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WORD-FORMATION MODELS OF BUSINESS TERMS IN KAZAKH AND ENGLISH: CONTRASTIVE ANALYSIS

Abstract. At present, great importance is paid to the stabilization of terms and term formation in the Republic of Kazakhstan. The terms of the business sphere are constructed based on Greek and Latin languages and spread around the world through English. Newly proposed terms in the field of business should be supported in terms of structure meaning and systematization by the state and from the point of linguistics. In this direction, the main goal of the research is to determine the models of term formation by making a comparative analysis of the word-formation of Kazakh and English business terminology.

Contrastive analysis of Kazakh business terms with English language, a representative of European languages, helped to reveal the peculiarities of our language. The structural-componential analysis and contrastive methods were used in the course of the research. The statistical data analysis of business terminology dictionaries determined that most of the business terminology in the Kazakh language consists of international terms.

The main results of the research include the identification of structural similarities and differences in Kazakh and English business terminology. At the same time, analysis of ways of creating Kazakh and English business terminology and morphological and syntactic models allowed us to group the original terminology of the Kazakh language according to the linguistic elements of the mother tongue. There is an opportunity to apply research materials and terminological models for researchers in the field of business terminology, lexicographers, and special terminology courses.

Key words: business terms, terminology, term-formation, terminological elements, word-formation models, contrastive analysis.

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ҚАЗАҚ ЖӘНЕ АҒЫЛШЫН ТІЛДЕРІНДЕГІ БИЗНЕС-ТЕРМИНДЕРДІҢ СӨЗЖАСАМДЫҚ ҮЛГІЛЕРІ: САЛҒАСТЫРМАЛЫ ТАЛДАУ

Аннотация. Қазіргі кезде Қазақстан Республикасында терминжасам мәселесіне, терминдерді стандарттау мен тұрақтандыруға үлкен мән берілуде. Бизнес саласында жаңадан ұсынылып жатқан терминдер құрылымы мен мағынасы жағынан мемлекет тарапынан қолдау мен тілдік тұрғыдан жүйелеуді қажет етеді. Бизнес саласы терминдері грек, латын тілдері негізінде құрастырылып, ағылшын тілі арқылы дүниежүзіне таралуда. Осы бағытта зерттеудің негізгі мақсаты – қазақ және ағылшын бизнес терминологиясының сөзжасамына салғастырмалы талдау жасау арқылы терминжасамдық үлгілерді анықтау болып табылады.

Қазақ тіліндегі бизнес саласындағы терминдерді Еуропа тілдерінің өкілі – ағылшын тілімен салғастыра зерттеу тіліміздің де ерекшеліктерін ашуға көмектесті. Зерттеу барысында құрылымдық-компоненттік талдау және салғастырмалы әдіс басшылыққа алынды. Бизнес терминологиясы сөздіктеріне жасалған статистикалық зерттеу барысында қазақ тіліндегі бизнес терминологиясының көп бөлігін халықаралық терминдер құрайтыны анықталды.

Зерттеудің негізгі нәтижелері ретінде қазақ және ағылшын бизнес терминжасамындағы құрылымдық ұқсастықтар мен айырым белгілерінің анықталуын атауға болады. Сонымен қатар қазақ, ағылшын бизнес терминологиясының жасалу жолдары мен морфологиялық, синтаксистік үлгілеріне талдау қазақ тілінің төл терминологиясын ұлттық тілдің тілдік элементтеріне қарай топтастыруға мүмкіндік берді. Зерттеу материалдары мен терминжасамның үлгі қалыптарын бизнес терминология саласын зерттеушілерге лексикограф-ғалымдарға және терминжасам бойынша арнайы курстар құрастыруға қолдану мүмкіндігі бар.

Тірек сөздер: бизнес терминдері, терминология, терминжасам, терминологиялық элементтер, сөзжасам үлгілері, салғастырмалы талдау.

