# LINGUISTIC CHARACTERISTICS OF THE TERMS RELATED TO THE "MARKET ECONOMY" CONCEPT WITHIN BUSINESS ENGLISH LEXICON

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**Annotation.** The importance of learning English language is becoming more attractive theme day by day in Uzbekistan and it means the cross-cultural relationships are developing in our country. The thing makes us happy the evaluation of the language observed in all fields, as well as in world literature. Nowadays Uzbek students have opportunity to read the masterpieces of any kind of foreign literature in English.[1] Learning foreign languages is very important in our country nowadays. As the first president of Uzbekistan, Islam Karimov said: "The education of the population in the process of the assimilation of 'world democratic values is of primary importance".[2] The following article is devoted to the study of Analyses of linguistics characteristics of the terms related to the "market economy " concept within Business English Lexicon.

The aim of the work the following *tasks* have been set:
- to study linguistic peculiarities of official style;
- to specify general characteristics of business style;
- to consider types of business correspondence;
- to investigate the peculiarities of business document translation;
- to reveal the ways of official style rendering from English into Kazakh on the word level;
- to reveal the ways of official style rendering from English into Kazakh on the word level.

The aim and the tasks of research define the methods of investigation, which represent the complex approach to the study of lexical systems of social and humanitarian spheres, which serve contiguous to business activity professional branches (for instance, to the vocabulary of legal relations, diplomatic communication, political practice, etc.).

The practical and theoretical value of the research are the material and results of the given investigation can serve the material for the theoretical and practical courses of Lexicology, seminars on Typology, the history of English language and stylistics.

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[1] http://www.albert.ru

[2] Karimov I. A. " from speech at the Session"- T: 2004

**The general overview of linguistic characteristics of Business English Lexicon.**

The process of globalization is reflected in all human activities, and the field of economy is the most affected one. As a consequence, business terms are not only used in business, but are also very common in everyday life.[3]It is clearly essential that Lexicology is a branch of Linguistics which studies the word stock, or the lexicon of the language in respect to its composition, origin, development and current use.Besides the economic terms and the terms of the specialized language of mathematics, there are specific terms and word combinations which are characteristic for the language of marketing and its core. Marketing is an important component for the successful economic activity of an enterprise, since it helps the customer to decide in favour of the goods and the services they would like to purchase for satisfying their consumer needs. [4]The manufacturing sector reacts to these needs by producing the goods and offering the services at reasonable prices. In order to name these processes in the language of marketing, there are lexical units that express psychological reactions and the relationship to real and potential customers.

**Socially Related Sublanguages**

The use of the sublanguages fettered by formality is as wide as any other, since it is up to us what we regard as formal. There certainly are degrees of formality. Both the Charter of the United Nations and a business letter signed by a low-ranking official are formal, i.e. as the meaning of the adjective *formal* necessarily implies devoid of any indication of private emotions (except when the subject is directly connected with emotions – say, in congratulations and condolences) and – what is perhaps of greater importance, or at least, quite indispensible – devoid of any trace of familiarity. [5]It must be noted here that the word *familiar* is used here not in the sense of 'acquainted with' or 'known to', but as The Concise Oxford Dictionary defines it, 'unceremonious', 'ever-free', 'treating inferiors or superiors as equals'.

Another remark is that of essence. The word officialese usually applies to over-refined, very elaborate, archaically stereotyped sets of linguistic units which are at least slightly ridiculous due to their excessive refinement.[6] The term is employed here as a conventional denomination of any type or degree of officialism, i.e. the way of speaking and writing used by people who work in government and other offices, especially when ordinary people cannot understand it.

A very rough and approximate gradation of sub-spheres and their respective sublanguages is as follows:

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[3] http://Wikipedia. com
[4] http://mpsttu.ru/works/english philology/
[5] http://wikipedia.com
[6] http:// www.albert.ru /

a) private correspondence with a stranger;

b) business correspondence between representatives of a commercial or other establishments;

c) diplomatic correspondence, international treaties, other documents;

d) legal documents (civil law – testaments, settlements, etc.; criminal law – verdicts, sentences, etc.);

e) personal documents (certificates, diplomas, etc.).

