Interdependence of linguistic and extralinguistic factors influencing the development of language conceptualization in the sphere of business and entrepreneurship

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Анотація.
У статті розглядаються концепт "бізнес" та "підприємництво", їхня характеристика, відмінність та як вони використовуються між собою. Адже розуміння цих двох понять різиться в залежності від впливу лінгвістичних та екстралінгвістичних факторів, які також проаналізовані в роботі. Для дослідження цих понять було застосовано концептуальний аналіз. Відповідно до лінгвістичної відносності, яка припускає, що люди, які розташування в різними мовами, по-різному сприймають світ і по-різному думают. Тому саме за цією теорією мова впливає і є тим фактором, за допомогою якого можна утворювати певні

Ключові слова:
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мовні фактори
позамовні фактори
Considering the linguistic point, there are different views regarding the influence of language on conceptualization. The first group believes that language does not affect the process of creating concepts. The people holding this view were Malt [1], Pinker [2], Papafragou [3], Gleitman [4] and Li [5, 6]. These scholars do not share the opinion that the language itself could shape the construction of concepts. Their way to convey it was concluded by some experiments from their side and which did not show to have an influence on non-linguistic exercises. They claim that the participants used the language as their tool in some ways during these experiments and it was not ruled out officially. These scholars maintained the opinion that there was not a proper and strong evidence for linguistic relativity after it became a more active process again.

Another view related to the influence of language on human cognition and speaker's worldview refers to the scholars who support the opinion of temporary impact. This theory was presented by Barbara Landau. She carried out some tasks which highlighted that the language encodes only some specific distinctions, but not others [7, 8]. This is a kind of selective approach that helps to have information as a certain code and creates a form rather that is different by spatial encoding.

The third view is about a strong impact of language on the conceptual structures in humans’ heads. If Lucy [9] wanted to demonstrate the mass distinction dividing by speakers of different languages and classified in the terms of substance, then Levinson and his co-workers wanted to analyze the same spatial system between languages of relative coordinates and absolute coordinates [10; 11].

Thus, the linguistic relativity suggests that people who speak different languages perceive the world differently and think differently. In particular, the attitude towards such fundamental categories as space and time depends primarily on the individual's native language; not only the key features of European culture, but also the most important achievements of European science (for example, the picture of the world
reflected in classical Newtonian mechanics) can be deduced from the linguistic characteristics of European languages (the so-called “Central European standard” that was presented by Whorf [12, p. 246-250; 13].

Characterizing stylistically and functionally the conceptualization of entrepreneurship and business field there should be taken into account non-linguistic features (field of human activity in society, communication sphere, language functions and speech functions) and language features (functional-stylistic stratification of language means and their rendering). Moreover, extralinguistic and linguistic factors are quite different by their nature, especially in these fields, but altogether they create the wholeness of conceptual set.

The linguistic factors which have influenced the development of conceptual creation in business and entrepreneurship, they are enriching language vocabulary by new terms and notions which have the modern usage in respective spheres. Generally, it is English for Business which is called also the language for specific purposes (business purposes) [14, p. 2-6; 15]. It is filled with an enormous variety of concepts and sometimes with their different interpretations depending the context they are applied to.

On the other hand, there are extralinguistic features which are understood as “the whole set of extremely diverse impulses” [16] that are caused by exterior impact.

In order to examine the concepts and their nature, there should be pointed out that the fields of business and entrepreneurship are characterized by the language for business purposes or another name is English for Business. It is filled with specialized terminology, specific grammar and lexical constructions which are tend to be in a formal setting not for everyday usage.

Business English means to apply the vocabulary of business activities in a broad sense. The fact is that at work people come into contact with concepts that would take a long time to explain in general English with non-professional
vocabulary. Whereas in business English, one word explains a complex phenomenon. It is a tool for simplifying communication in a business environment.

In modern scientific identification can often be observed in the literature and replacing the concepts of “business” and “entrepreneurship”. Even encyclopedias and dictionaries do not provide a unified definition. The financial dictionary contains the following definition: “Business – activity, occupation, entrepreneurship, economic activity aimed at achieving certain results (profit)” [17]. The financial and economic dictionary offers a definition: “Business is an economic activity aimed at making a profit; any type of entrepreneurship activity that provides income or other profit” [18]. In England since the 17th century, conceptual meaning the word “business” acquires an additional meaning and is interpreted as “own business, entrepreneurship” [19]. Thus, already in the ancient understanding of the word, several meaningful meanings were used. It is clear that in the historical development of society the content load of this the concept grows many times over.

Here will be applied the conceptual analysis that is the basis of analyzing the concepts and provides with a definition which describes constituent properties of a complex property or relation [20, p.12-13]. This analysis consists primarily in breaking down or analyzing concepts in order to gain knowledge or a better understanding of a particular philosophical issue in which the concept is involved.

