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***G. B. Nessipbay¹, M. K. Mambetova², K. S. Aldasheva³**

^{1,2,3}Al-Farabi Kazakh National University,

Republic of Kazakhstan, Almaty.

¹ORCID: <https://orcid.org/0000-0003-1266-1255>

²ORCID: <https://orcid.org/0000-0002-8870-4787>

³ORCID: <https://orcid.org/0000-0001-5292-6727>

*e-mail: guldana.nessipbay95@gmail.com

TERMINOLOGICAL PHRASEOLOGICAL UNITS OF THE BUSINESS SPHERE IN KAZAKH AND ENGLISH LANGUAGES

In the world of language and communication, terminological phraseological units play an important role, especially in the business sector, where accuracy and effectiveness of communication are key success factors. Terminology, as a special lexical group, enriches the language with special expressions that combine semantic saturation and specialized lexical turnover. Terminological phraseological units act as a kind of «codes» understandable to representatives of a certain field, and are designed to facilitate and speed up the process of communication in a professional environment.

Terminological phraseological units are structured expressions, often enriched with historical, cultural and professional nuances. In the business sphere, where even small misunderstandings can have serious consequences, the use of specific expressions becomes an integral part of successful interaction.

The purpose of this article is to consider terminological phraseological units in the context of business communication in two languages, Kazakh and English, identifying their role, features of use, and also compare their impact in the context of cultural and linguistic differences. By opening the doors to the world of professional communication, we immerse ourselves in a unique linguistic field where these phraseological units become not only a means of transmitting information, but also the key to successful business in various cultural environments.

Keywords: terminology, term formation, term-phraseology, business term, business language.

Introduction

The usage of phraseological units and phrases is becoming a significant aspect of managing commercial connections in the modern corporate environment, where good communication is essential. Professional vocabulary includes these uncommon terms with a wide range of meanings and contexts. Let's examine the significance of terminological phraseological units for business and their impact on the corporate world's interaction process. Every word in business has a purpose, and rational information transfer is essential to successful mutual comprehension. In addition to improving intelligibility, terminological phraseological units also cut down on message volume. This is particularly crucial for agreements, projects, and strategic strategies.

Terminological phraseological units serve as a sort of language code within an organization or sector. By establishing a consistent language among staff members, they help to avoid misunderstandings and facilitate rapid team communication.

Terminological phraseological units serve as a bridge between many languages and cultures in the context of international business. Their application aids in preventing miscommunications resulting from disparities in word interpretation, which is particularly crucial when working with international teams and negotiating [1, p. 123].

Because of their exact and organized shape, terminological phraseological units help you save time, which is typically needed for explanations and clarifications. This is a huge benefit in a company where productivity is essential. High levels of efficiency and a deeper comprehension of the subject matter are provided by the usage of terminological phraseological units. This builds credibility in the business world and boosts the trust of clients and partners.

Businesses must be flexible and efficient in a business climate that is changing quickly. Terminological phraseological units facilitate rapid adjustment to shifting market conditions and trends. Finally, in order to guarantee effectiveness, precision, and clarity in business communications, terminological phraseological units are essential. They have a significant influence on gaining advantages from conducting business in the contemporary corporate sector in addition to helping professionals broaden their vocabulary. These sentences must be used as a language tactic in order to succeed in a dynamic and competitive setting.

Unfortunately, there aren't many studies out there right now where the writers would take terminological phraseological units into account in a business setting. However, there are studies in the fields of linguistics and corporate communication that address this subject in part.

Materials and methods

Materials from the Corpus of Modern English (COCA), the National Corpus of the Kazakh language, and specialized dictionaries were used in the study. Automated data collecting, etymological, comparative, and contextual analysis were all part of the process. The effort involved the extraction and systematization of phraseological units, the analysis of their usage and meanings, and the discovery of similarities and contrasts between the English and Kazakh languages.