Business style includes informative advertising, trademark style and everyday-business speech (statements, explanatory notes, receipts, etc.).

**Types of Business Correspondence**

Business ties are inconceivable without an exchange of the business correspondence. Developing for centuries written business etiquette wins the positions despite of the fact that it had such gaining in strength contenders as a phone, telex, fax, satellite computer communication, video telephone, etc. Nevertheless, despite advantages of oral negotiations, say, efficiency of information interchange on the phone, it has some disadvantages like elementary misunderstanding. What is the business correspondence itself? It is the integral communication facility of the enterprise with the external organizations as letters connect the organization-author to other establishments. Through letters information interchange is carried out, offers become, trunk-call dialogue is conducted, etc. Sometimes the directory documentation simply confirms the facts, events which need to be taken only into consideration. Thus, the office letter is the generalized name of various documents under the maintenance, issued according to the State Volume, sent by mail, by fax or other way . Without exaggeration it is possible to say that it is one of the most widespread types of office documents, and therefore, the success of the decision of concrete questions as well as the competitive ability of the whole enterprise depends on the accuracy of the message.

M.V. Koltunova divides business correspondence into three types according to its main genres of written business language:

1. Business letters;

2. Organizational-administrative documentation (OAD);

3. Agreements (Contracts).

*1. Business letters.* The business letter is a special type of document, the less tightly regulated than the contract or order, but without legal significance. Business correspondence is recorded and stored in both organizations, as the incoming and outgoing documentation. This is important because business letters serve as a tool for regulatory, legal and social relations between the correspondents (contractors, partners and participants in social relations).

2. Organizational and administrative documentation (OAD).[7] The center of business writing is an organizational and administrative documentation. It just shows all the brighter features of the official style. Fulfilling a social role, head managers in the banks use in their work such types of documents as order, memorandum, office memos, statements, orders, job descriptions, enforcement notes, etc. The peculiarity of these instruments is that they are written in a strict form.

3. Agreements (contracts). Agreement is the document that establishes legal relations between legal persons (contractors) or between the individuals and legal persons. The nature of the transaction, conditions, terms, rights and obligations of the parties are definitely reflected in the relevant paragraphs of the treaty as well as aggregate information which guarantees legal force for the document. Business-letter or contract law is a complex and vastly documented subject, only a lawyer can deal with it on a serious level. A number of basic principles, however, can be outlined sufficiently to mark of encounters that require the use of specialized English.

Contract is a business document presenting an agreement for the delivery of goods, services, etc., approved and signed by both the Buyer (exporter) and the Seller (importer) . By law contracts are made in writing. When striking a deal, standard contracts are widely used. Standard contracts are not a must. Some articles can be altered and supplemented .

Businesses produce and utilize documents for numerous purposes. The purpose of a document you may write in the traditional business environment may be as follows:

• Providing factual information to the board of directors to give them insight into a particular product and its production problems.

• Persuading your supervisor or fellow workers to believe in your point of view.

• Sharing your thoughts or opinions concerning the effectiveness of a program.

• Expressing concern for a specific problem in your work environment that may be hazardous to yourself and others.

Generally, contracts should be formal, complete, clear, concrete, correct and concise. In contracts all possible informational details are not suitable. So, while writing contracts we must observe all peculiarities of standard English grammar, vocabulary use and stylistic appropriation.The next element, – clearness, – is one of the most important, because much depends on it. Clearness could be reached by the use of simple short words, phrases and paragraphs where the both parties of a contract explain their intentions and issues. Clearness of any arguments actually defines your striking a deal or not.

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[7] Concise Oxford Dictionary, Oxford University Press, 1993. – 681p.

The component which is closely connected with the previous one is concreteness. Concreteness of a contract or an agreement is a part and a parcel of any legal document. Besides that, the longer the document is, the more attractive and vivid its contents should be.

The next two components are also significant. They are correctness and conciseness. Correctness involves proper grammar use, vocabulary use, punctuation and formal style.

