



Hilola ALIMOVA,
Senior teacher of the National University of Uzbekistan

Based on the review of PhD, associate professor B.Shamsematova

MAIN FEATURES OF ECONOMIC VOCABULARY IN ENGLISH AND RUSSIAN

Annotation

This article discusses economic terms in English and Russian, problems of using economic abbreviations, main features and grammatical criteria.

Key words: Economic term, English language, Russian language, translation, abbreviation, method.

RUS VA INGLIZ TILIDAGI IQTISODIY SO‘ZLARNING ASOSIY XUSUSIYATLARI

Annotatsiya

Ushbu maqolada ingliz va rus tillaridagi iqtisodiy terminlar, iqtisodiy abrevaturalarning tajriba muammolari, asosiy o‘ziga xos jihatlari hamda grammatik mezonlari muhokama etiladi.

Kalit so‘zlar: Iqtisodiy termin, ingliz tili, rus tili, tarjima, abrevatura, metod.

ОСНОВНЫЕ ХАРАКТЕРИСТИКИ ЭКОНОМИЧЕСКОЙ ЛЕКСИКИ НА АНГЛИЙСКОМ И РУССКОМ ЯЗЫКАХ

Аннотация

В данной статье рассматриваются экономические термины на английском и русском языках, проблемы использования экономических сокращений, их основные особенности и грамматические критерии.

Ключевые слова: Экономический термин, английский язык, русский язык, перевод, аббревиатура, метод.

Introduction. The purpose of the article is to analyze modern borrowed economic terminology from English into Russian, as well as to conduct research on the topic

“Students’ attitude to the use of Anglicisms in the Russian language.” To achieve this goal, it is necessary to solve the following tasks:

- study the history of the entry of English borrowings into the Russian language;
- analyze the literature on this topic and determine the reasons for the appearance of Anglicisms;
- classify the most common economic anglicisms into various thematic groups;
- conduct a survey among students.

The relevance of the chosen topic is determined by the expansion of the list of borrowed English words in the field of economic science, as well as their active use in Russian speech.

Materials and methods. Every natural language, in the process of its development, resorts to borrowing words from other languages, in other words, to their adoption as a result of relationships and contacts of different peoples and states. There are a large number of definitions of the term “borrowing”. The Linguistic Encyclopedic Dictionary gives the following: “Borrowing is an element of a foreign language (word, morpheme, syntactic construction, etc.), transferred from one language to another as a result of language contacts, as well as the very process of transition of elements of one language into another” [1]. All this, of course, leads to a change in the language system at all its levels: phonetic, grammatical, lexical and syntactic. The German linguist Hans Vogt said that “any enrichment or impoverishment of the system entails a necessary restructuring of its former distinctive oppositions. To assume that this or that element is simply attached to the system receiving it without consequences for this system violates the very concept of a system” [2]. The role of the phenomenon of

subjectivity in borrowing in language should not be reduced either [5].

Results and discussion. Let’s consider the main reasons for borrowing Anglicisms in the economic sphere:

- the need to name new phenomena and concepts (аутсорсинг-outsourcing, дефолт-default, нетворкинг-networking, etc.);
- the need for specialization of concepts (маркетинг-marketing, менеджмент-management, лизинг-leasing, etc.);
- the tendency to replace the Russian descriptive phrase with one concept (showroom - an exhibition hall for displaying samples of goods, second-hand - used clothing, etc.);
- the desire for a relevant and more expressive word (office (office), franchise (entrepreneur), etc.).

It should be noted that only the most basic reasons are presented here; in practice, there are many more. For example, the use of foreign vocabulary by authoritative individuals and popular programs plays an important role in the rate of word borrowing.

Economic science is a broad branch of knowledge that studies the laws and concepts of economic activity, as well as a number of related areas. Therefore, Anglicisms form large thematic groups, among which the following can be distinguished [3]:

1. *Names of persons and professions:* dealer, manager, office manager, top manager, merchandiser, etc.;
2. *Various terms of the exchange and banking business:* clearing, business, charter, trust, quotation, monitoring, investment, barter, dollar, check, etc.;
3. *The name of private and public structures that form different types of associations:* consulting, holding, etc.;
4. *Name of types of commercial activities and various economic programs:* outright, outtrade, outplacement, outsourcing, etc.;

5. *Names of securities and currencies:* Eurobond, futures, warrant, etc.

During the study, we studied the scientific work of the author Katri Palmgren, which analyzes 39 words from economic vocabulary and provides their systematic organization into three thematic groups (17 words are commercial terms, 8 are financial terms and 14 are economic terms or words) [4]:

1. *Commercial terms are words related to trade*, i.e. turnover, purchase or sale of goods. The group of commercial terms is the most significant of these three groups. It includes the following words: *вариант-warrant, венчурный-venture, дилер-dealer, демпинг-dumping, джоббер-jobber, дистрибьютор-distributor, лизинг-leasing, ликвидный-liquid, реимпорт-reimport, рентинг-rental, реэкспорт-reexport, риелтор-realtor, роялти-royalty, сиф-cif, факторинг-factoring, фоб-fob, холдинг-holding.*

2. *Financial terms are terms related to the organization of finance* and associated with money circulation and credit. For example: *actuary, valuation, voucher, discount, clearing, swap, futures, schedule.*

3. *Economic terms and words.* This group includes, on the one hand, economic terms used primarily in professional life, as well as words that have already gone beyond the economic sphere and are freely used in everyday speech. These words are included in the study because they play an important role in the sphere of English-language economic borrowings of the modern Russian language. For example: *bucks, barter, business, broker, businessman, dollar, import, marketing, manager, management, offshore, sponsor, check, export.*

Approximately 9.4% of financial and accounting reporting terms in English are considered non-equivalent and require careful analysis when translated into Russian [3]. The absence of equivalent terms in the target language indicates a temporary lag in the development of a certain system of concepts in a given language [4].

