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Kazakh-Language Business Discourse: Nature and Linguistic Features

Abstract. The paper discusses the nature and linguistic features of Kazakh-language business discourse in the context of globalization of world economic relations and the internationalization of business contacts in modern Kazakhstan. In general, Kazakh linguists agree that the business discourse in the Kazakh language is characterized by the exact use of words by meaning in the dictionary, a small number of figurative and evaluative languages, an impersonal presentation, a special cliché system, terms and stable expressions, conditional symbols and abbreviations, clear compositional structure, etc. Thus, the analysis of the history of the formation of Kazakhstan's business discourse shows that, firstly, there is a rich and long tradition of using the Kazakh language in business communication with its own genres and language means; secondly, this tradition suspended development and, to some extent, predetermined difficulties in the functioning of Kazakhstan's business discourse; and thirdly, the Kazakhstan business discourse, which is constantly and actively supported by a sovereign state, is currently expanding very quickly and forming its own discursive community.

Keywords: business communication, Kazakh language, business letter, language policy, business discourse, business correspondence.

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Introduction. The analysis of Kazakhstan business discourse properties should begin with the examining specific features of its development in the context of close interconnection with the current language policy and language planning in the Republic of Kazakhstan. This fact is emphasized by both Kazakhstan (E.D. Suleimenova, N.Zh. Shaimerdenova, O.B. Altynbekova, G.G. Burkitbaev, J.Z. Smagulov, L.S. Duysembekova, M.Sh. Sarybai, etc.) and foreign researchers (F. Bargiela-Chiappini, W. Fierman, B. Dave, etc.). Thus, according to the Italian scholar F. Bargiela-Chiappini, the announced trilingual's policy in Kazakhstan is a particular interest to many experts, as it provides "an unique opportunity to observe the evolution of existing discursive practices in the country due to language planning tasks, individual language competencies, corporate order, and also resistance from established local experience and preferences" [1, p. 5]. The aim of this paper is to analyze the features of the functioning of Kazakh-language business discourse in modern Kazakhstan under the influence of the processes of globalization of world economic relations and the internationalization of social contacts, to consider its linguistic nature and the history of its development.

In the past decade within the framework of the implementation of the state programs for the development and functioning of languages in the Republic of Kazakhstan for 2001-2010 and 2011-2020, “The Trinity of Languages” national cultural project and other program documents in our country there has been a state orientation towards the development of trilingual’s policy. In the context of this direction, the strategic importance of proficiency in the state language, which is “the main factor “cementing” the Kazakh nation” [2], Russian as the language of international communication and English as the means of business international communication necessary for successful entry into the global economy is especially emphasized [3].

Background. According to modern experts, today Kazakhstan is a country with a positive economic situation for business development [4, p. 39]. In general, the development of entrepreneurship, small and medium-sized businesses and the improvement of the business environment in the country are determined by the priority direction of the Kazakhstan-2050 Strategy and the Concept of Kazakhstan joining the top 30 developed countries of the world. According to the global rating, the Republic of Kazakhstan is among the countries with the most favorable conditions for doing business. Year by year, Kazakhstan is improving its position in the World Bank’s Doing business ranking. According to the report published by the World Bank for 2019, the country in the overall ranking rose to 28th place (out of 190 countries). In the section “Protection of minority investors” the leap was even more significant; the country topped the rating on this indicator – 1st place. In the aggregate rating “Ease of doing business”, Kazakhstan ranks 35th, immediately after Japan [5]. Kazakhstan’s entry into the top thirty Doing Business countries indicates that reforms are ongoing. Kazakhstan improved its position in six out of 10 indicators measured in the rating, having carried out reforms in the areas of enterprise registration, international trade, and enforcement of contracts. As a result, the time required to open an enterprise was reduced from nine to five days, and according to the indicator “Establishment of enterprises”, the country rose by five points, taking 36th place. In accordance with the International Trade indicator, Kazakhstan ranks 102nd, rising from 123rd place compared to the previous year. The following measures influenced the improvement of this position as introduction of electronic customs declaration, reduction of fees rates for customs clearance and transfer of customs control from the stage of clearance to post-customs control.

