

ARTICLE

## Sociolinguistic Features of Kazakh and English Business Terminology

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### ABSTRACT

The rapid economic growth and ongoing digital transformation of Kazakhstan have had a profound influence on the terminological layer of the Kazakh language. The introduction of new technologies and the expansion of globalized business practices have necessitated the continuous renewal of the national lexical system. Business terminology, in particular, constitutes one of the most dynamic domains, with new concepts and terms emerging on a daily basis. This article aims to examine the sociolinguistic characteristics of Kazakh and English business terminology, with particular attention to the social, political, and economic factors that shape their formation and usage. The study is based on the comparative analysis of 1500 terminological units, examining their classification, structural patterns, and mechanisms of term formation in both languages. Particular emphasis is placed on the impact of English borrowings on the Kazakh business lexicon, as well as on the sociocultural dimensions embedded within business discourse. The research employs descriptive-analytical and comparative-contrastive methods, alongside systematization and classification approaches. The linguistic data were drawn from texts found on social media platforms, official websites, media sources, and business publications. The current sociolinguistic status of the Kazakh language is examined through external observation methods. The study confirms that international business terms borrowed from English significantly contribute to the functional expansion of the Kazakh language. While traditional principles of term formation tend to limit emotional expressiveness, the findings reveal an in-

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creasing presence of metaphorical expressions and semantic coloration in modern business terms. The dominant role of English in shaping contemporary Kazakh business vocabulary is also highlighted.

**Keywords:** Term; Business Terminology; Sociolinguistics; Kazakh Language; English Language; International Terms

## 1. Introduction

The distinction between emotionally charged professional vocabulary and standardized, neutral business language presents a relevant area of inquiry, particularly within the context of modern business communication. This relevance stems from the increasing convergence of business discourse with everyday communication, as evidenced in business correspondence, securities transactions, advertising, financial reporting, online services, and social media language. The evolution of business terms is often marked by vivid imagery, as metaphorical expressions are frequently preferred when naming new or complex business phenomena.

Following Kazakhstan's independence, the business sector experienced significant growth. Many domestic companies entered into partnerships with international organizations, which led to the widespread adoption of modern business practices and corresponding terminology. Initially confined to production domains and professional circles, these business terms have gradually penetrated general usage, becoming common in colloquial speech. A notable phenomenon is the migration of lexical items across social-functional domains, which ultimately results in their inclusion in normative lexicographic sources.

It is often challenging to draw a clear distinction between business and economic terms. The primary difference lies in their functional scope: business terms are more frequently encountered in business-specific environments and informal professional discourse, while economic terms retain a more academic or institutional character. Studying professional terminology from a sociolinguistic perspective is a key concern in contemporary linguistics. One of the key research areas in the study of English-language business terminology is the examination of extralinguistic factors influencing its development. Within a sociolinguistic framework, discourse is understood as communication among members of a specific social group or interaction within a typical speech-behavioral context. A defining characteristic of linguistic

identity is membership in a particular professional community and proficiency in the corresponding type of discourse. Professional discourse, in turn, is shaped by an individual's communicative needs and professional competence, reflecting both the functional requirements of the field and the broader sociocultural environment in which it operates.

The research questions can be formulated as follows:

1. How does the convergence of business discourse and everyday communication influence the stylistic and functional characteristics of business terminology in Kazakh and English?
2. What role do metaphorical expressions play in the creation and adoption of new business terms in modern professional communication?
3. How do business terms migrate from specialized professional contexts into general usage, and what factors facilitate their inclusion in normative lexicographic sources?

## 2. Literature Review

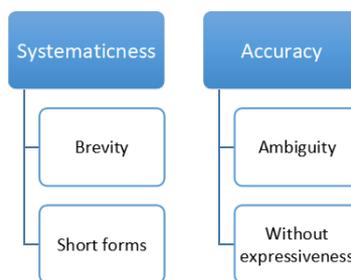
The study of terminology has a well-established scholarly tradition. Foundational contributions have been made by O.S. Akhmanova, A.A. Reformatsky, A.V. Superanskaya, T.V. Stepanov, S.G. Barkhudarov, and P.F. Protchenko. In Kazakh linguistics, A. Baitursynuly is considered the pioneer in the field, with significant developments contributed by K. Zhubanov, S. Sauranbaev, S. Amanzholov, G. Kaliyev, Sh. Saribaev, A. Abdirakhmanov, S. Isaev, O. Aitbayuly, and Sh. Kurmanbayuly.