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СЛОВООБРАЗОВАТЕЛЬНЫЕ МОДЕЛИ БИЗНЕС-ТЕРМИНОВ В КАЗАХСКОМ И АНГЛИЙСКОМ ЯЗЫКАХ: СОПОСТАВИТЕЛЬНЫЙ АНАЛИЗ

Аннотация. В настоящее время большое значение уделяется стандартизации и стабилизации терминов, и терминообразованию в республике Казахстан. Терминология бизнес-сферы построена на основе греческого и латинского языков и распространяется посредством английского языка по всему миру. Предлагаемые термины в сфере бизнеса должны поддерживаться с точки зрения структуры и значения, систематизации со стороны государства и с точки зрения лингвистики. В данном направлении основной целью исследования является определение закономерностей терминообразования путем проведения сопоставительного анализа словообразования казахской и английской бизнес терминологии.

Сопоставительный анализ казахских бизнес-терминов с английским языком, одним из представителей европейских языков, позволил выявить особенности национального языка. В ходе исследования использовались структурный анализ и сопоставительный метод. Статистический анализ словарей в сфере бизнес терминологии определил, что большая часть бизнес-терминов в казахском языке состоит из международных терминов.

Основными результатами исследования являются выявление структурных сходств и различий в казахской и английской бизнес терминологии. При этом, анализ словообразовательных систем казахского и английского языков и морфологических и синтаксических моделей позволил сгруппировать исходную терминологию казахского языка по языковым элементам национального языка. Практическая ценность исследования заключается в том, что материалы исследований и терминологические модели терминообразования могут быть применены исследователями и лексикографами в области бизнес терминологии, и при составлении специальных курсов по терминологии.

Ключевые слова: бизнес-термины, терминология, терминообразование, терминологические элементы, словообразовательные модели, контрастивный анализ.

Introduction

In general, the formation of terminological principles and the development of its systematization and regulation are recognized as urgent problems of today. Creating a term in any language, formation of unique structure the created terms is a very responsible work that requires constant supervision and regulation. Otherwise, consistency and word-order in the terminology will be violated if each author creates his own terms without maintaining consistency in the terminology. It is also defined due to the inconsistency of the term creation and term-formation process and the inability of the authorized bodies like, Committee on the standardization and regulation of terminological systems in different fields of terminology in performing their duties at an adequate level.

In order to give high results for these processes, quality data system and dictionaries are needed that show the terminological stock of the language in different fields. In the dictionaries of terms in the field of business in the Kazakh language, there are notices many variations and unmotivated terms both in their structure and meaning. The transformation of terms in the field of business during globalization into worldwide terms has formed the number of international terms in the terminological field of the Kazakh language business terminology. In this direction, comparison and contrasting the business terms of Kazakh with the English language and making a typological analysis shows the relevance of our research work. In this connection, the main aim is to distinguish the similarities and differences of term-formation system in English and Kazakh business terminology.

To achieve this goal, the following research questions were set:

- What are the common elements and features in the structural and syntactic system of business terms in the Kazakh and English languages?
- What is the amount of international business terms in Kazakh language terminology?
- What are the common models of term-formation in contrasted languages?

In this context, in determining the morphological, lexical-structural and syntactic nature of business terms and revealing the common and different features of the Kazakh and English languages showed the importance of the research article. In addition, the lack of creation of the "Kazakh-English, English-Kazakh dictionary of business terms" highlights the need for this topic.

The main direction of our research work is also to determine semantic, morphological, syntactic systems and create structural models of Kazakh and English business terms by performing comparative-contrastive analysis of business terminology.

In this study, the results of a contrastive analysis of Kazakh and English business terms made it possible to classify the current syntactic and componential structures of the terms in both languages.

Materials and methods

Contrastive analysis of Kazakh and English business terms was carried out with the use of online dictionaries of business terms. The structural-componential analysis, contrastive methods were used to distinguish similarities and differences of two languages. Linguistic characteristics of terms in both

languages such as word formation, including prefixes, suffixes, derivational patterns, and any language-specific processes were examined. The statistical data analysis of more than 1500 business terms and terminological phrases of Kazakh and English languages from different sources determined the frequency of simple, derived, two-componential and three-componential and multi-componential terms in business terminology. Statistical techniques to quantify and analyze the frequency and distribution of specific word-formation patterns in both languages were employed.