The research of terminological phraseological units in the business domain was conducted using a range of resources that covered both theoretical and practical elements. The work of L. P. Chudinova, who researched professional vocabulary using English and Russian language materials, and V. V. Vinogradov, who contributed basic understanding of Russian phraseology, served as the foundation for Russian phraseology. Leslie A. Reigel and John M. Lutz's Dictionary of Business Phraseology was a valuable resource for the study of business terms in the English language. The studies of Guy Hofstede on the interplay of cultures in companies and Edward T. Hall on the hidden dimensions of culture were used to comprehend cultural factors in corporate communications. The works of N. D. Arutyunova on language and the human world and T. F. Smolentsev on phraseological terminology significantly advanced the study's theoretical component. L. V. Shcherba and Y. D. Apresyan's study in the field of general theory of phraseology produced dictionaries of Russian phraseological units, which served as foundation for the practical portion. Research on the lexicology of the English language by N. D. Arutyunova and the works of N. D. Ardzinba produced important information regarding terminological consciousness and the linguistic view of the universe. These resources enabled a thorough investigation of terminological phraseological units and the identification of their characteristics in a business setting.

In his works on phraseology, V.V. Vinogradov points out that phraseological units have a unique meaning and may effectively convey intricate ideas, both of which are highly beneficial in professional communication [2, p. 120].

L. P. Chudinova in her research addresses the role of phraseology in the formation of professional language, emphasizing that stable expressions contribute to the accuracy and brevity of expression of thoughts [3, p. 68].

Terminological phraseological units may be part of the clear and consistent language that is required in a corporate setting, according to business communication researchers like Naumenko L. K. [4]. The usage of localized phraseological units can enhance mutual understanding and aid in overcoming linguistic and cultural barriers in international commercial settings, according to intercultural communication specialists Edward Hall and Guy Hofstede [5; 6, p. 205].

Although there may not be much specific research on terminological phraseological units in business, consulting the works of these authors enables us to observe the accuracy, clarity, and cultural context in professional communication.

A stable expression with a particular meaning in a field of study, a professional setting, or a topic area is called a terminological phraseology. The two primary components of this linguistic term are phraseological and terminological [7, p. 208].

1 Terminological aspect includes the use of terms specific to the field of knowledge or activity. Terms are specialized vocabulary used within a discipline, and they often have a clear and highly specialized meaning.

2 Phraseological aspect includes the use of stable expressions in a certain area or context. These terms acquire a distinct meaning that differs from their potential meaning in the language of common speech. Such terms are frequently used in professional settings and are a way to convey concepts more clearly and succinctly. Many disciplines, including science, medicine, technology, and others, use terminological phraseological units. These terms can be used to fully and precisely express ideas unique to a given field of study, and they frequently form a crucial component of the vocabulary used by experts in that discipline.

Unfortunately, there is no official definition or widespread usage of the term «terminological phraseology» in the literature. However, the idea can be clarified with the aid of linguists' and terminology and phraseology experts' studies.

Glotova T. A., Bekoeva M. T. point out that phraseological units in terminology are identified by a unique usage of words and idioms that take on a particular meaning in a certain profession or area of study [8, p. 78].

Terminological phraseology is a category in which phraseological phrases unique to a given topic area are employed, according to Russian linguist N. D. Arutyunova [9, p. 85].

Therefore, a stable statement unique to a certain field of knowledge or profession that blends distinct phraseological constructions with terminological composition might be referred to as terminological phraseology. Since it is a reliable way to effectively and succinctly convey professional ideas, this style of language is typically pertinent to a given discipline.

Results and discussion

Most of the time, phraseological units are viewed in a broad context without being separated into general and terminological ones. Nonetheless, we can think about the primary purposes of phraseological units generally and use them in terminology:

1 The preservation of language resources is aided by terminological phraseological units. They allow you to communicate complicated ideas or concepts using straightforward language. Phraseological units are «staples

connecting elements of phraseological meaning», according to Baranova A. N. and Dobrovolskii D. O. [10].

2 Phraseological units frequently have complex meanings that include emotive resonances and shades. This enables you to effectively communicate intricate ideas via language, particularly in scientific and professional domains. Phraseological units, as Y. D. Apresyan notes, contribute to the «expressive saturation of the language» [11].

3 In a terminological and professional context, phraseological units can function as a particular linguistic code that defines one's professional identity. This corresponds to the idea of N. D. Ardzinba's «terminological consciousness» [12, p. 45].

4 Phraseological units can help with comprehension and memorization during communication, particularly in a terminological setting. Using reliable language reduces the possibility of misunderstandings.

5 The usage of phraseological phrases in terminology may have an impact on communication skills. You can communicate more successfully in the workplace if you know how to employ phraseological units correctly.