Akhmanova<sup>[1]</sup> defines a term as a lexical unit – either a word or phrase that is purposefully created, adopted, or borrowed to precisely designate specialized concepts and entities. The theoretical understanding of terminology encompasses two principal perspectives: one emphasizes the context-dependent nature of term meaning, while the other maintains that terms should preserve a consistent meaning regardless of context<sup>[2]</sup>. In addition, it has been noted that gen-

uine terms are distinguished by the absence of polysemy and emotional connotation. Aitbayuly<sup>[3]</sup> and Superanskaya<sup>[4]</sup> added that terms represent a unique category of lexical items that convey well-defined scientific or technical concepts, which may not always correspond to their general dictionary definitions. In essence, terms are precise linguistic instruments that function within the scientific register to denote substances, phenomena, and abstract ideas. Many of these

terms originate from other languages, notably Latin, as Kurmanbayuly<sup>[5]</sup> observed. He concluded that lexical items borrowed to express fixed concepts across disciplines—such as science, technology, and socio-cultural life—constitute the core of terminological vocabulary<sup>[5]</sup>.

Terminology scholars generally advocate for adherence to the fundamental principles of term formation and lexical integrity (**Figure 1**).



**Figure 1.** Principles of term formation.

Despite established principles for term formation – such as brevity, precision, systematicity, and the absence of emotional connotation (as proposed by Reformatsky, Aitbayev, Kurmanbayuly, among others) – these criteria are often difficult to fully apply to modern business terminology. In contemporary usage, many business-related lexical units do not meet these formal requirements and are difficult to identify as strict terms. The increasing functionalization and popularization of business language have led to an overlap between business terms and jargon, making clear distinctions increasingly blurred.

The sociolinguistic approach adopted as the basis of this study involves the examination of specialized lexical (terminological) material, taking into account various extralinguistic factors. Sociolinguistics studies the influence of society and social phenomena on the functioning, development, and interaction of languages and, conversely, the influence of language on the development of society<sup>[6,7]</sup>. In addition, sociolinguistics addresses various issues related to the social nature and role of language, its functions in society, as well as the specific ways in which social factors affect language<sup>[8–10]</sup>. Consequently, when analyzing terminological vocabulary, the sociolinguistic approach requires consideration of various social factors influencing the formation and dynamics of terminology. The latter logically becomes an object of sociolinguistic study, since terms, taken

as a whole, directly reflect the level of development of science and technology, culture and the arts, society, and social relations.

It is well known that every specialized field of human activity has its own terminology, which is in constant flux: on the one hand, it is enriched with new terms through intra-linguistic and inter-linguistic borrowings, while on the other hand, processes of determinologization and archaisation of specialized vocabulary take place.

From a sociolinguistic perspective, business terms can be viewed as elements reflecting sociocultural specificity. They are shaped by social evolution, domestic traditions, and the emotional expression practices inherent to different speech communities. Bargiela-Chiappini, Nickerson, and Planken<sup>[11]</sup> emphasize that varieties of business language used within specific professional groups differ from regional dialects in that they are not geographically bound but socially defined. This convergence of professional and informal registers is further supported by Buyanova<sup>[12]</sup>, who argues that jargon shares many characteristics with professional lexical systems. In practice, business communication often involves an interchange between formal terminology and informal jargon, resulting in the expansion of the terminological base and the emergence of new meanings. These processes are equally observable in both English and Kazakh business discourse<sup>[12]</sup>.

According to Burkitbaeva<sup>[13]</sup>, business terms are psychologically embedded and generally exhibit stylistic neutrality, neither enhancing nor detracting from the business communication process. However, the increasing use of jargon—especially when its meaning is not universally understood—can lead to confusion among professionals. Jargon often emerges from colloquial speech, which inherently favors brevity and ease of communication. In some cases, metaphors are used to convey complex business concepts in a compact and accessible manner.

Over time, certain jargon expressions may become opaque to those directly engaged in business communication. For instance, the English term *offshoring*—referring to the relocation of business processes to foreign countries with cheaper labor—might be paraphrased as “*the transfer of jobs abroad*”. However, the more compact term is typically preferred in practice due to its brevity and efficiency. In this context, Amanzholova<sup>[14]</sup> identifies three primary categories of social dialects: 1) professional lexical systems, 2) corporate jargon, and 3) slang and argo (informal or declassified elements)<sup>[14]</sup>. Business terminology used within professional circles often aligns with the category of corporate jargon. This type of vocabulary arises within and is shared by social groups united by common economic activities, professional practices, or working conditions<sup>[5]</sup>.

Building on these theoretical foundations, the present study applies a comparative-contrastive and sociolinguistic lens to examine how these principles and deviations manifest in contemporary Kazakh and English business terminology. By analyzing the structural, semantic, and pragmatic features of terms in both languages, the research seeks to determine the extent to which globalization, borrowing, and metaphorical usage influence their formation and functional deployment. The study presents the results of this analysis, highlighting key patterns in vocabulary composition, stylistic tendencies, and cross-linguistic differences that emerge from the collected data.