Literature review

The new era of the development of European linguistics begins with the recognition of language as a developing and changing historical phenomenon. It is known that languages are related to each other, and using the comparative-historical method helps to discover and study the common principles and laws. In this aim, the comparative-historical and contrastive linguistics, the research approach in linguistics appeared in the second half of the 19th century. This fact, which was a major turning point in the history of language science, began to take shape in the first decade of the 19th century. In the last half of the 30th century and the beginning of the 19th century, the pace and direction of the development of language science clearly showed the need for a new research method. One of the later developed branches of linguistics is comparative and contrastive linguistics, comparing and contrasting the lexicon of different languages, including terminological system which is one of the actual problems of linguistics.

Structural approach is based on morphological classification of languages which was developed by V. Humboldt, A. Schleicher, E. Sepir, R. Jakobson, F.F. Fortunatov, J.Greenberg, N. Marr, who are the representatives of the Indo-European and Semitic languages of the 19th century. The works of these scientists formed the basis for the formation of general lexicon. Researching the general terminological lexicon and determining its theoretical meaning and content was based on the works of Russian scientists-terminologists and scientists of the CIS countries in the field of terminology of Kazakh language, in particular: A.A.Reformatskiy, A.V.Superanskaya, V.V.Vinogradov, G. V. Stepanov, G. P. Melnikov, D.S. Lotte, M. N. Volodina, M. Sh. Gasyimov who pay attention to the creation and lexico-semantic characteristics of terms.

A. Baitursynuly is known as the founder of termological system of Kazakh language, followed by Q.Zhubanov, N. Sauranbayev, S. Amanzholov, A. Qaidar, G. Qaliyev, Sh. Saribayev, I. Kenesbayev, A. Abdirakhmanov and O. Aitbaiuly who contributed to the formation of native language terminological basis. In the works of Baitursynov A. (2004) we can see how words are created according to native elements. As stated by O. Aitbaiuly (1997), terminology is the most necessary and complex field of the present period, from the point of view of current demand, many issues require comprehensive consideration, since the 80s. A lot of work has been done in the field of terminology, but it is difficult to say that even this alone has completely solved the complicated problems of Kazakh terminology. This is only the surface layer of the terminological giant ice in the ocean of language (Aitbaiuly, 1997: 5).

In recent years, during the study of terminology and terms in various fields of science, dissertation works of many researchers were defended. We can name scholars, like: S. Akayev, E. Abdirasilov, A. Salkynbai, G. Bekkozhanova, S. Isakova, K. Aisultanova and etc. Based on their works, we consider the term-formation system in the field of business terminology.

Qurmanbaiuly Sh. (2004) wrote that bulk of Kazakh terminology consists of foreign words and they are based on the word-formation system of foreign languages (Qurmanbaiuly, 2004: 121). However, A.V. Superanskaya (2003) in their works emphasize that many foreign terms are formed in the terminology of the language and are used in the synonymy (Superanskaya, 2003: 185).

Sauranbayev N.T. (1982) noted that native language words are formed taking into account the experience of Turkic languages, recognizing traditions and conventions, preserving our writing tradition. We believe that most of the disturbances that occur in the term formation process are due to the disregard of these conditions and violation of the legality of the language (Sauranbayev, 1982: 40).

K.A. Aisultanova (2003) mentions morphological, lexical-semantic, syntactic and translation methods as the internal sources of terminology in the Kazakh language (Aisultanova, 2003: 97). External sources of terminology can include international terms.

The following authors, A.T. Baekeyeva, S.Zh. Tazhibayeva, A.A. Shaheen, Zh.S. Beisenova, G.B. Mamayeva (2018) noted that the creation of a controlled-vocabulary Kazakh-English-Russian thesaurus

helps to solve Kazakh translation issues and provide accurately translated equivalents in Russian and English (Baekeyeva and others: 2018, p. 93).

A. Aimoldina (2020) stated the fact that the development of modern approaches to the study of the business text leads to a multidimensional approach to the study of business communication and business correspondence.

As for English language terminology is not considered as a definite topic. Terms are formed according to general principles and grammar rules of word-formation. They are derivation, compounding and conversion (Crystal, 1995, Sweet, 1940).

Juan C. Sager defines terminology as “the language of specialized communication in science, technology, industry, and commerce. In these fields, the meaning of terms is often crucial, as they represent precisely and succinctly the elements in the universe of the discourse”.