Although they are not usually divided into distinct categories, terminological phraseological units are essential for accurate and understandable communication in specialist disciplines. Linguist N. D. Arutyunova emphasizes that they enhance specialized vocabulary, produce unique professional language, and support professional identity and linguistic standards [13].

The development and operation of specialist vocabulary are thus greatly aided by terminological phraseological units, which provide professional language its characteristics and the capacity to communicate certain ideas and information. Similar to other languages, Kazakh has a wealth of dependable idioms and phrases that could be useful in commercial settings.

Here are some common examples of phraseological units that can be used in the Kazakh language:

«Салықты оңтайландыру» (*tax efficiency*): Meaning: optimize the tax liability. Usage example: «ҚР салық кодексінде жазылған нормативтер, төлем бойынша бекітілген пайыздар, ережелер мен жеңілдіктерді пайдала отырып, салықтық оңтайландыру бағыты бойынша ұсыныстар жасау қажет».

«Көк жағалылар» (*білікті жұмысшылар*) (*blue collar*): Meaning: skilled workers directly employed in industrial production. Usage example: «Еңбек нарығында «ақ жағалылардан» гөрі, «көк жағалылар» сұранысқа ие болып отыр».

«Ақсақ үйрек» (*lame duck*): Meaning: a company that provides jobs to many people employed in the national economy, but is unable to survive without the help of the state; in the American political system, the informal nickname of the

president, who will soon leave office after losing the next election. Usage example: «Демократқа «ақсақ үйрек» болып көрінбеу үшін (американдық саяси термин, өкілеттіктері жақында аяқталатын президентті меңзейді) келесі айда келесі сайлауға қатысу ниеті туралы жариялайсыз ба деген сауал қойылды»

«*Aram aқша*» (*Dirty money*): Meaning: income obtained illegally. Usage example: «Арам ақша тапқысы келетін алаяқтар түрлі құйтырқы әрекетке барады».

An overview of the main terminological phraseological units of the English language includes a wide range of expressions used in various social spheres. Here are some examples of phraseological units that relate to business:

«*At the helm*»: Meaning: on the steering wheel, on top of the controls. Usage example: «With a new CEO at the helm, the company is expected to undergo significant changes».

«*Cutting-edge*»: Meaning: advanced, modern. Usage example: «Our company aims to provide cutting-edge solutions in the technology sector».

«*Bottom line*»: Value: The final figure, the total financial result. Usage example: «Increasing efficiency will positively impact the bottom line of the company».

«*Think outside the box*»: Meaning: think outside the box, creatively. Usage example: «To solve this problem, we need to encourage our team to think outside the box».

«*Ballpark figure*»: Value: An approximate figure, a rough estimate. Usage example: «Can you give me a ballpark figure for the budget of this project? »

«*Get the ball rolling*»: Meaning: to start something, to make the first contribution. Usage example: «Let's schedule a meeting to get the ball rolling on the new marketing campaign».

«*In the red*»: Meaning: to be at a loss, to have a negative financial result. Usage example: «The company has been in the red for the past two quarters».

«*Back to the drawing board*»: Meaning: start over, review your plans. Usage example: «The initial project proposal was rejected, so it's back to the drawing board».

«*Cut corners*»: Meaning: save on something, make concessions to quality. Usage example: «We cannot afford to cut corners when it comes to product safety».

«*Hit the ground running*»: Meaning: start immediately with full strength, get to work vigorously. Usage example: «Our new employee is ready to hit the ground running and contribute to the team».

Phraseological units are a small part of English business terms but are crucial for professional communication. Translation and adaptation of these units are essential in a globalized business context, requiring attention to linguistic and cultural nuances. Adaptation should align with Kazakh cultural values, ensuring

professionalism and accuracy. Understanding industry specifics is key for effective and consistent use of business terminology.

The translation of phraseological units from English into Kazakh requires consideration of cultural characteristics, professional terminology and context. Here are some examples of adapting and translating business terms:

«*At the helm*». Adaptation: «тұтқада». Translation: «On the steering wheel, on top of the controls». Usage example: «Егер бұл тұтқада отыратын мамандар тиісті деңгейде қызмет көрсетпейтін болса, олардың жауапкершілігі қатаң қаралады, – деді облыс әкімі».

«*Cutting-edge*». Adaptation: «озат, озық, алдыңғы қатарлы». Translation: «advanced, modern». Usage example: «Біздің компания озық технологияларды дамытуға көмек көрсетеді».

