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## PARTICULARITIES OF USAGE MODERN SLANG IN BUSINESS

### **Annotation**

The article states that the stylization of speech with slang enables enterprise "diplomatzatsii" business language in different situations.

The authors recommended the social survey carried out with the involvement of students and representatives of youth business in order to determine the extent of slengizmy in the business sphere. Take the example of slang and expressions in English and Russian languages.

**Keywords:** business, business, business community, Slang, stylized speech, entrepreneurial Slang

The period of formation of independent Kazakhstan was also marked by the powerful development of an average and a small-scale business. The big army of the vigorous, purposeful and high educated young men which have started actively introducing innovative methods and business management approaches that have come to business, and also to use new words, terms (slang words).

The concept of the term «slang» has appeared in the beginning of XIX century. Its etymology is precisely not established and it is represented with quarrels, and scientists-linguists give different understanding of the term «slang». For example, O. Jespersen, a representative of a psychological direction in linguistics, says that slang has appeared as a result of desire to deviate the usual language that imposed by society and nature and he demands incessant updating [1]. The scientist-linguist B. Chemist defines slang as a practically open subsystem of no standard lexicological and phraseological units of speaking-colloquial language, its stylistic version, or the special register intended for the view of the strengthened expression and special estimated color [2].

The modern business community using Russian language was divided, as well, as all society, on the groups, everyone with its own slang. It is refined anglicism's language of representatives of sphere of information technologies, economy, and the entertaining industry. Speech of young men, is following by an uneasy rhythm and a complexity of a modern life, abounds with fragmentation and badly used loans.

The economy is a field of activity, which provides us with heating, meal, clothes, transport, even training and entertainment. That it is better to organize, people constantly think out of set to different ways of association, coordination of the efforts, new technologies, equipment, cars, there are the new trades, new words. The success of the businessman is in many respects defined by how much the economy of Kazakhstan well works, how much it understands its device, terminology and is able to make according to its true decisions.

Degree of development of economy is also in many respects connected with development of telecommunications, information technologies and mechanisms of electronic commerce. Information technologies are technologies of transfer, accumulation and processing of the information with the use of personal computers, means and communication channels. Level of information of the country is narrowly connected with a level of development of national

economy, business, science and education which are the basic users and manufacturers of information resources.

There is no secret, that development of business, education, science, industries and a society in whole, in many respects depends on development of Internet and the newest technologies. The Internet network has arisen in the USA in the early seventies of the XXth century, and then became international. English in the Internet became a background of international language and more than 90% of information in it is presented in this language. The reason - more than 60 % of the network computers established in the Internet, are in the USA, which are also their main manufacturers and the basic software developers. The computer industry intensively develops: each five-six years and there is an alternation of generations of the computers, each two-three years new versions leave of the software and resources of Internet are updated two times a year. Rates of development of a science and techniques in the given sphere are so prompt, that the modern language, if it will be Russian, Kazakh, or another language, constantly replenishes with new computer terms, being gradually released from outdated and often changing values that already developed.

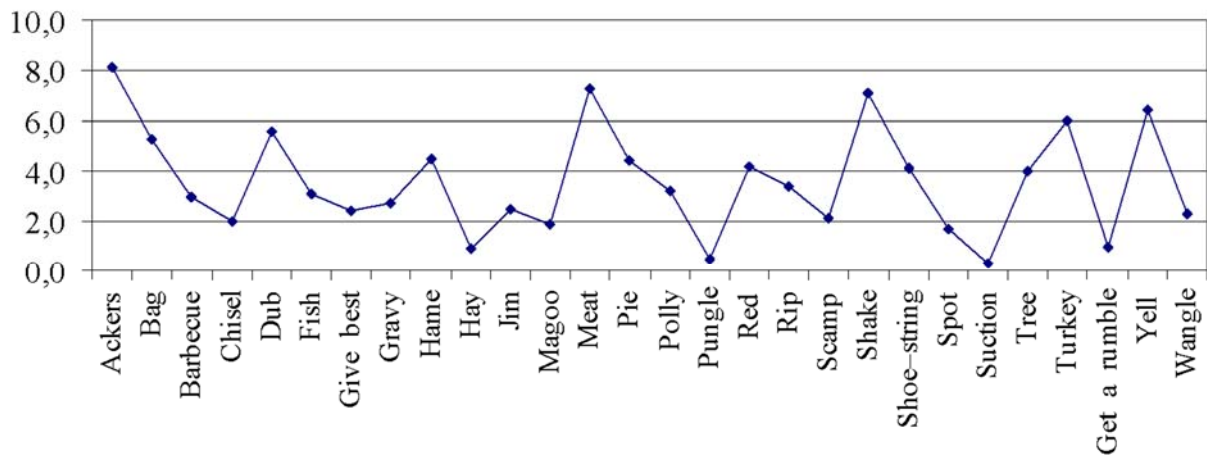
Stylization of speech with the use of business argo (slang) is necessary, as gives possibility to «familiarizing» of business speech for the situations demanding the preservation of the person of the exchanging words parties at the "not most standard" themes of conversation. It is especially useful for such severe moments of business activity, as behavior in the business conflict and painful partnership. Besides, no standard part of business words not so accept, when it talks in honest language. For example, broker's tools include not only security services, but also some slang that simplifies a stock market expert's work by abbreviating complex notions and saving their time [3].