American linguist and Bible translator Eugene A. Nida considers terminology as “the set of special words belonging to a particular science, art, or subject, often accompanied by definitions, that have carefully been chosen by experts or authorities to convey precise information or ideas efficiently”.

In general, the terms are common to English and Kazakh languages as common linguistic phenomena. Terms and terminological components play an important role in giving the conclusion and classification of certain statements in a clear and concise form.

As Kazakh terminology consists of international terms, Greek and Latin words are the main historical and etymological sources of terms given by derivational, prefix, and affix models of word formation in the forms of international business terms in simple words. In this connection, multi-componential phrases are also found in business terminological expressions. Basically, term phrases: they are grouped according to the number of components, etymological features and meaning. Since terms in a complex structure are used to provide term definitions, they play a defining role in the terminological field.

Results and discussion

There are a lot of specialized business terms in Kazakh terminology. If we summarize the opinions of scientists about the types and division of specialized words according to the degrees of terminology, there are classification groups such as usual, complete, linguistic, permanent, incomplete, partial, contextual objects. We can classify English and Kazakh business terms into several groups according to the way and structure of words:

1. Root terms or non-derivative terms: these terms consist of only one morpheme; they do not form any synchronic groups. For example: in English: *cash, asset, gross, metrics*; in Kazakh: *нарық, құн, мұра, актив, теңгерім* etc. Such words are often found in the fund of international terms of general linguistics. Root terms require a special explanation and are widely used in the field of special linguistics.

According S.S. Isakova (2007) the complete materializations include words that have completely lost their critical meaning, whose material meanings have settled in the language and reached the level of nouns (Isakova, 2007: 144).

2. Derived terms, terms created by joining suffixes and prefixes, in English: *interference, conversion, divergence*. Such a way of term-formation occupies a large part of the field of terminology in both language stocks. Derived terms make up a large part of the field of linguistics. In English, derived terms are formed by adding affixes to the root term both before (using prefixes) and after (using suffixes). In the Kazakh language, only suffixes are connected: *кәсіпкер, тәуекелділік, демеуші, қаржыгер, салымшы*.

3. Compound terms: terms formed by combining two or more roots. Such complex terms are widespread in the terminological field. For example, the vocabulary of the English language contains hundreds of complex terms created on the basis of Greek, Latin, Greek-Latin languages: *currency hedging*, from Greek: *current*. Kazakh and English languages share a significant number of business terms with multi-rooted terms based on Greek and Latin languages. The ways of their transmission in the Kazakh language are formed mainly according to the laws of the Russian language. Sometimes they are given in Kazakh linguistics using all translation principles of terminology: *corporation – корпорация, digital marketing – цифрлық маркетинг*, etc.

The following models of Kazakh-English business terminology consisting of double words can be called productive:

1. N+N model, that is, complex terms created on the basis of the union of two nouns. In the Kazakh-English languages, such terms are also formed with the connection of a vowel sound, for example: *balance sheet, bank debt, capital structure and etc.*

2. Adj+N model, complex terms created on the basis of adjective+noun combination: *accelerated payment, commercial mortgage and etc.*

In the terminological system of science and technology, the vast majority of complex terms are created according to these two models. These models entered our language through the terms of the ancient Greek and Latin languages and are used in our terminological system.

The terminological models created on the basis of international affixes are mainly made from a mixture of elements of Greek, Latin, Greek-Latin, English and Greek languages or French and Latin languages. Models of international complex terms are created by using the elements of languages (English, German, French) that are based on the classical Greek, Latin, Greco-Latin languages, or are in direct contact with those languages. They are the basis of term-formation process.

Aqshalova B.N. (1998) and Bekkozhanova G.K. (2019) mentioned about conversion as the distinctive features of English language is the word-formation method (Aqshalova 1998: 20; Bekkozhanova 2019: 84). In the terminological base of the English language, there are terms created by the conversion method of word formation. For example: the term article is known as an element that serves as an auxiliary word in grammar, and this term means an object in business terminology, a thing in everyday life. There are many such terms in the Kazakh language. For example: *sign – to sign, letter – to letter and etc.* Although they are terms derived from common language words, it can be seen that they have not deviated from their original meaning.