According to the indicator “Enforcing Contracts,” the country has risen two steps, taking a high fourth place. Now, decisions made by courts at all levels in commercial matters are publicly available online [5]. The above figures indicate how active and significant business relations between Kazakhstan and other countries are. In this regard, given the dynamic development of international and domestic business, as well as the unique language situation in our country, it can be argued that modern business discourse in Kazakhstan is formed under the influence of the three languages Kazakh, Russian and English [1, 440-442 p.].

Results and Discussion. It is worth noting that in the recent past, the Kazakh language was practically excluded from business communication and official business negotiations. Regardless of the content of business communication, the role and status of participants in business communication, the nature and place of social relations, the business community in Kazakhstan was not focused on the use of the Kazakh language, which, under the influence of the legacy of the Soviet business communication, leveled the use of all kinds of culturally-labeled components in business discourse [6]. With the declaration of sovereignty and independence of the Republic of Kazakhstan, an urgent need arose to solve the problems of state and ethnic identity in the country. So, on August 14, 1998, the Government of the Republic of Kazakhstan adopted the Resolution “On the Expansion of the Use of the State Language in Government Bodies” [7]. In 2005, some significant amendments were made to the Decree of the President of the Republic of Kazakhstan “On the State Program for the Functioning and Development of Languages for 2001-2010” of February 7, 2001, which regulates the sphere of Kazakh-speaking business discourse

in the country. Thus, thanks to the systematic support of the state, a legislative framework was formed that made it possible to expand the scope and application of the Kazakh language. In subsequent years, phased adoption of state programs for the application and development of the languages of the Republic of Kazakhstan was introduced into practice.

In accordance with paragraph 2 of Art. 7 of the Constitution of the Republic of Kazakhstan, a planned sequential transition of office work, accounting and statistical, financial and technical documentation to the Kazakh language began, which was originally planned to be completed by 2010. The stages of this transition were recorded in all regions of the country, various Ministries, Committees, Departments, local authorities and executive bodies, etc. Currently, the share of registration of business correspondence of Kazakh in state bodies is gradually increasing in a systematic manner. If in 2006 the share of document circulation in the state language was 32.7%, then in accordance with the State Strategic Plan for 2009-2011 the comparative volume of office work in the state language in 2008 amounted to 50%, in 2009 – 60%, in 2010 – 80%, in 2011 – 82%, in 2012 – 84%, in 2013 – 86%, in 2014 – 88%, 2015 – 89%, 2016 – 90%, 2017 – 92%, 2018 – 93%. In accordance with the strategic plan of the Committee of Languages of the Ministry of Culture and Sports of the Republic of Kazakhstan, by the end of 2019, the share of registration of business documents of Kazakh in state bodies is planned to be increased to 95% [8].

It is noted that the paperwork is entirely in the Kazakh language in the traditionally Kazakh-speaking regions (southern and western regions, Kyzylorda region, Almaty, etc.). The most successful transition of office work to the Kazakh language was carried out at the Ministry of Finance, the Committee on Roads and Construction, the Ministry of Transport and Communications, the Committee for Standardization and Certification of the Ministry of Economy and Trade, and the Committee on Intellectual Property Rights of the Ministry of Justice. In the Kazakh embassies, all materials, including documents relating to the provision of consular services, are also generally presented in the state language [8].

However, accurate statistics on the degree of business correspondence in the state language in national, international and foreign companies are not available. In general, document circulation in the state language in these organizations is quite limited; the main organizational and working issues are mainly carried out in Russian. Nevertheless, tangible work is being observed by some organizations within the framework of the implementation of the “State Program for the Development and Functioning of Languages for 2011-2020” in teaching the state language to company employees, which also demonstrates awareness of the prospect of knowledge of the state language in the future. The above-mentioned events are held in such organizations as CJSC “NKTN KazTransOil”, JSC “Astana International Airport”, JSC of the National Company “Kazakhstan Temir Zholy”, JSC “Kazakhstan Electricity Grid Management Company” (“KEGOG”) [8]. However, at present, Kazakh-language business discourse, having sufficient language resources for its normal functioning, is experiencing certain difficulties due to the lack of proper communicative competence for many people working in government, business, etc.