## 3. Methodology

### 3.1. Research Design

The present study employed a comparative-contrastive and sociolinguistic approach to analyze Kazakh and English business terminology. The research was carried out in several

stages:

A specialized corpus was compiled from multiple sources, ensuring a representative selection of business-related lexical items in both languages. The Kazakh-language data were drawn from:

- Official and unofficial business dictionaries;
- Media texts from Kazakhstani newspapers, online news portals, and specialized business magazines;
- Social media content and corporate websites;
- Samples of business correspondence in Kazakh.

The English-language data were collected from:

- Major English-language business publications (Wall Street Journal, Businessweek, Financial Times, etc.);
- Business correspondence templates and real-life examples from corporate contexts;
- Digital communication platforms and professional networks.

### 3.2. Data Collection

Terms were selected according to the following parameters:

- Belonging to the semantic field of business, economics, management, finance, marketing, or corporate communication;
- Active usage in professional discourse over the last 15 years;
- Inclusion of both standardized terms and jargonisms;
- Presence of metaphorical or figurative elements (for separate coding).

### 3.3. Data Analysis

The study employed:

- Descriptive-analytical method for identifying structural and semantic features of terms;
- Comparative-contrastive method for establishing similarities and differences in the two terminological systems;
- Systematization and classification of terms by origin (native vs. borrowed), thematic group, morphological structure, and stylistic characteristics;

- Pragmatic analysis of business correspondence to determine communicative strategies and emotional-expressive elements;
- Quantitative analysis to compare dictionary coverage and frequency of different types of terms.

The external observation method was used to assess the sociolinguistic status of Kazakh business terminology in contemporary communication, with particular focus on English influence, globalization processes, and intercultural interaction in business contexts.

The methodological framework outlined above provided both quantitative and qualitative insights into the composition and usage of business terminology in Kazakh and English. By combining dictionary analysis, media and correspondence samples, and sociolinguistic observation, the study was able to capture not only the structural features of terms but also the communicative and cultural factors shaping their use. The following results summarize the main findings of this investigation, with attention to the patterns of borrowing, metaphorization, stylistic variation, and pragmatic strategies identified in both linguistic contexts.

## 4. Results and Discussion

One of the key distinctions between jargon and standardized business terminology lies in the degree of figurativeness and emotional connotation. Many jargon expressions are metaphorical or carry ironic or expressive overtones, which are typically considered inappropriate in official terminology. Slang lexicon often originates from the common or dialectal vocabulary through standard word-formation processes but is repurposed with figurative or context-specific meanings<sup>[15]</sup>.

Business terminology, however, frequently defies this convention. It often includes metaphorical expressions that retain a degree of evaluative or emotional coloring, yet are widely accepted in formal business communication, including business letters and official negotiations. This subtle presence of emotional expressiveness within terminological use is increasingly acknowledged. Dedicated dictionaries and glossaries – both in Kazakh and English – have been compiled to document such business-specific jargon.

Zhu<sup>[16]</sup> and Aimoldina<sup>[17]</sup> identify three core functions of jargon as a social dialect: (1) terminological, (2) integra-

tive (serving group cohesion), and (3) emotional-expressive. Of particular relevance is the terminological function, as many neologisms that originate in business jargon are eventually assimilated into the formal lexicon. The rapid growth of the business sector has created a pressing need for compact terms capable of conveying abstract or complex phenomena – especially when emotional nuance or metaphorical representation facilitates understanding. Over time, these terms may lose their original expressiveness and become standardized descriptors of particular processes or entities.

A prime example is the English metaphorical term “800-pound gorilla”, which denotes a dominant company within a particular market that effectively sets the rules for others. This expression is widely accepted in business contexts because it succinctly captures a complex idea. Without its metaphorical form, the equivalent description would be overly lengthy and less effective in communication. The process of “*terminologization*” transforms such figurative expressions into accepted technical vocabulary.

In the context of Kazakh business discourse, a similar tendency can be observed. A significant number of business terms in Kazakh are borrowings, particularly from English, that have been phonetically transcribed and adapted. Common examples include crisis, manager, contract, marketing, income, investor, leasing, legalization, and patent. Although native Kazakh equivalents often exist, borrowed forms tend to dominate due to their brevity, clarity, and international recognizability.

According to the analysis of over 1000 lexical items from a Kazakh business terminology dictionary<sup>[16]</sup>, these borrowed terms are often perceived as more functional and easier to comprehend. Their etymological roots can typically be traced to English, as well as other European languages, primarily through Greek and Latin derivations. The prevalence of international borrowings reflects not only the influence of globalization but also a practical preference for concise and universally understood terminology in modern Kazakh business communication.

For example:

Tabıstı *biznes* üşin barlıq *procesterdi* basınan bastap zerttew kerek. Minsiz *biznes-model* - jaqsı biletin nârseni istew, kâsibi tâjiribeñiz bar ... eger sizde âli jaqsı komanda jînowğa mümkindigiñiz bolmasa, ärtürli *mobildi* qosımşalar men *onlayn* quraldar - *platformalar* kömektesedi. Ol üşin

size sirtq1 *reswrstar* qajet - *awtsorsing*.