4. Syntactic terms or terms in a complex structure, such terms are used in both languages to name a single term name, meaning or concept through the combination of two or more components of terms. In English, complex structural term phrases are mainly grouped around verbs, and prepositions play an important role in their combination (Reformatskiy, 1959).

Syntactically derived terms differ according to their complex structures. In this regard, P.A.Sovoleva (1981) groups according to the following derivative properties:

- 1) zero degree: *company, stock;*
- 2) first degree: in English: *business plan;* in Kazakh: *бизнес жоспар;*
- 3) second degree: *to run a business - бизнес басмай.*

With other terminological units, the terms in two languages are systematized hypero-hyponomically (in different relations) and defined: "every concept in such a system is a derivative of a whole chain of genealogical categories" (Sovoleva: 1981: 114-141).

In the research of A. Qaidar, M. Orazov (2004) one of the most basic and productive ways of creating a term is terms created by combining words, that is, syntactical forming words. It means that "compound terms are mainly formed from nouns", compounding is analyzed the main types of terms and showed their main features related to their internal structures:

- 1) compound terms of business sphere consist of two-, three-, four-syllabic compound terms;
- 2) the composition of philological compound terms consists of various linguistic elements: a business term with a general scientific character;
- 3) combination of terms is created on the basis of the historically established communication methods of the Kazakh language;
- 4) phrasal terms are used in the determining relationship and have a nominative function (Qaidar, Orazov, 2004: 110-114).

According to online business terms dictionaries, we can classify the terms into:

1. Terms consisting of the subordinate clause Kazakh, the main clause consisting of foreign words: *шағын бизнес, акционерлік қоғам, etc.*

2. Terms consisting of the words "loans" as the subordinate clause and "Kazakh" as the main clause: *бизнес жоспар, акция бағамы, etc.*

3. Compound terms with both parts consisting of international words. For example: *импорттық квота, коммерциялық банктер, экономикалық интеграция and etc.*

Three- and four-syllable term phrases can be grouped according to the origin of their components, like two-syllable term phrases.

As with phrases in the Kazakh language, the noun is the main component in the composition of the English vocabulary. The terms in the compound terms are combined according to the rules of the language. Term forming elements, such as affixes play a key role in their unification. One of the main signs of a word combination is a syntactic connection that connects the components of a word combination. The compositional connection is characterized by equal relations between the components of word combinations. In word combinations built on the basis of subordinate connection, one component is subordinate to another. In English and Kazakh business terminology, N is the main, main component noun, A is the subordinate, derived component. Part II The N model was considered by Grinev as a part of the AN model.

We prefer to consider this model separately because, although Part II functions as a determiner, according to the model, Part II has an –ed form. For example: *asset-backed securities* and etc. Similarly, we found that the Part I N model is more common in English than the Part II N model: *marketing plan, advertising centre*, etc. Such 3-4 models have different views on the nature of the first Kazakh component. For example, Superanskaya A.V. (2003) warns that any subordinate component with a suffix is attributive (Superanskaya, 2003: 71-76).

And S. Isakova (2007) concludes that "the participle is a carrier of a temporary, transitory sign associated with a certain process, and in this case, the species sign, reflected by the first element, does not reflect any processes and has a permanent character" (Isakova, 2007: 141).

Based on the concepts of these two authors, the first element in the Part I N model can be classified as an adjectival participle, that is, an adjective.

Thus, the term models of complex two-component terms in the Kazakh language, formed from adjectives, are semantically consistent with the AN, Part II N and Part I N models of the English language. In English, some complex terms are created using the N of N or N to N model: *line of credit, debt-to-equity ratio*, and etc. In the N of N model, the secondary noun is mainly the main one, and the primary noun is the determiner in the phrase. In the Kazakh language, this pattern is made with the help of the stem participle: *несиелік ақпарат*, etc. This model is productive in term. We found one example of the Part II on N model: mostly added-on-particle from the set of complex two-component terms of the English language. This model is not a production model.

In conclusion, most of the series of two-component terms in English and Kazakh business is made up of the AN model: in English: *formal expression, lateral consonant, interrogative sentence*, etc. In Kazakh: *қара нарық - black market*, etc.