According to Kazakhstan’s linguists (M. Aidarov, A. Aldasheva, S.K. Balakayev, A.I. Ibatov, Zh.S. Kordabayev, A.O. Kuryszhanov, M. Mambetova, N.I. Yergaziyeva and many others), an analysis of the history of the formation of the Kazakh business discourse showed that the Kazakh language has a rich literary tradition and has all tools necessary for conducting both official and everyday business communication, both verbally and in writing. The modern Kazakh-language business discourse is represented by various types of business genres, for example, ескерту хат, ұсыныс хат, өтініш, бұйрық, ұсынымхат, жазбахат, хаттама, жарлық, кепілдікті хат, қаулы-қарарлар, міндеттеме-хат, мінездеме, қуаттама-хат, шарт, өкім, etc. The features of the history of the development of Kazakh-language business discourse are evidenced by numerous studies of Kazakhstan’s scientists who examined in detail various aspects of the formation and formation of the business Kazakh language.

Thus, the formation of modern Kazakh-language discourse in different periods, from the point of view of both, its genre identity and replenishing the business language, took place under the influence of various languages Turkish, Arabic, Tatar, Russian, etc. Thus, already in ancient Turkic written documents one could find such genres as testament (өсиет), order (бұйрық), decree (жарлық), business letters (іскери хаттар), etc. In the XVIII-XIX centuries various types of business letters, decrees, orders and orders (іскери хат, жарлық, амир жарлық, фарман/фирман), published by khans, biys, sultans, were widely used in Kazakh-language office work of that time [6, p. 18]. In the second half of the XIX century a huge influence on the specifics of the business Kazakh language was made by the Russian language, which influenced the emergence of some commonly used expressions, such as бұйырамын, тағайындаймын, аталмыш, төмендегі/жоғары көрсетілген, жоғарыда аталған, бекітіледі, атына, қол қою, etc. The invaluable merit of the Kazakh enlightenment of Abay Kunanbayev, Ibrai Altynsarin on the normalization and standardization of the Kazakh literary language should be noted. Their works contained a lot of borrowings from the Russian language: адвокат (lawyer, attorney), әскери губернатор (military governor), заң (law), партия, сот (court), болыс (volost), ояз начальнигі (county or administrative unit head), кәтележке (jail or prison), оязной (county or head of county), бітімші (intermediary), тілмәш (translator), шағым (application), шен алу (receive rank), etc. [6, 9 p.]. The development of Kazakh-language business discourse is also associated with the emergence and consolidation of new terms, which include the internal resources of the Kazakh language (жиналыс, қаулы, мөр, нұсқа, төраға, etc.), transferable borrowings; combined borrowing; translation and borrowing directly from the Russian language or from other languages through the Russian language (протокол, номер, телефон, журнал, etc.); the formation of the main lexical-semantic and thematic groups (indicating positions, statuses, degrees, names of institutions, departments, ministries, organizations, enterprises); abbreviations fully borrowed from the Russian language (for example, гороно, горфо, облсобес, КазНУ), etc. [6, 14-17 p.]. Nevertheless, Kazakhstan's researchers (A. Aldasheva, E.G. Dauletova, B.N. Akshalova, N.I. Yergaziyeva and others) note that, despite the variability of the sources of term formation in the business in Kazakh language, all these processes occurred and continue to occur on the basis of internal laws of the national language, taking into account the general specifics of its development.

E.G. Dauletova's work is devoted to the study of the formation of terms characteristic of the socio-political system of the ancient Turkic state and the administrative apparatus, the structure of public power of medieval Turkic-speaking countries. The researcher offers a linguistic analysis of terminology during the state system of the Kazakh Khanate and the colonial system, as well as terms related to the institution of the presidency [9]. No less interesting is the study of B.N. Akshalova, in which special attention is paid to such a functional variety of the literary Kazakh language as economic terminology. The author emphasizes that economic terms in the Kazakh language are formed using lexical and grammatical methods of term formation, and analyzes the lexical, semantic, syntactic and morphological ways of forming economic terms. B.N. Akshalova studied the processes of mastering borrowed words in the Kazakh language, the stage of development of economic terminology and its vocabulary in the Kazakh language [10].