**Semantic analysis of the category of " market economy " in word formation of English Lexicon**

All major works on semantic theory have so far been based on referential concepts of meaning. The essential feature of this approach is that it distinguishes between the three components closely connected with meaning: *the sound-form of the linguistic sign, the concept underlying this sound-form, and the actual referent, i.e. that part or that aspect of reality to which the linguistic sign refers.* The best known referential model of meaning is the so-called □basic triangle□, suggested by C. Ogden and I. Richards in 1927, which, with some variations, underlies the semantic systems of all the adherents of this school of thought.

The common feature of any referential approach is the implication that meaning is in one form or another connected with the referent.[8] The criticism of the referential theories of meaning may be briefly summarised as follows: meaning, as understood in the referential approach, comprises the interrelation of linguistic signs with categories and phenomena outside the scope of language. The most striking, though not the most essential feature, is a special system of clichйs and set expressions by which each sub-style can easily be recognized, for example:

the above-mentioned

hereinafter named

on behalf of

Let us consider the following business letter with a translation:

Source Text:

Dear Mr. N,

Unfortunately, we have not received computers «APPLE» which are the part of our order. We shall be grateful, if you will send them as soon as possible and if it is not possible, in this case return money cashed from us.

We look forward to your reply.

Yours sincerely,

Managing director

Encl: a copy of the order

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[8] http://Wikipedia.ru

For Mr. X

Target Text:

It follows that by lexical meaning we designate the meaning proper to the given linguistic unit in all its forms and distributions, while by grammatical meaning we designate the meaning proper to sets of word-forms common to all words of a certain class. Both the lexical and the grammatical meaning make up the word-meaning as neither can exist without the other. That can be also observed in the semantic analysis of correlated words in different languages. E.g. the Russian word *сведения* is not semantically identical with the English equivalent *information* because unlike the Russian *сведения* the English word does not possess the grammatical meaning of plurality which is part of the semantic structure of the Russian word. It is usual to classify lexical items into major word-classes (nouns, verbs, adjectives and adverbs) and minor word-classes (articles, prepositions, conjunctions, etc.).

**Conclusion.** Our investigation has proved that the peculiar features common to all stylistic varieties of official documents are the use of abbreviations, conventional symbols and contractions; the use of words in their logical dictionary meaning; absence of emotiveness; definite compositional pattern and design. It should be noted that the syntactical pattern of this style is as important as the vocabulary.As a result of the study of official style texts we have come to the conclusion that transformations and translation methods used in rendering the style of official texts are determined by the general purposefulness and genre-stylistic inhering of the source text.The main aim of official style rendering is to render a source information with maximum exactness and accuracy. This aim can be achieved through logical statement of facts, without any explicit emotionality and expression means such as metaphor, metonymic transpositions, and other stylistic elements which are widely used in the works of fiction.The research has shown that the vocabulary of business documents, i.e. terms, clichй, set expressions abbreviations can be rendered in the following ways:

borrowing the term from the source language and transferring it unchanged into the source language;

transcribing and or\ transliterating the term in the source language using the alphabet of the target language, modern tendency being that of a maximal phonetic approximation of the technical terms in the source and target languages;

using a loan translation whereby the semantic components of a given term are literally translated into their equivalents in the target language;

providing a descriptive translation of a given expression.

In order to solve grammatical problems of translation translator should take into account the necessity to keep the main idea of the source text, as well as peculiarities of the target language. Discrepancy in grammatical systems of the two languages and

impossibility to render the meaning of one or another word should be compensated by other grammatical, or sometimes, lexical means.

Having analyzed the translation of business documents we have come to the conclusion that English business texts are abundant with the usage of verbals and their constructions, which are frequently changed into other parts of speech. Translation of English business documents into Kazakh requires quite many translation transformations, since the language structures of the two languages are rather different.

Nowadays in the period of world community integration the significance of proper business document writing, as well as its proper translation cannot be overestimated. The increasing role of business English as a working language of the majority of international companies and organizations, and frequent use of business correspondence have led to the necessity of being able to understand and translate business documents in a proper way which is impossible without knowing translation techniques.

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