It is known that general terminological expressions are stable. Phraseological units according to properties can be divided into:

- 1) stability of use;
- 2) structural semantic stability;
- 3) semantic or meaning stability;
- 4) lexical stability;
- 5) can be classified according to syntactic stability (R.G. Nepesova, M.B. Karakulova, 1991: 66-70).

According to our observation, AN model belongs to the most stable nominative form in English as well as in Kazakh. In such phrases, the function of the determiner is to provide information about the noun, because the adjective shows the characteristics of the noun. In English and Kazakh business terminology, there are cases where the adjective of the AN model is formed from a two-word adjective (composite).

1. A+A(N) *Long-term liabilities, ұзақ мерзімді несие т.б.*

2. In the AN model of two-component phrases of the Kazakh language, there are often cases where nouns perform the determining function. In most cases (-тік, -тық, -дік, -дық, -лік, -лық) is made up of by means of connections: *әлеуметтік қолдау, коммерциялық банк т.б.*; (-ым, -ім)-*ұсыным көлемі*; (-гі, -ғы, лы, -лі)- *өзгермелі шығындар т.б.*

3. Term-eponyms are formed in Kazakh linguistics in the NN model using the nominative participle: *Ақша айналымы, т.б.*

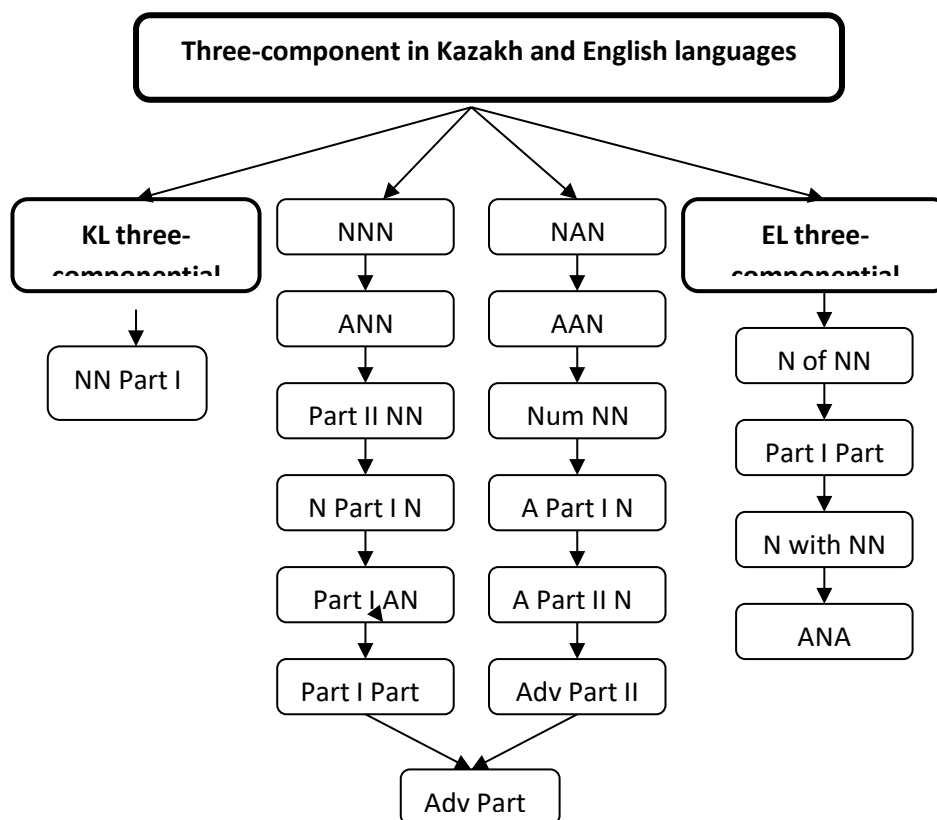
4 AdvN model is found in two-component terms of English and Kazakh languages: local culture, limited partnership; *Adv+A(N): intellectual property*. In Kazakh, this model is not very productive. For example: *жалдамалы офис, қара нарық т.с.с.*