For a successful *business*, you need to study all the processes from the beginning. The perfect business model is to do what you know well, what you have professional experience ... if you don't have the opportunity to gather a good team yet, various mobile applications and online tools - platforms will help. For this, you need external you can use resources - outsourcing.

As illustrated in the preceding example, nearly every sentence in Kazakh business discourse includes two or more borrowed terms. This pattern supports the conclusion that the majority of modern Kazakh business terms are of foreign origin, predominantly neologisms. For instance, the term *banking* refers to the provision of financial services to the population, while *cluster* denotes a group of actors united by shared economic characteristics. Despite the availability of native equivalents, there is a marked preference for English borrowings due to their global recognizability and functional conciseness.

Given their extensive quantitative presence, business terms can be classified along multiple dimensions: morphological, thematic, and etymological. Akshalova<sup>[18]</sup> emphasizes that neglecting business-related jargonisms in linguistic analysis may result in the misinterpretation of economic discourse, particularly by non-specialist audiences.

A classification proposed in Kazakh economic linguistic research distinguishes three major groups of business terms:

*Anglicisms* – English-origin terms rooted in Anglo-Saxon economic and financial discourse. Examples include *start-up*, *synergy*, *user*, *profit*, and *pension*. These terms typically describe processes, strategies, or technological tools and frequently appear in professional business media.

*Financial business terms* – This group includes fre-

quently used items such as marketing, price list, quota, rent, and syndicate. These terms are integrated into the financial lexicon and reflect key operational concepts<sup>[19]</sup>.

*Advertising-related terms* – These include *mass media*, *social network*, *online platform*, and *similar items*. They reflect the growing influence of digital and media-driven communication in business practice (**Figure 2**).

This classification – based on thematic, stylistic, and linguistic criteria – demonstrates the typological diversity of Kazakh business terms and underscores the significant presence of English borrowings. Native Kazakh business terms tend to follow traditional word-formation models, whereas the borrowed lexicon reflects an ongoing process of lexical innovation and standardization driven by global influences.

A comparative analysis of Kazakh business terms with English, one of the representatives of European languages, revealed structural similarities and differences in Kazakh and English business terminology (**Figure 3**).

In the classification and definition of business terminology in Kazakh and English, root terms account for 46.3% and 33.6% respectively, while derived terms constitute 38.2% in Kazakh and 44.4% in English, making them the most productive means of term formation. In Kazakh linguistics, two-component terms dominate, comprising about 10.5%, whereas multi-component terms represent only 0.5%. By contrast, English demonstrates a greater tendency toward three-component combinations: three-component terms constitute around 4.5%, and multi-component terms 2.7%. Despite their frequent occurrence in explanatory contexts, multi-component complex terms are rarely fixed as independent entries in dictionaries, amounting to only 0.5% in Kazakh and 0.9% in English. Examining the typology of such multi-component terminological phrases is crucial for establishing systematic and consistent definitions of business terminology.

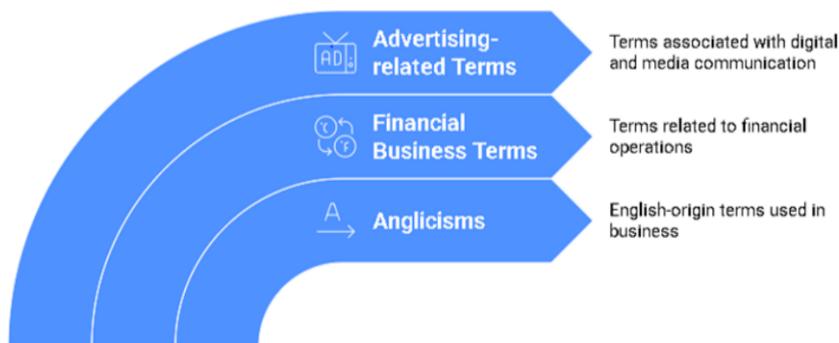


Figure 2. Classification of business terms.

