

The conceptual sphere of the economy as the embodiment of the modern picture of the world

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Abstract—Economics and linguistics are two areas of science that are united by a person - acting and thinking (speaking). The economy is fundamentally different from the exact and natural sciences in that it deals not with an individual, but with a member of society exposed to the traditions, national mentality, and political institutions. The subject of study of linguistics - the language - at all stages of existence is inextricably linked with society. This relationship is bilateral: language does not exist outside of society, but society cannot exist without language. In modern society, there are processes of integration, that is, the convergence of the economy and linguistics on the basis of their interaction and mutual dependence. There is a clear relationship between the economic achievements of a country, its culture and language. This fact allows scientists to suggest the emergence in the future of a new scientific discipline - linguistic economics, the development of which occurs in two directions - from language to reality and from reality to language. Language, developing unevenly, quickly reacts to changes in public life. As the forms of social life change, the forms and types of communication become more complex, and, consequently, the connection between language and economic processes taking place in society develops. This state of affairs forces us to search for ways of synthesis, during which a common language of universal classification could be developed.

The object of this research is the units of the terminological system of the Russian language economy, which in the process of functioning in society create schemes of integration with linguistics. The concepts of economics play an important role in the complex process of learning changes in the life of society, being realized in the text in the form of new words and meanings, and form a new integrated system.

Keywords—*economics, linguistics, terminological system, language map of the world*

I. INTRODUCTION

Many important economic terms carry a double burden: "what is" and "what should be." Moreover, these two sides, as a rule, are difficult to distinguish, often there is an invisible "slipping" from positive to the normative plane. Implicitly introduce a positive assessment of the respective phenomena. For example, the formal meaning of the concept of equilibrium as an optimal state in a certain sense often gives way to the notion of it as a good, desirable state in general. Waistband prices acquire "properties" right, good prices.

As many linguists claim today, language itself imposes a certain structure on reality [1, 2]. Using concepts such as the revolutionary process, competitive selection, the functions of the entrepreneur, the equilibrium state, the optimal distribution, economists not only determine the analytical tools, but also set a way of seeing reality and relating to it. Linguistics "works" and a degree [3].

The modern economy is characterized by processes associated with the gradual exhaustion of the possibilities of using traditional resources to ensure economic growth, which is caused by the approximation of the physical limits of resource use, and a decrease in their efficiency. In this regard, the system of scientific knowledge in the field of innovation processes and new technologies should be a

fundamental element of the modern model of economic growth.

II. MATERIALS AND METHODS

The methodological basis of the work includes neoclassical economic theory and neoinstitutionalism. The need to combine the approaches of neoclassical and neoinstitutionalism in the study of the relationship of investment and innovation due to the following considerations. The study should be carried out on the basis of F. Agyon's theory (neoclassical direction) due to its relevance and due to the lack of an alternative theory in the framework of neoinstitutionalism. Elements of the neo-institutional approach are logical to apply in the study of the innovation system of the country.

In logical positivism, there was a distinct tendency to exaggerate the role of accuracy and rigor in the development of scientific knowledge. In particular, logical-mathematical accuracy was considered by logical positivists and their researchers as one of the highest values of scientific knowledge, but since the early 1960s, criticism of exaggerated ideas of logical positivists about the accuracy of knowledge has increased, which in turn has been replaced by new approaches. Claiming a peculiar synthesis of the logical rigor of neo-positivists, exact methods of the language of science with post-positivist historicism and cultural-sociological approach to the analysis of the structure and growth of scientific knowledge. In this context, the analysis of everyday language reveals the "background" knowledge of the world, the nature of the reduction of semantic components, some general correspondences of the meanings and meanings of accomplished approaches and actions, speech acts, etc. In the economy, the role of the language context is especially clearly visible.

In economics, the role of the language context is particularly clearly visible, the connection of language with the extra-language context of its use, without which it is impossible to solve questions of meaning as usage and other problems related to contextual theory of meaning. That is why the adequacy or inadequacy of the context of the activity, and on the other - the depth and validity of linguistic expressions are important aspects of economic theory.