Applying the conceptual analysis, one can identify the layering of the notion “business” and “entrepreneurship”. The taken definition provided by Cambridge Dictionary [21] is different depending on the level for example. Therefore, the basic interpretation includes the following (here and after the examples from Cambridge dictionary) (Fig. 1): “the activity of buying and selling goods and services”. Then there should be considered the next concepts in this explanation, they are “goods” and “services”. Actually, these notions can be layered grammatically as “good +s” and “service +s”. Therefore, the concepts are “good” as a noun and “service”. The first word refers to “things for sale, or the things that
you own” and the second word is “a government system or private organization that is responsible for a particular type of activity, or for providing a particular thing that people need” or can be “the act of dealing with customers in a shop, restaurant, or hotel by taking their orders, showing or selling them goods, etc.” Then the concept “sale” that is “an act of exchanging something for money”. After that one needs to understand the definition of “exchanging = ex+change+ing” and “money”. The verb “exchange” is “the act of giving something to someone and them giving you something else”. It is a process which will be done between people in this case and it also can be done between entities and organizations and people etc. Regarding “money” it is “coins or notes (special pieces of paper) that are used to buy things, or an amount of these that a person has”. Here it is clearly seen that there is used “to buy things” again. It means it is a kind of circle where several meanings are analyzed and, eventually, they will be returning at some point of the initial explanation or definition. Moreover, the concept “business” has been considered only at one meaning as selling. If going to company, then the word acquires a bit another definition “a particular company that buys and sells goods and services”. Here appears the concept “company” that is “an organization that sells goods or services in order to make money”. This sentence includes the concepts “organization”, “goods”, “services”, “money” where the last three were explained above. There remains “organization “a group of people who work together in an organized way for a shared purpose” and again there are presented more concepts which can be analyzed and layered as well. However, the key word is “business” and if one goes to its another meaning that is “work”, then the definition will involve the following “work that you do to earn money”. In this example can be examined the notions “earn” and “money”.

The next meaning is in terms of “matter”: “a situation or activity, often one that you are giving your opinion about”, where are some concepts as well but not so relevant to analyze deeply.
Thus, the concept “business” includes several connotations depending on the context where it can be used, or who uses this word. The better explanation of this notion is one which will include several definitions and will help to an individual understand correctly its nature and application. From the linguistic point of view, some of the words could have different grammatical structures or derivations from one root word. These changes are noticed mainly with time, with the application of new terms or their creation because the sphere of business is still developing, using new technologies and new lexis is being building up. Furthermore, the old market which used the notion “business” and the market which is today implies it differently, retaining modern properties. If there is the selling of the goods, it should be successful in order to have the business process to be circulating fully: exchanging products or services, conducting the activity which will give money – receiving profit. The activity can be done between different
Another concept which sometimes can be interchanged with “business” is the concept “entrepreneurship”. The first given definition in Cambridge dictionary is “skill in starting new businesses, especially when this involves seeing new opportunities”. The following concepts emerge from this explanation: “skill”, “business”, “opportunity.” Business has been already examined and there remains “skill” that is “an ability to do an activity or job well, especially because you have practiced it” and opportunity” that is “an occasion or situation that makes it possible to do something that you want to do or have to do, or the possibility of doing something”. In this case, the definition of “entrepreneurship” can be corrected a bit as “an ability to start doing business, especially when there can be the possibilities/opportunities to do or create something”. Respectively, a person who is eager to start a new activity, new business or company if there is an opportunity to apply their ideas, innovations, they become “entrepreneurs”.

Comparing these two concepts, “business” which is broader in nature than the concept of “entrepreneurship”. As it was presented above, business covers a larger spectrum types of activities by carrying out both one-time and permanent business operations, while entrepreneurship is carried out only in some types of activities. An entrepreneur can be someone who has passed state registration procedure in accordance with legislation, acquired a certain status, has a license (if necessary), pays taxes, keeps records and documents. Second, the number of participants in the business is greater than the number of officially registered business entities [19]. That is, entrepreneurship is a category of business.

To sum up, having examined more deeply the notions “business” and “entrepreneurship”, it made more understandable why these two concepts are intertwined at some point, because both of them are aimed at receiving profits, doing some activities which can provide with a service, selling and buying some goods or knowledge. However, their modern interpretation can be slightly different from the
classical one. It happens under the influence of extralinguistic factors and their interdependence of linguistic ones. The location of specific business can influence its development as every country and culture possesses its own views on conducting business. Then the company which is going to propose some businesses can be characterized by own philosophy and qualities. The global trends which are currently in the world, will prevail in the dictation of modern tendencies which are really frequently applied in business. In this case, their concept will differentiate by period of each trend. Therefore, based on the conducted research it can be argued that the concept of “entrepreneurship” and “business” are close in meaning, although they have nuances. The conceptual analysis and stratification helped to find the right meanings of these two similar terms which are applied widely today.

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