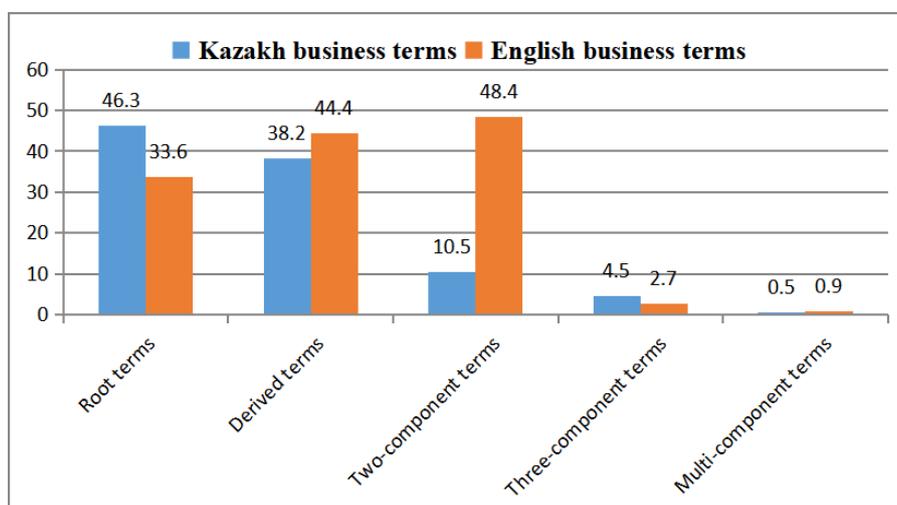


Figure 3. Structural similarities and differences in Kazakh and English business terms.

A comparative analysis of English business terminology further reveals distinctive patterns of term formation. Among the notable sociolinguistic features is the widespread use of shortenings and acronyms: admin (administration), HR (human resources), JSC (joint stock company), CEO (chief executive officer), and SWOT (strengths, weaknesses, opportunities, threats). These terms exemplify the tendency toward lexical economy and functional efficiency in business communication.

Interestingly, while abbreviation and simplification are common, there is also a counter-trend: the use of extended or compound expressions, including phrasal verbs, prepositional structures, and multi-word technical terms.

The analysis of English and Kazakh corpora suggests a notable contrast in metaphor usage. English business terminology is rich in metaphorical expressions, which are often lexicalized and integrated into formal usage. In contrast, Kazakh business discourse primarily adopts English terms in their basic, literal sense, rarely replicating their metaphorical dimensions.

For example, the English metaphor *daughter company* signifies a subsidiary organization, and *blacklist* refers to an exclusionary list of disreputable entities. While the metaphorical essence of *blacklist* has been preserved in the Kazakh equivalent *kara tizim*, many other metaphor-based terms are borrowed without their original connotative nuances.

This linguistic asymmetry reflects not only differing terminological traditions but also the sociocultural dynamics shaping language adoption and adaptation.

*Şeteldik investiciya ağını* el ékonomikasınıñ josparlı

damwına äser etti, tipti öswdiñ *drayverine* aynaldı. Bizdiñ elimiz strategiyalıq mañızdı, bıznesti jürgizwge qolaylı jağday jasalğan, investiorlardıñ quqıqtarın qorğap, investiciyalıq mtalandırwırdı qoldanadı. Bül Qazaqstan jahandıq bäusekege qabilettilik *reytinginde TOP-55* eldiñ qatarına kirip, 4 satığa köterildi.

The *flow of foreign investments* influenced the planned development of the country's economy, and even became a growth driver. Our country is strategically important, has a favorable environment for doing business, protects the rights of investors and uses investment incentives. This year, Kazakhstan entered the TOP-55 countries in the global competitiveness rating and rose 4 places.

The preceding examples illustrate the frequent use of metaphorical expressions in English business discourse, such as *flow of foreign investments*, *growth driver*, and *TOP-55* in the global ranking. These metaphor-based phrases are often introduced into Kazakh business terminology as neologisms, enriching the language with figurative constructs that align with global communication standards. This trend reflects a broader sociocultural feature of English business vocabulary—its inherent inclination toward metaphorical and symbolic expression.

In English, a wide array of business terms is constructed using metaphorical or idiomatic components, many of which draw on domains such as *color semantics*, *zoological imagery*, and *military or domestic metaphors*. These terms often encapsulate complex business concepts in vivid, memorable ways. Consider the following examples (Table 1):

**Table 1.** Metaphorical and Idiomatic Business Terms in English.

Category	Example	Meaning
Color-based metaphors	red flag greenwashing blue money laundry	warning sign misleading environmental claims reckless or untraceable spending funds from pseudo-ecological projects
Animal metaphors	golden goose pig in a python pilot fish turkey trot	most profitable asset stalled progress assistant or junior partner to a top executive demotion of an underperforming employee
Colloquial and idiomatic terms	meat and potatoes bacon job shoulder tap face time brown bag back door desk jockey on one's plate headwinds keeping powder dry	basic, traditional approach highly profitable position informal recruitment in-person presence, often symbolic or superficial to postpone discussion unethical behavior or unauthorized access office worker assigned workload obstacles to progress preparation or strategic restraint

These figurative expressions perform several roles: they simplify cognitive interpretation, foster memorable connections, and enable professionals to convey abstract or complex concepts with clarity and brevity. Often, such expressions cannot be rendered into Kazakh without diminishing their figurative depth, which results in either direct borrowings or the use of more straightforward descriptive equivalents.