«*Bottom line*». Adaptation: «таза пайда, табыс, кіріс». Translation: «Final figure, net profit». Usage example: «Таза пайда – кәсіпорында (фирмада) салықтар мен басқа да төлемдерді төлегеннен кейін қалатын пайда».

«*Think outside the box*». Adaptation: «қалыптан тыс ойлау». Translation: «thinking outside the box». Usage example: «Бүгінгі күні қызмет саласына қарамастан креативті және қалыптан тыс ой-пікірдің маңыздылығы туралы көп айтылады».

«*Ballpark figure*». Adaptation: «жуықтама көрсеткіш». Translation: «An approximate figure». Usage example: «MacBook Air жұмыс өнімділігінің жуықтама көрсеткіші алынды».

«*Get the ball rolling*». Adaptation: «өлі нүктеден жылжу». Translation: «to get off the ground». Usage example: «Критикалық (өлі) нүкте – барлық өнімнің өткізілуі кезіндегі пайдасына тең сатылу кезіндегі кәсіпорынның шығындары».

«*In the red*». Adaptation: «шығынға ұшырау». Translation: «To be at a loss, to bear losses». Usage example: «Ұлттық қор шығынға ұшырауы мүмкін».

«*Back to the drawing board*». Adaptation: «Нөлден бастау, басынан бастау». Translation: «(start) from the beginning; (start) from scratch; (start) from scratch». Usage example: «Кәсіпті нөлден бастау үшін сізге нарықта жұмыс істейтін бәсекелестерге мұқият талдау жүргізу қажет болады».

«*Cut corners*». Adaptation: «үнемдеу». Translation: «to do something in the easiest, cheapest or fastest way, to save money». Usage example: «Алматы облысында су үнемдеу технологияларын енгізу мәселелері талқыланды».

«*Hit the ground running*». Adaptation: «жұмысқа кірісу; жұмысқа қосылу». Translation: «get into work quickly; immediately immerse yourself in doing something». Usage example: «Енді кезекте өңірлерге ұйымдастыру мәселелерін шешуді жеделдетіп, дереу жұмысқа кірісу қажет».

When modifying Kazakh terminological phraseological units for economic purposes, linguistic correctness and cultural significance must be carefully taken into account. Although their usage and prominence vary, both Kazakh and English have certain phraseological units and business terms.

Phraseological units are frequently employed in English and represent a variety of cultural elements, which helps to provide accurate and transparent corporate communication. Kazakh, on the other hand, contains fewer phraseological units and frequently combines cultural components that affect business communication, like collectivism and deference to authority.

The wider variety of English phraseological units and their incorporation into everyday business discourse, as opposed to their less common usage in Kazakh, are important distinctions. Given the particular context and target audience, care must be used while translating English terminology into Kazakh to guarantee linguistic and cultural authenticity.

It is necessary to strike a balance between cultural traits and unambiguous communication when using business vocabulary in both languages. This way, the terminology will be in line with corporate culture without being overly formal or informal. To avoid misunderstandings and improve communication, it is essential to comprehend professional and cultural quirks.

Conclusions

The semantics of phraseological units are formed by linguistic and cultural distinctions that are revealed when business terminology in two languages is studied. One can observe how cultural differences impact the understanding and application of phraseological units in the business setting by comparing the English and Kazakh languages.

Examples of the use of terminological phraseological units emphasize their importance in business communication. For example, the phrase «to be on the same page» in English expresses the importance of consistency and understanding in a team, while an equivalent phrase in Kazakh such as «бір толқында» also emphasizes collective interaction and mutual understanding.

The study highlights the necessity of modifying terminological phraseological units according to the linguistic and cultural context. For example, the phrase «at the helm» in English can be successfully adapted as «түтқада» in Kazakh, retaining a similar meaning about management, leadership of something, heading something, determining the direction of development.

Generally speaking, both language proficiency and an awareness of cultural traits are necessary for comprehending and applying phraseological units in a professional setting. This facilitates productive engagement in professional communication, where cultural sensitivity and precision are essential.

Examining terminological phraseological units demonstrates how they influence and reflect business culture and professional relationships. The study emphasizes how these modules promote clear, culturally appropriate transmission of professional concepts and enhance business conversation.