The recent scientific research exists the great trend (tendency) in the change of outlook of modern young people. The majority of them find a huge wish to start their own business. It means to work as a commercial agent [4]. According to world-wide statistics over half of the world's foreign trade is handled by agents. Selling firms turn to commercial agents for their services mostly when they try to develop a new market for their goods in a foreign territory [5].

We have made a small experiment using a slang glossary, made by authors, where young experts of economic specialties have been interrogated. The total amount of respondents is - 50 persons. It was offered to respondents to note most often used expressions and slangs in business. In total it has been noted over 60 phraseological units (PU). The final results of experiment are shown in table. Graphically manipulated data are presented by using of computer programme of diagram, which is followed after the table.

| №  | Slang word | General meaning         | Quantity, (%) |
|----|------------|-------------------------|---------------|
| 1  | Ackers     | Money                   | 8,1           |
| 2  | Bag        | To arrange a conspiracy | 5,3           |
| 3  | Barbecue   | Business meeting        | 3             |
| 4  | Chisel     | To work for a low pay   | 2             |
| 5  | Dub        | Failure                 | 5,6           |
| 6  | Fish       | Unreliable worker       | 3,1           |
| 7  | Give best  | To recognize the defeat | 2,4           |
| 8  | Gravy      | Superfluous money       | 2,7           |
| 9  | Hame       | Unpleased work          | 4,5           |
| 10 | Hay        | A big sum of money      | 0,9           |
| 11 | Jim        | To work ineptly         | 2,5           |
| 12 | Magoo      | The large worker        | 1,9           |
| 13 | Meat       | Pleased work            | 7,3           |

|    |              |                                    |     |
|----|--------------|------------------------------------|-----|
| 14 | Pie          | Trifling business                  | 4,4 |
| 15 | Polly        | Easy work maker                    | 3,2 |
| 16 | Pungle       | To pay money                       | 0,5 |
| 17 | Red          | Working with losses                | 4,2 |
| 18 | Rip          | A worker with bad reputation       | 3,4 |
| 19 | Scamp        | To do nothing on a workplace       | 2,1 |
| 20 | Shake        | Deal, contract                     | 7,1 |
| 21 | Shoe-string  | A sum of money                     | 4,1 |
| 22 | Spot         | A difficult situation              | 1,7 |
| 23 | Suction      | To have a good relations with boss | 0,3 |
| 24 | Tree         | To nonplus, to confuse             | 4   |
| 25 | Turkey       | Gain                               | 6   |
| 26 | Get a rumble | Have a lost                        | 1   |
| 27 | Yell         | Success                            | 6,4 |
| 28 | Wangle       | Cheat                              | 2,3 |



**Diagram of business slang usage**

The diagram represents the differences of usage business slang between 0,3–8,1 percent. The highest percentages have the following word: ackers (money), meat (pleasant work), shake (deal) and give a positive evaluation of meaning.

We would like to demonstrate the noticeable situation at one of the popular company nowadays. “Everywhere I worked, I focused on “speech of organization” – conversation of colleagues within and out of company”, - says Louis Gerstner, ex-general director of IBM Company. In his opinion, could know more about organization just listening the speaking inside. When he came to IBM at first time, he often could not understand the speakers at the meetings. It might be explained by a widespread apply of abbreviations of business slang in commercial corporations [6,7].

In conclusion, the using of business slang is an economy of efforts. Our researches showed the expansion of slang usage in the sphere of business, and we can predict that it will continue to rise up in future too. Thus, it can be noted that in modern society the distribution of slang in general and more over in the scope of business is very large. Nowadays people are also fond of

using many various information resources, which is entirely in English. Surely can say that the use of slang there is much improving and make it more accessible to anyone.

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### ОСОБЕННОСТИ ИСПОЛЗОВАНИЯ СОВРЕМЕННЫХ СЛЕНГОВ В БИЗНЕСЕ

#### *Аннотация*

В статье указывается, что стилизация речи с использованием предпринимательского сленга предоставляет возможность «дипломатизации» деловой речи в различных ситуациях.

В рекомендуемой работе авторами проведен социальный опрос с привлечением студентов и представителей молодежного бизнеса с целью определения степени распространения сленгизмов в бизнес сфере. Взяты примеры сленгов и выражений на английском и русском языках.

**Ключевые слова:** бизнес, предпринимательство, деловое сообщество, сленг, стилизация речи, предпринимательский сленг.

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### БИЗНЕСТЕ ЗАМАНАУИ СЛЕНГТЕРДІ ҚОЛДАНУ ЕРЕКШЕЛІКТЕРІ

#### *Аңдатпа*

Мақалада кәсіпкерлік сленгті қолдана отырып, сөйлеу стилі әртүрлі жағдайлардағы іскерлік сөйлеуді «дипломатияландыруға» мүмкіндік беретіндігі айтылған.

Ұсынылып отырған жұмыста авторлар бизнес саласындағы сленгизмнің таралу дәрежесін анықтау мақсатында студенттер мен бизнеспен шұғылданатын жастар арасында әлеуметтік сауалнама жүргізілген. Ағылшын және орыс тілдеріндегі сленгтер мен қалыптасқан сөздердің мысалдары қарастырылған.

**Кілт сөздер:** бизнес, кәсіпкерлік, іскерлік қоғам, сленг, сөйлеу стилі, кәсіпкерлік сленг.