There are two groups of non-equivalent English economic terms.

1. Terms that denote phenomena that are temporarily absent in the system of economic concepts of the Russian language, for example: *valuation allowance (value adjustment, valuation adjustment), custodian (financial institution or bank that manages other people's capital), temporary difference (temporary differences).*

2. Terms denoting phenomena that have recently penetrated into Russian economic reality. In this case, the reason for the lack of equivalence may be that such terms have not yet formed a certain category in the conceptual and terminological system of the target language. Examples: *parent holding, mortgage backed liability, dilutive securities, termination income benefit paid upon expiration of the contract), group voting (voting shares of companies).*

It should be noted that the terms of the second group can sometimes have a long equivalent, which is a combination of lexical units. Such an equivalent does not meet the requirements for terms, because does not denote a specific concept in the target language system, although it conveys the meaning of a certain term in the English language [1].

Economic anglicisms have long been included in the professional terminology of the Russian language; they are actively used and often do not need explanation or translation. Undoubtedly, in the process of mastering foreign words undergo changes, obeying the laws of development of the receiving language. Over time, they adapt to his grammatical norms and cease to be perceived as strangers. However, some of them remain alien elements and are not included in the active vocabulary of the language. There are different opinions on this

matter: some are categorically against borrowings and believe that they have a negative impact on the native language, while others, on the contrary, strongly support the modernization of the language system.

In this regard, we decided to conduct a sociological survey on the topic "Students' attitudes towards the use of Anglicisms in the Russian language," in which 2nd year students of the Faculty of Economics and Management took part. The survey results were analyzed and converted into percentages.

To the first question "What is Anglicism?" 100% of respondents gave the correct answer: this is a word or expression borrowed from the English language. When asked about the use of Anglicisms in their speech, 92.9% of respondents answered that they use them, 7.1% - they do not use them. Moreover, 64.3% of them do this sometimes, 21.4% almost never and 14.3% constantly.

The next question concerned the reasons for using Anglicisms (you had to choose no more than two reasons). The majority of students (57.1%) responded that it was easier and faster for them to explain what they wanted to say. 28.6% each received the answer options "to specify the meaning of a Russian word," "there is no such concept in the Russian language," and "for me, English words are more expressive." And 7.1% scored the answer option - "it's fashionable."

The fifth question was open and sounded as follows: "What do you think is the reason for the presence of a large number of economic anglicisms in the Russian language?" Using this question, we identified students' own assumptions. Below are the most common answers:

- with the fact that the birth of economics as a science took place abroad, plus the UK and the USA are the world's leading economic leaders;

- with the fact that this phenomenon is natural, reflecting the economic ties and relationships of Russia with other countries, in particular with the United States, that have intensified in the last decade;

- with the absence of analogues in the Russian language;

- with economic, political, social and other changes;

- with the desire of a segment of the Russian economy to confidently stand on the international stage, since today English is an international means of communication.

The results of the analysis of the question "What is your attitude to this?" showed that 71.4% of surveyed students have a neutral attitude towards economic borrowing, and 28.6% have a positive attitude. There is no negative attitude towards borrowing.

In order to identify the impact of borrowings on the Russian language, the question was asked: "How, in your opinion, do Anglicisms influence the Russian language?" 50% of survey participants believe that Anglicisms enrich the Russian language, 35.7% are sure that they impoverish it, and 14.3% think that they do not have a significant impact. At the end of the questionnaire, students had to write the 5 most frequently used economic anglicisms. As a result of the analysis, we compiled a list of words ranked by popularity: *marketing, brand, business, management, manager, investment, price list, offshore, default, leasing.*

Based on the conducted research, the following conclusions can be drawn: all respondents are familiar with the concept of "Anglicism". They quite often use them in their speech in order to express emotions and thoughts more clearly and quickly. Many students associate the large presence of economic Anglicisms with the fact that the first economic terms appeared abroad and with the fact that English is an international language. The attitude of respondents towards the

use of English borrowings in the Russian language is more neutral. This suggests that many are accustomed to the use of English words in Russian speech. Also, the majority believes that Anglicisms enrich our language, make it richer and more diverse, but there are still those who are sure that borrowed words clog up their native language.

Conclusion. Thus, the economic vocabulary of the Russian language at the present stage of its development is

expanding due to the intensive process of borrowing vocabulary from the English language, forming various thematic groups. But we should not forget that some borrowings have analogues in the Russian language, so it is necessary to use them consciously and appropriately, so that this does not harm the vocabulary of the language, but makes it richer and more diverse.

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