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*Г. Б. Несипбай¹, М. К. Мамбетова², К. С. Алдашева³

^{1,2,3}әл-Фараби атындағы Қазақ Ұлттық университеті,

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ҚАЗАҚ ЖӘНЕ АҒЫЛШЫН ТІЛДЕРІНДЕГІ БИЗНЕС САЛАСЫНЫҢ ТЕРМИНОЛОГИЯЛЫҚ ФРАЗЕОЛОГИЗМДЕРІ

Тіл және қарым-қатынас әлемінде терминологиялық идиомалар маңызды рөл атқарады, әсіресе бизнесте, қарым-қатынастың дәлдігі мен тиімділігі табыстың негізгі факторлары болып табылады. Терминология арнайы лексикалық топ ретінде тілді мағыналық байлық пен арнаулы лексикалық қолданыс біріктіретін арнайы тіркестермен байытады. Терминологиялық фразеологиялық бірліктер белгілі бір сала өкілдеріне түсінікті, кәсіби ортада қарым-қатынас процесін жеңілдету және жеделдету үшін жасалған «кодтардың» бір түрі ретінде әрекет етеді.

Терминологиялық фразеологиялық бірліктер – көбінесе тарихи, мәдени және кәсіби коннотациялармен байытылған құрылымдық өрнектер. Кішкентай түсініспеушіліктердің өзі ауыр зардаптарға әкелетін іскерлік әлемде нақты тілді қолдану сәтті қарым-қатынастың ажырамас бөлігіне айналады.

Бұл мақаланың мақсаты – екі тілдегі қазақ және ағылшын тілдеріндегі іскерлік қарым-қатынас контекстіндегі терминологиялық фразеологиялық бірліктерді қарастыру, олардың рөлін, қолданылу ерекшеліктерін анықтау, сондай-ақ мәдени және тілдік айырмашылықтар тұрғысынан олардың әсерін салыстыру. Кәсіби қарым-қатынас әлеміне есік ашу арқылы біз бұл фразеологиялық бірліктер ақпаратты беру құралы ғана емес, сонымен қатар әртүрлі мәдени орталарда бизнесті табысты жүргізудің кілті болатын бірегей лингвистикалық аймаққа енеміз.

Кілті сөздер: терминология, терминжасам, фразеологиялық термин, іскерлік термин, іскерлік тіл

*Г. Б. Несипбай¹, М. К. Мамбетова², К. С. Алдашева³

^{1,2,3}Қазақстан Республикасының

университетінің аль-Фараби,
Республика Қазақстан, г. Алматы.

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ТЕРМИНОЛОГИЧЕСКИЕ ФРАЗЕОЛОГИЗМЫ СФЕРЫ БИЗНЕСА В КАЗАХСКОМ И АНГЛИЙСКОМ ЯЗЫКАХ

В мире языка и коммуникации терминологические фразеологизмы играют важную роль, особенно в сфере бизнеса, где точность и эффективность общения являются ключевыми факторами успеха. Терминология, как особая лексическая группа, обогащает язык специальными выражениями, объединяющими в себе смысловую насыщенность и специализированный лексический оборот. Терминологические фразеологизмы выступают своеобразными «кодами», понятными представителям определенной области, и призваны облегчить и ускорить процесс общения в профессиональной среде.

Терминологические фразеологизмы представляют собой структурированные выражения, зачастую обогащенные историческими, культурными и профессиональными оттенками. В бизнес-сфере, где даже небольшие недоразумения могут иметь серьезные последствия, использование специфических выражений становится неотъемлемой частью успешного взаимодействия.

Цель настоящей статьи – рассмотреть терминологические фразеологизмы в контексте делового общения на двух языках, казахском и английском, выявив их роль, особенности использования, а также сравнить их воздействие в контексте культурных и языковых различий. Открывая двери в мир профессионального общения, мы погружаемся в уникальную лингвистическую область, где эти фразеологизмы становятся не только средством передачи информации, но и ключом к успешному ведению дел в различных культурных средах.

Ключевые слова: терминология, терминообразование, термин-фразеологизм, бизнес-термин, деловой язык.

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«Toraighyrov University» баспасынан басылып шығарылған
Торайғыров университеті
140008, Павлодар қ., Ломов к., 64, 137 каб.

«Toraighyrov University» баспасы
Торайғыров университеті
140008, Павлодар қ., Ломов к., 64, 137 каб.
67-36-69
e-mail: kereku@tou.edu.kz
www.vestnik.tou.edu.kz