As a result of the study, we identified the most representative business idioms within the analyzed conceptual framework. From a semantic perspective, business idioms are primarily used to: 1) describe the process of conducting business; 2) refer to professions and workplace responsibilities; and 3) money and profit.

The largest category was “Trade and Business Conduct”, comprising 72 idioms, or 52% of the total. This group includes expressions such as “dog-eat-dog world”, which depicts a highly competitive and aggressive environment, “ostrich strategy”, meaning to ignore problems in the hope that they will vanish, and “funny business”, referring to unethical or suspicious practices. It also contains negotiation-related idioms, for example, “sweetheart deal” (a mutually beneficial agreement) and “clear the air” (to improve relations by dispelling misunderstandings). Other common expressions include “defuse the situation”, “get rid of tension”, and “win-win”, the latter denoting an outcome advantageous to all parties. By contrast, idioms describing difficulties and

failures in business were far less frequent. Examples include “keep one’s head above water” (struggling to stay financially afloat), “belt-tightening” (forced cost reductions), and “lame duck” (a company unable to cope with its problems independently).

The second largest category was “Professions and Responsibilities”, encompassing 67 idioms (34%). These idioms often describe workplace roles and behavior. For instance, an “empty suit” refers to an employee who holds a position without performing meaningful work, while an “ideas hamster” denotes someone who constantly generates creative ideas. The term “seagull manager” characterizes a disruptive managerial style in which a supervisor appears suddenly, creates disorder, and then leaves others to resolve the consequences. Idioms in this category also describe projects and workflow, such as “pull the plug” (to terminate a project), “change of pace” (a deviation from the usual routine), and “back to the drawing board” (to start planning anew). Workplace and career-related idioms are equally numerous: “have a lot on one’s plate” means to be overwhelmed with responsibilities; a “cushy job” describes an easy or undemanding position; “get the boot” means to be dismissed; and a “mickey mouse job” denotes a trivial or poorly executed task.

Finally, the “Money and Profit” category, accounting for 14% of the sample (11 idioms), was mainly represented by expressions describing products and their promotion. For example, “jump off the shelves” means to sell quickly, “go for

a song” denotes being sold at a very low price, and “bang for your buck” conveys high value for money. Idioms explicitly referring to successful businesses were comparatively rare, including “blue chip company” (a large, reliable firm with a solid reputation), “in smooth water” (to be in a favorable situation), and “made of money” (used ironically to suggest that money is not easily acquired).

An example of the cultural and linguistic borrowing can be seen in the adoption of proper names and media brands used frequently in international business communication. In Kazakh usage, names such as *Wall Street Journal*, *Businessweek*, *USA Today*, *CNN*, and *The New York Times* are often retained in their original English forms and phonetically transcribed according to Kazakh phonological norms. This practice underscores the dominance of English-language media as authoritative sources in global business and their influence on business language across linguistic boundaries.

Biz klientterdi Wall Street Journal, Businessweek, USA Today, CNN, New York Times, iri xabar taratw jelileri jāne barlıq sawda baspasōzi sıyaqtı buqaralıq aqparat quraldarına turaqtı türde ornalaştıramız. Bizdiñ 50-den astam klientterimiz qwana satıp alındı, al 25-ten astamı sätti şıqtı.

We regularly place clients in such media as Wall Street Journal, Businessweek, USA Today, CNN, the New York Times, major broadcast networks and all trade press. More

than 50 of our clients have been happily acquired, and 25+ have successfully gone public.

English dictionary of Business terms have a list of proper names, like: Hampel Report (A report issued in 1998 by a committee under the chairmanship of Sir Ronald Hampel), Krugerrand (A South African coin containing 1 troy ounce of gold, minted since 1967 for investment purposes.), Paasche’s index (Access to the complete content on Oxford Reference requires a subscription or purchase) and many others. These terms are not used in business sphere of Kazakh terminology.

As a result of comparative and contrastive analysis we made statistical data analysis of business terms in Kazakh and English business dictionaries. “A Dictionary of Business and Management” (5 ed.) by Jonathan Law has more than 7000 entries covering all areas of business and management, while Kazakh dictionaries of business terms have more than 3000 entries. Bayekeyeva et al.<sup>[20]</sup> stated also the absence of a great number of business terms, because of the business was introduced in the country later after gaining independence of the country. They also stressed that there is the lack of a multilingual thesaurus to translate terms into Kazakh<sup>[20]</sup>. According to sociolinguistic data, we defined the presence of main characteristics in business terminology of two languages (**Table 2**).

**Table 2.** Characteristics of English and Kazakh business terms.

English Business Terms	Kazakh Business Terms
Economic terms	Economic terms
Terms of management	Terms of management
Terms of social network	Terms of social network
Business vocabulary	Business vocabulary
Metaphoric expressions	-
Jargonisms	-
Abbreviations	Abbreviations
Shortenings	Shortenings

Business terminology in Kazakh and English exhibits distinct sociocultural features. These differences are reflected not only in the lexical content but also in the functional use of terms within professional communication. Sociolinguistic analysis reveals that Kazakh business terminology tends to maintain a more formal and standardized character, adhering closely to normative linguistic structures. In contrast, English business language is more stylistically dynamic and flexible, often disregarding prescriptive rules of term

formation in favor of communicative efficiency.

