

## Business Terms in Globalization

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**Abstract:** In the former Soviet republics, including Kazakhstan, the Russian language is not only a means of international communication, but also a carrier of the elements of self-consciousness and self-identification in the multi-ethnic and multicultural society

**Key words:** Post-Soviet language space • Language policy • Business terminology • Adoption • Russian-Kazakh bilingualism

### INTRODUCTION

In the former Soviet republics, including Kazakhstan, the Russian language is not only a means of international communication, but also a carrier of the elements of self-consciousness and self-identification in the multi-ethnic and multicultural society [1] Most of the Russian-speaking people in Kazakhstan are not ethnic Russians. Russian is the first language for many Kazakhs, Ukrainians, Koreans, Belarusians, Uzbeks, Kyrgyzs, Uighurs and members of other "Russian-speaking" ethnic groups living in Kazakhstan. The Russian language is used in various spheres of public life; it dominates in the sphere of mass culture (including youth culture), in business and mass media [2]. It is especially interesting to study the interaction of Russian and Kazakh languages as well as modern Kazakh language in its various social and functional applications in terms of "code-switching". The purpose of this paper is to analyze some specific features of use of culturally significant lexemes "rynok" (market) and "bazaar" in the Russian language in Kazakhstan on the background of changes in the post-Soviet language space.

**General:** According to Wikipedia, "in the modern Russian Federation the word *rynok* is more common than the word *bazaar*, whereas the latter is more widely used in southern regions of the former USSR. Both lexemes were borrowed

long ago and got secondary meanings and connotations in the Russian language, which makes it possible to consider simultaneous use of both lexemes as a peculiar phenomenon of the Russian language. «*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 inconsistencies*» [3].

In his etymological dictionary, Max Fasmer gives two meanings of the lexeme *bazaar*: 1. a charity event, a charity sale; 2. a market, a fair. According to Fasmer, in the first meaning the word *bazaar* in the Russian language is a Western borrowing, the so-called culturonim [4], which penetrated the Russian language through French or German (*bazar* in French and *basar* in German), where it came into usage due to immense popularity of the fairy tale "A Thousand and One Nights" in Europe.

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The second meaning of the word *bazaar* is the Turkish word *bazaar* used in Turkish, Uyghur and Altai languages (*pazar*, which means "fair, market") [5] This word was borrowed as a result of direct Russian-Turkish contacts.

The lexeme *rynok* is also a linguistic borrowing. This lexeme was borrowed by the Russian language through the Urkanian *rinok* and Belorussian *rynak* (which came to these languages through Polish *rynek* and Czech *rynk*, which can be compared with the German word *rinc* meaning "circle, area" [5]. It should be noted that this word appeared in the Russian language chronologically later than the synonymous lexeme *bazaar*. In I.I. Sreznevsky's "Materials for the Dictionary of the Old Russian Language Based on Memorial Documents" the author defined the word *bazaar* through the word *rynok* and referred it to the Latin *nundinae, forumnundianarium*. A quotation from a translation of the biblical book of Ezekiel in the Gennadius Bible of 1499 (Ezekiel 46: 11) into the Old Church Slavonic language shows that the word *bazaar* meant "a forum, a place where people meet and talk", for example: *On bazaars and great holydays* [6]. This same meaning is preserved in the Kazakh word *bazaar*. The note in the dictionary that the family name "Bazarov" appeared in the XV century suggests that the word *bazaar* appeared in the Russian language at least one hundred years before the family name. However, Sreznevsky's dictionary does not have the word *rynok*, so we have to admit that the word *bazaar* appeared in the Russian language earlier than the word *rynok*.

In his dictionary V.I. Dahl points out that the word *bazaar* in the meaning "trade in the open place; bargain, market", "gathering in the market days for buying and selling, especially foodstuffs"; "the trade place or area". V.I. Dahl was the first who stated the pejorative metaphorical meaning of the word *bazaar* – "shout, noise, hubbub, uproar" reflected in the derivatives: *to make a bazaar* – "to speak loudly, to shout, to make noise, to row" and a noun *bazaarschina* meaning "a noisy crowd", "a badly done work, a badly made thing that can only be sold cheaply on the market", in phraseological units including *huckster, peddler and obscene language*", in sayings, "*One woman is a market; two women are a bazaar; any badly knitted thing can be sold on the bazaar; you can sell any badly made thing on the bazaar*" [7] V.I. Dal does not point out that this word is a dialect, on the contrary, he gives a southern synonym *bavun* and the word *yarmarok* (in the Ukrainian language this word is used instead of *yarmarka* (fair)).