In English, as in Kazakh, there are two-component terminological phrases formed by the transformation of verbs. It has been shown above that verb forms in English business terminology are formed using Part I (writing) and Part II (selected) models. As a result of the comparison of the linguistic dual-component terms of the Kazakh and English languages, 6 patterns of two-componential terms created according to the models common to the two languages were identified:

- AN- joint venture-біріккен корпорация;*
- NN- labour expenses- еңбек күші;*
- N of N- value of shares- акциялардың құны;*
- Adv N- private company- жекеменшік мекеме немесе компания;*
- Part I N- pricing decisions- бағамдау шешімі;*
- Part II N – preferred shares- белгіленген үлестер;*

Two-componential term phrases are the most productive term phrases in the Kazakh and English languages. Terminological phrases in modern Kazakh business dictionaries make up 49.8%, including native terms as well as terms given by derivational method. The use of two-componential business terms in English is more common than in Kazakh. It amounts about 60.5%. The results of the study showed that all models are not equally productive in terms of productivity. The most productive model is the AN model in English terminology, and the NN model in Kazakh. AN, Part I N, Part II N in English correspond only to the adjective-noun model in Kazakh. These models are equally productive in both languages. If two-component terms cannot give the essence of a certain concept, additional elements are needed in order to give the exact nature of that concept.

Kazakh business terms of three-component, four-component and five-component types are formed, or rather, various signs are combined within them to form a single idea. For example: *prime interest rate - бастапқы үлес бағамы, raw material expenses - табиғи қор шығындары* and etc



Picture 1 – The structural-componential patterns of three-componential terms

As we see from Picture 1, the most common three-component models in English in the field of business terminology include:

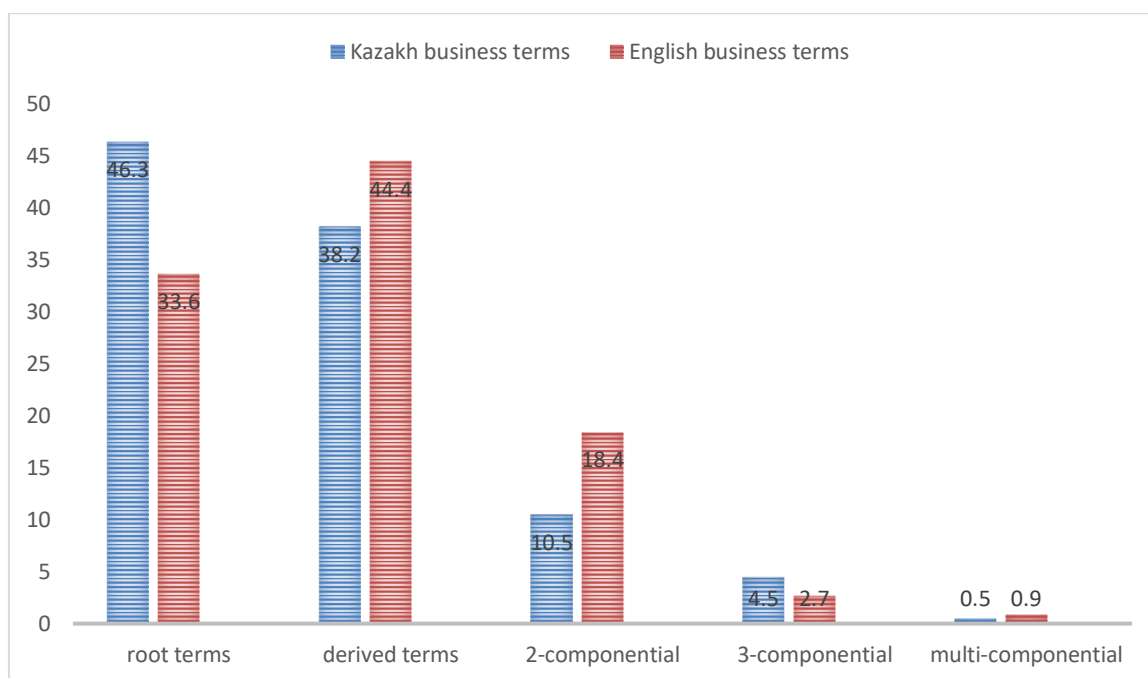
- NNN – Purchase discounts and allowance*
- ANN- International trade show – халықаралық сауда көрмесі (the most productive term phrases).*
- N of NN – shareholders' equity ratio*
- Part I Part I N – semi-variable costs*
- Part 2 NN – syndicated loan expenses*
- N of NN – statement of retained earnings*
- NAN – standard operating procedures*
- A Part I to N – Technical barriers to trade*
- NN in N – morphological structure in compounds;*
- ANA – negative sentence proper;*
- NAN – Unit selling price;*
- Num NN - two – member party;*
- A Part I N – Strategic fixed goals*
- A Part II N – World Customs Organization;*
- N of AN – Statement of retained earnings*