The developing meta-theoretical analysis of economic knowledge shows that the prospects for the development of the economy as a science largely depend on the rationalization, streamlining, unification of existing concepts and terminological systems. The term is not a special word, but only a word in a special function, the function of naming a special concept, the name of a special object or phenomenon. Hence the relativity and conditional existence of the term.

Terms are not only words of a natural language, they belong to various sciences, as terms have different content and level of abstractness. Their nature, the general laws of their understanding and interpretation are the subject of close attention of many philosophical directions of the XX century. They play an important

role in the formation and development of economic knowledge. In economics, a change in one conceptual scheme of another leads to a change in the meaning of economic terms, and new terms arise in research programs; in the disciplinary units of knowledge, both the change and the emergence of new terms also occur. Consequently, the meaning of all subject terms of economic theory is determined by the whole context of the theory and changes with the change of this context under the influence of practice.

The language of economic theory is created primarily for the fixation and transfer of scientific information: the cognitive function comes to the fore. Words and concepts are the realities of cultural and professional consciousness, the level from which the initial fixation of knowledge begins, its understanding and interpretation. Here, in thinking, a first layer of contradictions arises - "words" and "things", the resolution of which leads to an important condition for the accuracy of knowledge - the formation of word-terms with a certain semantic structure (as unequivocal as possible), empirically verified and theoretically deeply grounded.

III. DISCUSSION

As is known, the ideal of the language of science is accuracy and rigor, which are achieved, firstly, by introducing symbolic symbols (while maintaining a sufficiently pronounced "vagueness" of meaning), and, secondly, by constructing calculi (absolute accuracy is not achieved) [4].

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The results obtained in the course of the logical analysis of science are now generally recognized: clarification of the structure of scientific theories; description of various forms of science proposals and their logical interrelations; formulation of logical requirements for the foundations of scientific theories; research and classification of various ways of defining scientific concepts; identifying the logical structure of scientific explanations, etc. It is, of course, important to keep in mind that such an analysis relies heavily on the construction and study of artificial, formal languages with a simple structure and poor content [6]. And only to the extent that these formal languages reflect the properties of the real languages of science or natural language, the results of their research can shed light on the features of the natural language. The language of economic theory has a complex structure. Its foundation, like any language, is natural language. Its

central core is its own conceptual apparatus for the expression of empirical and theoretical economic information (language of observation, empirical and theoretical constructs), philosophical categories underlying a given theoretical system of economic knowledge, as well as concepts of related, interacting sciences that perform specific gnoseological functions. From the epistemological point of view, the language of economic theory is a language derived from a natural language, which has a deep cognitive-language specialization, with a special development of the verbal-terminological component.

In the modern "linguistic turn" with emphasis on the language, its syntax, semantics, pragmatics, it is not about the world as such, not about being in its direct givenness, but about the correctness or incorrectness of linguistic statements, on the logical correctness of argumentation, understanding and interpretation in a functional approach to understanding the language: the meaning of a word is its use. Linguistic philosophy, based on the thesis "value is use", formulates a number of important research directions: the concept of "language games" and the principle of "family similarity" of Wittgenstein, the principle of intentionality with personal or motivational installation that influences the structure of language communication, including in psychology and psychiatry, and finally, understanding and interpretation in their "analytical" and "hermeneutical" tradition.

IV. RESULTS

No study covers all aspects of the research problem. Author should discuss the limitations or gaps of this study. And also present future scope or plan of the study. The post-industrial era, in which Russia enters with the whole world, demands speed, efficiency and inconstancy, more precisely, change, continuous change. The new paradigm of society and the individual puts the thesis at the top of the table that not everyone in a person is socially determined (remember the classic "environment jammed!"), irrational and even apocalyptic ideas are recognized as important: fate, chance, spirituality. The hypothetical opportunity to become richer is propagated much more resolutely than the thirst for social equality that has been cultivated in our souls for 70 years. Democracy proclaimed in the country is naturally mated with freedom of action, freedom of personal initiative and entrepreneurship, designed to ensure the rapid creative flourishing and maturity of the country, along with regular consequences of this, positive changes in attitudes and moods dictated primarily by the free market economy, the restructuring of social psychology is accompanied by negative overlaps. It originated, for example, as the London "Sandy Times" recently noted, a whole class of citizens who, apparently, perceive democracy as an opportunity to do whatever they please. The result is expressed in the word "lawlessness", which today often sounds throughout Russia.