In their first meanings the words *rynok* and *bazaar* are synonyms, since the word *rynok* as well as *bazaar* means "a square in cities and villages for selling foodstuffs and other things in the open air, the place where sellers and buyers meet on special days (in the open place)," these words are interchangeable, they are both interpreted as "bargain, mart, bazaar" [7]. A belittled estimation of market typical of ordinary people is expressed in illustrations given by Dahl, "*You cannot buy brains on market; don't go to market for answers*". Dahl also recorded one of the first Russian economic terms: *market prices, free prices* [7].

Modern dictionaries and encyclopedias, keeping pace with time, reflect changes in the social life and economy as well as changes in the language of the post-Soviet era. The lexemes *rynok* and *bazaar*, the concepts that became extremely important in the transition from the socialist economy to the market economy, have acquired new meanings and connotations, which stimulates their further stylistic differentiation.

For example, in the "Dictionary of the Russian Language", edited by P. Evgenyeva [8] the word *rynok* has two meanings, the second of which is a terminological meaning: "the sphere of commodity circulation, turnover", it has a note "economic", whereas in the "Big Dictionary of the Russian Language", edited by S. Kuznetsova the lexeme *rynok* has four meanings. In this dictionary the primary meaning of the word "a trade area for sale of agricultural products and items of individual production at free prices, a place for retail in the open air, in the covered shopping arcade or in a special building" is the last in the list, whereas its terminological derivatives (without any special labels) are the first in the list. [9]. Therefore the definition of the lexeme in the "Big Definition Dictionary" is close to the definition in the "Great Soviet Encyclopedia", where *rynok* is defined as: 1. "a sphere of free commodity-money circulation, turnover, an economic space for production and sale of products based on barter or money;" 2. "a system of social relations based on free trade, turnover;" 3. "a wide range of products and services that meets the needs of supply and demand". The sequence of meanings given in the Kuznetsova's dictionary is apparently related to the actual frequency of their use in media texts: in 100 documents presented in the "Corpus of the Russian language" the word *rynok* in its initial meaning is used only in 10 contexts, whereas in the meaning given first in the entry, the word is used in more than 200 expressions and the most frequent are collocations defining the market as a range of goods and services: *the housing market, the*

labor market, the market for literature and even the label market. As a result of extension of semantics of the lexeme *rynok* at the expense of terminological meanings, the frequency of their use turned out to be much higher than that of the lexeme *bazaar*: the search in the "Corpus of the Russian language" gives 1044 documents with the word *bazaar* and 4107 documents with the word *rynok* (only singular form of nominative and accusative cases was considered).

The "Great Dictionary of the Russian language" extends the definition of the word *rynok* up to the encyclopedic level, at the same time it stylistically restricts the use of the word *rynok*, introducing the label "colloquial" in the header word, i.e. for all three meanings? and states dialectal character of the lexeme: 1. in southern Russia, in the East. [9]. This arbitrary limitation of the territorial distribution of the lexeme must be recognized as unjustified as the data of the "Corpus of the Russian language" do not give any reason for this: in the books of Russian classical and modern literature in the word *bazaar* appears in the texts of different authors regardless of their origin or local realities presented in their books. The same dictionary "legalized" the argotic (slang, according to the dictionary) meaning of the word *rynok* associated with its third meaning (only colloquial use describing hectic screaming, noise. *Do not make bazaar! Stop bazaar!*). The "Big Dictionary" without any labels contains the word *to make a bazaar* in the meaning "to shout, to make noise, like a bazaar" has two meanings "to sell something on the bazaar" and "to spend, spend unwisely, thriftlessly". However, the data of the "Corpus of the Russian language" show that in 100 documents the lexeme *bazaar* is used in the first meaning (a place for shopping) in 136 contexts, whereas the word *rynok* is only used in 10 contexts, as it was stated above. It should be noted that the lexeme *bazaar* is used in the other meanings less often; for example, in the second meaning "pre-holiday or seasonal sales; a place for such sales" it is used in 14 examples in 196 contexts, in the third meaning – "a hectic noise, scream" the word was used only in 15 examples and in the meaning "talk" – in 28 examples.

