

PROFESSIONAL LANGUAGE AND ACCURACY OF EXPRESSION (TERMINOLOGICAL EXPRESSION)

ABSTRACT

One of the most important features of globalization, which drove a rapid expansion at the turn of the 20th-21st centuries and the beginning of the 21st century, became the language of globalization – the English language. It should be noted that the modern pattern of globalization mainly exhibits economics and financial relations: that is why these relationships function through the use of business English, rather than just general English. The migration should probably be considered as a second factor which, to a greater extent, is related to the use of „Everyday English“. It apparently explains special interest in business English, and English vocabulary that is related to economics and finance.

Economic vocabulary and business terminology represent the subject of our research, so we attempt to define the scope of this field.

The terminology generally tends to incorporate internationalisms and borrowings. It is believed that a common vocabulary facilitates the understanding of professional information in a foreign language.

Conceptual content is encoded in any lexical unit, it means that the word is the „propagandist“ of the concept conveyed by it. Consequently, when borrowing, a new concept, a new understanding, a new way of life is introduced in a ‘new’ language. This is one of the main and leading aspects in the ongoing globalization processes in the world. such reasoning implies that if society speaks the same way, it thinks the same way as well. The only obstacle on this path is the „error“ (difference) of ethnic social knowledge between these societies, which should be considered as one of the most interesting factors in this unifying, tiring, and leveling process. It is the process that must protect language from losing its originality and peculiarities. In the context of building a global and cosmopolitan society, it is the process that must be able to preserve ethnic, patriotic, national identity.

Our goal is to understand the nature of borrowing (on the example of business language) and try to demonstrate the impact of such a high percentage of borrowings and interference on the Georgian language.

According to our observations, words borrowed in the field of business (and economics) and transferred into the receiving language mainly convey a basic meaning; the change in the word meaning is mainly caused by the media (as the borrowed words in the Georgian media are mostly misunderstood (and often mistransliterated); This fact clearly shows that making sense of a word of foreign origin (in terms of content or expressiveness) is more difficult for the society than of a new lexeme formed by means of a root-stem adapted in the language.

According to our observations, words borrowed in the field of business (and economics) are also conveyed in the receiving language with a predominant meaning; The change in word meaning is mainly caused by the media (as the borrowed words in the Georgian media are mostly misunderstood (and is often transliterated incorrectly as well); This fact clearly shows that the perception of a word of foreign origin (in terms of content or expressiveness) is much lower in society than a newly produced lexeme based on a long-adapted root in the language.

Keywords: Professional language, economic vocabulary, business terminology, borrowing.