The modern (multidisciplinary) stage of economic development, which is characterized by increasing requirements for the objectivity of the results of scientific knowledge in the context of expanding the scope of application of cognitive principles, has generated an increased interest in the logical-mathematical and semantic side of the accuracy of knowledge. This is due to the transfer of the center of research in gnoseological problematics to knowledge itself, and specifically to the area of the relationship of knowledge and the subject of knowledge, interpretation, etc. This implies the need to analyze the logical structure of knowledge, the ways of explication of concepts, prerequisites, problems and limits of knowledge, analysis of language and human factors in scientific knowledge.

The development of the concept of a scientific economic term in the semantic aspect is connected with the analysis of its essence and the change of its meaning in connection with the historical reconstruction of medical knowledge, with the relationship between the meaning of the term and theory, the scientific term and the object indicated by it, the semantics is studying the relation of objects and expressed content to build a good system of terms, one should use language constructions that are sufficiently far from us that would look flat, they wouldn't give volume, but they would be just badges" [7].

Language is a product of collective labor in all environments, directions, and personalities. It is an integral and integral part of the culture and the Russian language space. The Russian language has always been extremely receptive and extremely complimentary to foreign words: it absorbed French-language vocabulary in the 19th century and the Turkic languages 700 years ago, assimilating the numerous Anglicisms of the last years.

And here the main problem arises: one of the main causes of economic and ideological troubles was the impossibility of an adequate conversation in one language due to the confusion of concepts, and sometimes simply their substitution. Moreover, it often seems that the terminological confusion is supported by politicians as a way to increase the area of incompetence and freedom of maneuver.

The Russian language provides great opportunities for playing with meanings and fixing non-obvious, irrelevant meanings. This quality can be used for moral sanctioning of many forms of economic behavior. Thus, the word "rich" ("bogaty") can be seen as a characteristic of approaching God (Bog – in russ), and the neologism of "investing" – as a description of the process of moral commitment when investing capital. But at the same time one cannot limit oneself to archaisms, not to use the dialogue between the meanings of old and modern, Russian and foreign-language (including Semitic, Turkic and other) terms and turns. In Russian historical vocabulary, it is not the vocabulary of Muscovite Russia that will inevitably come to the forefront, but the peripheral ones – Novgorod and Old Believers – language strata

traditionally used by reformers, starting with the Decembrists.

Aggressive securities - securities in the form of stocks, bonds, etc., the rate of which can significantly increase according to the observed situation in the stock market, trends, forecasts. Such papers are usually acquired in the expectation of obtaining significant profit, but their purchase is accompanied by a great risk, since the rate may fall.

For the practical implementation of management functions, structural units are specially created: committees and services that form the structural and functional composition of the management system. Such an approach reflects the distribution of functions in a cluster and defines a management system as a special organization of specialized management elements, combined into a single whole and designed to solve cluster problems, built on the principles of cooperation and specialization. It is assumed that the services perform special functions for the entire cluster or functional area (for example, accounting, auditing, etc.), and the committees coordinate the work of individual actors.

V.CONCLUSION

The study of linguistic means of economic theoretical knowledge contributes to the solution of a number of current problems, the correct formulation and analysis of which require proper economic, natural science, mathematical, social and other knowledge. The language of economics is specifically historical, and therefore its understanding implies an understanding of economic terms, categories, schemes, rules, etc., which outline the boundaries and internal structure of the language world as final and historically limited [8].

The axiomatics relating to the social mechanisms underlying economic activity goes beyond the limits of economic theory proper. Here we have to turn to the theoretical understanding of empirical data on the nature of social mechanisms emerging in the course of the Russian transformation. A public organization can be translated from the language of one culture into another, and the task of perceiving or recreating market concepts is solved within a completely different research program than in the case of an emphasis on the reconstruction of the corresponding meanings.

What is happening in political, economic, social and cultural life not only reflects on our language, but also grows into it, evolves, transforming the most subtle cultural impulses. This is the environment and the state of the cultural space ... Language is a product of collective labor, in all environments, directions, and hypostases. It is an integral and integral part of the culture and the Russian national space.

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