Contrary to the information given in the dictionary edited by Kuznetsov and the opinion popular among the Internet users about territorial distribution of lexemes *rynok* and the *bazaar*, according to which the word *Bazaar* is more common in the East, in the Kazakh Russian both words are in actively used. Though in the center of Almaty we can find signboards in two languages from which it follows that the Kazakh word *bazaar*

corresponds to the Russian word *market*, for example: Gul bazaar – Flower Market (name of stalls in Kabanbai Batyr street). In printed press and electronic sources both words may not only replace each other, but may also be used in the same sentence, for example: "Almaty's Universal Bazaar is a roofed market located at the intersection of Valikhanov and Seifullin streets" ([myastana.kz/firms/catalog/102/?firm=6921](http://myastana.kz/firms/catalog/102/?firm=6921)); *The largest flea market burnt down in Shymkent*" ([www.ktk.kz/ru/news/video/2012/08/03/18485](http://www.ktk.kz/ru/news/video/2012/08/03/18485)); *At night of 3.08.2012 there was a big fire in Shymkent. Bazaar Bekzhan burnt to ground.* ([www.kivi.kz/watch/1h1u3otx43t8](http://www.kivi.kz/watch/1h1u3otx43t8)). The Kazakh language, like the Russian language, uses the lexeme *bazaar* in the belittled meaning: for example, the interview of Dault Argandykov, Director of the Employment Department of the Ministry of Labor and Social Protection of the Republic of Kazakhstan, to the daily Republican newspaper *Liter* was entitled "You must know: market is not a bazaar" ([www.liter.kz/index.php?option=com\\_content&task=view&id=9639](http://www.liter.kz/index.php?option=com_content&task=view&id=9639)).

At the same time, the term *bazaar* in the Kazakh language has the meaning different from its meaning in the Russian language, namely, "happiness, fun". This semantic component is also present in the Russian word *yarmarka* (fair). This meaning is expressed in such phrases as (his youth has gone, the happy part of his youth has gone), (where he is, there is a fun), (happy days of childhood). There is also a saying in the Kazakh language, (*bazaar is a bazaar if you have money and it is a frustration if you don't have money*) [[www.sozdik.kz](http://www.sozdik.kz)].

In order to give definitions to new economic terms related to market economy neither Kazakh nor Russian language uses the lexeme *bazaar*. As the economic term the Kazakh language uses a lexeme of Arab origin. The semantic field of this lexeme contains the notion of price, cost and in a figurative sense it has such notions as essence, importance (value) and significance [10].

But what is a bazaar in English? if there is such a thing in English?

We know that exist the term *market*.

*A market is one of the many varieties of systems, institutions, procedures, social relations and infrastructures whereby parties engage in exchange. While parties may exchange goods and services by barter, most markets rely on sellers offering their goods or services (including labor) in exchange for money from buyers. It can be said that a market is the process by which the prices of goods and services are established.* [11].

- *Disciplines such as sociology, economic history, economic geography and marketing developed novel understandings of markets [12] studying actual existing markets made up of persons interacting in diverse ways in contrast to an abstract and all-encompassing concepts of "the market". Markets are generally used in two ways: "the market" denotes the abstract mechanisms whereby supply and demand confront each other and deals are made. In its place, reference to markets reflects ordinary experience and the places, processes and institutions in which exchanges occurs [13].*
- *"the market" signifies an integrated, all-encompassing and cohesive capitalist world economy.*

Market size can be given in terms of the number of buyers and sellers in a particular market [14] or in terms of the total exchange of money in the market, generally annually (per year). When given in terms of money, market size is often termed *market value*, but in a sense distinct from market value of individual products. For one and the same goods, there may be different (and generally increasing) market values at the production level, the wholesale level and the retail level. For example, the value of the global illicit drug market for the year 2003 was estimated by the United Nations to be US\$13 billion at the production level, \$94 billion at the wholesale level (taking seizures into account) and US\$322 billion at the retail level (based on retail prices and taking seizures and other losses into account) [15].

#### CONCLUSION

As a result of widespread development of private businesses in the former Soviet republics, the economic terms, previously used in the narrow field of the state economy, started to penetrate everyday language. Recently a lot of foreign (English) and international market economic terms have appeared in the Kazakh (as well as in the Russian) language, which are not translated and should not be translated, though some of them have equivalents in the Kazakh language. Such competing synonyms are often encountered in the language of mass media. Therefore, the issue of creation and dissemination of national economic terminology is a problem of not only economists, but also of the experts in the field of terminology.

A certain degree of stability of linguistic mentality enables us to speak about retention of cultural identity resisting powerful unifying impact of the culture of "victorious market" Indeed, in the communicative space of the Independent States, in the republics of the former Soviet Union we observe the phenomena that enable us to speak about the ambiguity and multi-directedness in the development of lexical rules of the standard language. It is necessary to note not only the ongoing and increasing unification in terminology in different fields of science and economy, but also reconstruction of linguistic elements of traditional culture and search for new, internal and external, sources of conceptualization of the language picture of the world.

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