Given the complexity of business discourse—particularly in written correspondence – it becomes necessary to examine the communicative-pragmatic dimensions of language use. As noted by scholars, functional, communicative, and pragmatic approaches to language analysis are interrelated and mutually reinforcing, each offering unique insights into how meaning is constructed in specific contexts<sup>[21–23]</sup>.

In business communication, especially in written form, language functions not only as a medium for information exchange but also as a strategic tool for social interaction and persuasion. It serves to implement social roles, establish relationships, and influence the behavior or decisions of the addressee<sup>[24,25]</sup>. English-speaking professionals often exploit this pragmatic potential by incorporating detailed and descriptive language when presenting products and services. Their correspondence tends to be rich in specific information, elaboration, and persuasive elements designed to engage the recipient and promote business goals.

By contrast, business correspondence in Kazakh generally favors a more restrained style. Kazakh-speaking communicators are less likely to provide extensive elaboration, often limiting their messages to essential or general information. This difference may be attributed to cultural preferences for formality, brevity, and implicitness in professional interaction. As a result, English business texts tend to be more explicit and promotional in tone, while Kazakh texts maintain a more neutral and factual register.

The company has a sufficient level of professionalism in auditing activities. Excellent knowledge and comprehensive skills in its activities distinguish the company with high competence in providing audit services in accordance with international auditing standards to organizations in various sectors of the economy.

Компанийаның аудиторлық қызметте кәсібi деңгейi жетк-

илікті. Өз қызметіндегі тәмаша бiлiм және жан-жақты дағдiлар компанияны эконoмиканың әртүрлі салаларындағы уйымдарға халықаралық аудит стандарттарына сәйкес аудиторлық қызметтердi көрсетуде жоғары қузіреттілігімен ерекшеленеді.

As illustrated above, English business vocabulary tends to exhibit a higher degree of emotional expressiveness compared to its Kazakh counterpart. Across various types of business correspondence, English-language writers often prefer vocabulary that is semantically specific yet carries a positive evaluative tone. Words and phrases such as impressed, happy, professionalism, and high level of skills serve not only to inform but also to create a favorable emotional atmosphere and strengthen interpersonal rapport.

In contrast, Kazakh business correspondence generally avoids overtly expressive language, favoring neutral and factual formulations (**Figure 4**). This difference reflects broader sociocultural norms: English business communication encourages engagement through expressive and often persuasive language, whereas Kazakh business communication adheres to cultural expectations of formality, modesty, and indirectness.

A further sociolinguistic distinction lies in the influence of social factors – such as power relations, hierarchical status, social distance, and perceived obligation – on the structure and tone of business correspondence. These elements significantly shape the linguistic strategies employed in professional communication across cultures.

### Business Correspondence Styles

Characteristic	English	Kazakh
Language Style	Expressive, persuasive	Neutral, factual
Sociocultural Norms	Encourages engagement	Values formality, modesty
Influence of Social Factors	Less emphasis	High emphasis

Figure 4. Differences in Business Correspondence Styles.

For example, in hierarchical relationships such as the subordinate-superior dynamic, the greater the social distance between the interlocutors, the more formal and deferential the language becomes. This is especially evi-

dent in letters or request or official appeals addressed to individuals in higher-ranking positions. In such contexts, writers tend to use indirect, polite, and respectful language to mitigate the imposition and acknowledge the recipient's

authority.

These patterns are observable in both English and Kazakh business cultures but manifest differently. English correspondence often uses formulaic expressions of courtesy

and softening devices (*we would be grateful if ..., perhaps you could kindly...*), while Kazakh correspondence reflects these hierarchies through highly structured phrasing and reduced emotional content.

Here are some examples:

Our company would be pleased to... .... would be grateful if you would confirm ...perhaps you make like to reconsider you would be grateful if you would arrange for..	Eger siz rastasañız, bizdiñ kompaniyamız rıza bolar edi... Eger siz kelisseñiz, rıza bolar edik.. eger siz ... üşin uyımdastırsañız, rıza bolar edi ..., Mümkın siz mağan xabarlar ediñiz ...
Perhaps you would then let me know whether In that case, may I kindly ask you to send me the proof of payment issued from your bank? We would be very pleased if you could send us... together with... I would be grateful if you reminded..., I would be grateful if you could give us the detail as soon as possible We would be very grateful if you could send us your catalogue and current price list	Bul jağdayda mağan sizdiñ bankiñizden berilgen tölem twralı kwälıkti jiberwiñizdi ötinemin?, Eger siz bizdi... birge jiberseñiz, biz öte qwanıştıımız... Eske salsañız, rıza bolar edim... Bizge mümkındiginşe egjey-tegjejyli mälimet berseñiz, men rıza bolar edim Eger siz bizge katalogıñızdı jáne ağımdağı bağalar tizimin jibere alsañız, biz öte rıza bolar edik

Based on the analysis above, it may be inferred that both Kazakh-speaking and Russian-speaking business professionals prioritize the establishment of long-term business relationships over the execution of isolated transactions. Their communicative and pragmatic objectives are thus oriented toward building trust, maintaining ongoing cooperation, and reinforcing reputational capital.

