages;
- the offer of scientifically reasonable provisions of opportunities of assimilation of English business lexemes through formation of all-Turkic alphabetic and terminological spaces;
- the analysis of semantic and pragmatically features of English business lexemes in the Kazakh language;
- the analysis of semantic and pragmatically features of English business lexemes in the Turkish language;
- the comparative analysis of semantic and pragmatically features of English business lexemes in Turkic languages on the Kazakh and Turkish languages.

## 2. Theoretical and methodological basis for analysis

Theoretically, any language can include unlimited number of borrowings. However, language is a system in which the certain laws, limiting its filling with other elements and continuous contacts with foreign partners and an involvement of the Turkic-speaking countries into world economy promotes distribution of these words.

Relevance of the presented paper has caused by active participation of foreign-language words in all main language processes observed in modern Turkic languages, and importance of studying of these processes for understanding of tendencies of development of the modern languages.

Accumulation of the new language facts, system consideration of them in a foreshortening of semantics and pragmatics allows to reveal the main tendencies of borrowings, promotes deeper judgment of intralinguistic processes which lie at the heart of the mechanism of loan words and development of lexical system of Turkic languages as a whole. Besides, systematization, unification and standardization of English borrowed lexemes acquire special importance to the functioning of literary norms of this language.

Methods of the research: In the research the integrative method, receptions of the semantic and pragmatically analysis, linguistic experiment, comparative analysis, thematic classification, lexicographic analysis are used.

Scientific novelty of the research:

- the theoretical and methodological bases of the borrowed lexemes, their semantic and pragmatically aspects are defined in a complex for the first time on the basis of theories of a linguistic contactology, such as: language contact, lexical loan words, bilingualism, interference, intercalation, confusions of languages, code mixture, code switching, and also according to integrative methods (ethnolinguistics, psycholinguistics, sociolinguistics, a linguaculturology and ecolinguistics);
- the comparative analysis on classification of loan words is carried out;
- the theoretical provisions concerning to lexica-semantic, nominative and semantic features of loan words are developed for the purpose of the analysis of the main directions of semantic function of the borrowed lexeme;
- the theoretical provisions concerning communicative and pragmatically, nominative and pragmatically features of loan words are developed for the purpose of the analysis of the main directions of pragmatically function of the borrowed lexeme;
- the influence of English business lexemes on lexical, terminological and alphabetic systems of Turkic languages is considered, the main questions are defined in this direction, the scientific approaches according to their decision are offered;

Download English Version:

<https://daneshyari.com/en/article/980485>

Download Persian Version:

<https://daneshyari.com/article/980485>

[Daneshyari.com](https://daneshyari.com)