As already noted, some official bodies still have the practice of translating business papers from Russian into Kazakh. In this regard, the work of A. Aldasheva [11] is of interest. No less significant is the study of L. Duysembekova, in which the author is based on business documents of the XVIII-XX centuries analyzes samples of texts of that time, some language features, considers samples of business papers of the modern period. The paper presents the main stages of the formation and development of the official-business style of the Kazakh language, defines language features, gives a communicative-pragmatic, linguistic-stylistic description of the texts of official-business documentation. In addition, the author revealed the differential features of the modern Kazakh official-business style at the lexical-phraseological, morphological, syntactic

levels and describes the compositional features of the genres of official-business documentation. Kazakhstani scientists especially carefully covered the pragmatic function of a number of components of official business documentation and the language units used in them, revealed linguistic-stylistic features of the text components [12].

Conclusion. In general, Kazakhstani linguists agree that the Kazakh-language business discourse is characterized by the exact use of words by their meaning in the dictionary, a small number of figurative and evaluative languages, an impersonal nature of the exposition, a special system of clichés, terms and stable expressions, conditional symbols and abbreviations, a clear compositional structure, etc.

Thus, the previous analysis of the history of the formation of the Kazakh business discourse shows that, firstly, there is a rich and long tradition of using the Kazakh language in business communication with its own genres and language means; secondly, this tradition suspended development and, to some extent, predetermined difficulties in the functioning of the Kazakh business discourse; and thirdly, the Kazakh business discourse, being constantly and actively supported by a sovereign state, is quickly expanding at the time and forming its own discourse community.

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Казахоязычный деловой дискурс: сущность и лингвистические особенности

Аннотация. В статье рассматриваются природа и лингвистические особенности казахоязычного делового дискурса в контексте глобализации мировых экономических отношений и интернационализации деловых контактов в современном Казахстане. В целом казахстанские лингвисты сходятся во мнении, что казахоязычный деловой дискурс характеризуется точным использованием слов по их значению в словаре, малым количеством фигуративного и оценочного языка, безличностным характером экспозиции, специальной системой клише, терминов и устойчивых выражений, условных символов и аббревиатур, четкой композиционной структурой и т.д. Таким образом, анализ истории формирования казахского делового дискурса показывает, что, во-первых, существует богатая и продолжительная традиция использования казахского языка в деловой коммуникации со своими собственными жанрами и языковыми средствами; во-вторых, эта традиция в некоторой степени предопределила возникновение трудностей в функционировании казахского делового дискурса; и, в-третьих, казахский деловой дискурс, постоянно и активно поддерживаемый суверенным государством, в данный момент очень быстро расширяется и формирует свое собственное дискурс-сообщество.

Ключевые слова: деловое общение, казахский язык, деловое письмо, языковая политика, деловой дискурс, деловая переписка.

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Қазақ тілді іскери дискурс: мәні және лингвистикалық ерекшеліктері

Аңдатпа. Мақалада әлемдік экономикалық қатынастардың жаһандануы және қазіргі Қазақстандағы іскерлік байланыстардың интернационализациясы жағдайындағы қазақ тілді іскери дискурстың тілдік ерекшеліктері және оның табиғаты қарастырылады. Қазақ лингвистері қазақ тіліндегі іскери дискурс сөздік құрамындағы сөздердің мағынасын дәл пайдалануымен, фигуративті және бағалаушы тілдің аздығымен, экспозицияның жақсыз сипатымен, клише, терминдер, тұрақты тіркестер, шартты белгілер мен аббревиатуралардың арнайы жүйесімен, нақты композициялық құрылыммен және т.б. сипатталатындығымен келіседі. Қазақ іскери дискурсының қалыптасу тарихын талдау келесіні көрсетті: біріншіден, қазақ тілін іскерлік қарым-қатынаста қолданудың өзінің жанрларымен және тілдік құралдарымен ерекшеленетін бай, әрі бұрыннан қалыптасқан

дәстүрі бар, екіншіден, бұл дәстүр белгілі бір дәрежеде қазақстандық бизнес-дискурстың қолданысындағы қиындықтарды алдын-ала анықтады, үшіншіден, қазақстандық іскери дискурс үнемі және белсенді түрде егеменді мемлекет тарапынан қолдау тауып, қазіргі уақытта өте тез дамып, өзінің дискурстық қоғамдастығын қалыптастыруда.

Түйін сөздер: іскерлік қатынас, қазақ тілі, іскери хат, тіл саясаты, іскери дискурс, іскери хат алмасу.

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