In formal business communication, speech initiatives often shift strategically between dialogue participants as a means of asserting or consolidating leadership positions. This dynamic becomes particularly visible in negotiations and discussions where authority and decision-making power are negotiated through verbal cues. Among business partners of similar social status, communication tends to be more relaxed and flexible. However, when a clear hierarchy exists, the tone and content of communication are carefully modulated to reflect the authority and institutional role of each participant.

Social status in business communication is closely tied to one's decision-making authority on behalf of an organization. Typically, high-level executives—such as chairpersons, managing directors, commercial directors, and senior managers—are responsible for decisions on critical legal and economic matters. These individuals often represent the organization's strategic direction and serve as key actors in high-stakes negotiations. Unlike middle managers or junior staff, who may participate in operational communication,

top-tier executives tend to shape discourse through consideration of institutional prestige, protocol, and deference to higher-ranking positions.

Summarizing the findings, it can be concluded that contemporary business terminology is undergoing significant transformation and increasingly reflects an individualized, context-sensitive style. Business terms are marked by socio-cultural specificity, which manifests in distinct functional patterns within the broader compositional structure of professional discourse. These distinctions are particularly salient when examining how communicative and social intentions are realized in both Kazakh and English business settings.

Socio-communicative goals are pursued through a range of discourse strategies and pragmatic tactics tailored to the communicative situation. The selection and deployment of terminology, rhetorical framing, and stylistic choices are all influenced by factors such as organizational hierarchy, cultural norms, and the purpose of the interaction.

In conclusion, business communication is inherently complex, shaped by official protocols, stylistic conventions, and the social characteristics of its recipients. These factors play a crucial role in minimizing communicative breakdowns or pragmatic failures in intercultural business contexts. A deeper understanding of these sociolinguistic dynamics is essential for enhancing communication efficiency and achieving professional success in multilingual and multicultural environments.

## 5. Conclusions

The comparative approach employed in this study offers a nuanced understanding of the mechanisms underlying term formation within the business domain and elucidates the distinctive features of English and Kazakh business terminology. Simultaneously, it enables the identification of common structural patterns, thereby advancing the conceptual and theoretical framework of business language research.

From a sociolinguistic standpoint, English business terminology is characterized by greater lexical variability, a higher degree of figurative usage, and the presence of colloquial elements, in contrast to the more formalized and standardized character of Kazakh business terminology. These divergences mirror broader cultural and communicative traditions that shape linguistic behavior in the respective communities. The novelty of this research lies in its systematic comparative-contrastive analysis of English and Kazakh business terms through the prism of sociocultural influence—an area that has received limited scholarly attention. The analysis demonstrates that international, and primarily English, terminology serves as the dominant source for the development of contemporary Kazakh business vocabulary. This predominance reflects not only the global spread of English but also the absence of historically established equivalents in the Kazakh economic lexicon.

Furthermore, the analysis of business correspondence in both languages reveals that linguistic divergences are profoundly grounded in cognitive, social, and cultural dimensions. These encompass variations in communicative strategies, degrees of emotional expressiveness, attitudes toward hierarchical distance, and preferred levels of formality. Such findings highlight the critical importance of developing culturally informed linguistic competence as a prerequisite for effective professional communication across linguistic and societal boundaries. The practical and pedagogical significance of this study lies in its potential to contribute to the development of ESP (English for Specific Purposes) and business communication courses by incorporating intercultural awareness and terminology-based instruction.

In conclusion, the sociocultural and pragmatic dimensions of business terminology should be conceptualized not merely as linguistic categories, but as complex semiotic phenomena that reflect the underlying worldview, communicative conventions, and discourse practices inherent to specific

speech communities.

## Author Contributions

Conceptualization, M.M. and G.N.; methodology, G.N.; software, N.R.; validation, N.R. and A.K.; formal analysis, M.Z.; investigation, G.N.; resources, A.K.; data curation, M.M.; writing—original draft preparation, G.N.; writing—review and editing, N.R.; visualization, A.K.; supervision, M.M.; project administration, M.Z.; funding acquisition, G.N. All authors have read and agreed to the published version of the manuscript.

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The authors declare no conflict of interest.

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