Kazakh business terminology makes up a small percentage of the total terminology. Among them, the most common models are as follows:

- NNN - капитал қозғалысының есебі;*
- NAN – өнеркәсібі дамыған елдер;*
- ANN - дүниежүзілік сауда ұйымы;*
- NN Part I – Бизнес сәйкестендіру нөмірі;*
- NAN – пікірге негізделген шешімдер;*
- AAN – іскерлік ынтымақтастық қауымдастығы;*
- Adv part I N – басқарудың экономикалық әдістері;*
- ANN – қысқа мерзімді шешімдер;*
- Part I Part II N – орташа мерзімді шешімдер;*
- Part NN – трансферттік база ағымы;*
- N Part I N – валютаның айырбас бағамы.*

English language business terminology is dominated by a series of three-componential terms formed with the presence of a noun, and every time a new specific function of the term is found. In both languages, nouns are necessarily components presented in each model. There are four-componential business terms in both languages: *Venture Capital Action Plan - Тұтынуға деген шекті бейімділік.*

We decided to make a statistical analysis of English-Kazakh business terms dictionaries from the point of view of single-component and multi-component terms. The indicators in the table below were obtained from the latest published business terms dictionaries.



Picture 2 – Business terminology indicators of Kazakh and English languages according to componential analysis

Thus, in naming and defining business in the Kazakh and English languages, amount of root terms consists of 46.3% and 33.6%, derived terms include 38.2% and 44.4% which are the most productive forms of business terms. Two-componential terms are the most productive in Kazakh linguistics: two-component terms make up about 10.5%, multi-component terms cover 0.5%. Three-component multicomponent terms are common in English. In English, three-component term phrases include about 4.5%, multi-component about 2.7%. Although multi-componential complex terms are often encountered in definitions, they are not often included as separate terms in dictionaries. It showed 0.5% in Kazakh language and 0.9% in English. The study of the typology of multi-componential terminological phrases will help in providing systematic definitions of business terms.

Kazakh business three-component terms are connected by suffixes and conjunctions when communicating with each other according to the synthetic-inflectional laws of the language. At the same time, the functions of adverbial conjunctions, adverbial conjunctions and adjective suffixes, auxiliary words and suffixes are very common to the English language. Three-componential Kazakh business terms often coincide in two languages, terms in a complex structure always combined with the presence of a noun.

Conclusion

The research in this article is focused on the lexico-structural peculiarities of business terms in English and Kazakh languages. The componential analysis assisted to distinguish the structural patterns of two non-related languages. The business terms in contrasted languages are created according to general terminological principles. The difference between terms of English and Kazakh can be seen in several of their special properties. Business terms are created through internal and external sources of the terminological structure. The most productive term-formation in both languages are derived terms which consist of suffixes. In English there are productive prefixes in forming the terms which are transferred into Kazakh through the use of international terms. It shows the universal characteristics of business terms in two languages.

According to the structure, business terms can be divided into: root, derived, compound or complex, syntactical or complex structured multi-componential terms. Kazakh business terms like English terms are mostly created by derivation. The difference of word-formation is the conversion method in English business terms correspond with terms taken from the general vocabulary. As we move forward, further research in this area can continue to explore the ever-evolving landscape of business terminology, incorporating new linguistic and technological developments. Ultimately, a deeper understanding of the

intricacies of business language in diverse linguistic contexts can empower professionals, educators, and language enthusiasts to navigate the global business arena more effectively.

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