

PROFESSIONAL COMMUNITY, LANGUAGE CULTURE AND STANDARDS

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1. Introduction

The common and special communication has become the centre of attention not only of scientists but of real users, too. The development of society has also been reflected in language, substantial changes have occurred in the language competence and the relations of written and oral communication which are realised by standard language have got closer. The language condition, meaningful and systematic interest in language in practice, language education and respect in the society are the preconditions for improving language culture, dynamic development of language and strengthening its national and representative function.

The special communication forms the substantial part of work of everyday communication specialists. A lot of terms have lost their specificity, they have become the normal part of the common communication. The active and effective terminological and determinological processes are ongoing, the terms and words are migrating from one to another terminological area, they are losing their original meaning and taking a new one. As a consequence of a considerable scientific and technical development, the special communication has increased its importance. At present it forms more than 80% of information spread by new mass media.

The cooperation linguistics, psychology and sociology (social studies) formed the essentials for the identification of a specific language user. Who is he/she? What society is he/she part of? What value does he/she see in language? Is a good command of a native and foreign language a matter of prestige for him/her? These are some of the questions we ask and look for answers to them if we want to find his/her relation to the language standard.

„We can define the language competence or natural mastery of language system and language for specific purposes as an ability to describe the units and structures of language, to produce new units and structures and to interpret the understood units and structures“[3, p. 3]. The ability to describe, produce, interpret and simulate is undoubtedly connected with the technical education and with innate intelligence.

The specialists communicate about the activities, processes, innovative problems and the need of new designations arisen in the concrete situations. The common and special language is under massive pressure of internationalization. The amount of internationalisms entering the language from English raises a lot of doubts about their usefulness. Mainly the linguists are afraid of the loss of „language purity“and emphasize the redundancy of the new means of expression or doublets. It might be advisable to rely on the language intuition of the professional community. Its members can find a new value in the means of expression, which can detail the term or extend the spectrum of usage.

The users of the special language present the results of their activities before professional community (workshops, lectures, conferences etc.) or in popular form before general public in mass media. The written texts are well-considered, prepared with rational aim. They have passed special and language review. A special attention is paid to oral presentation, too. If the authors want to reach optimal goal they prepare the contents, choose a convenient strategy and adequate means of expression. The high-quality lexicon, comprehensible for the audience is an inevitable condition for most of them.

The language has a *practical value* for the professional community. The needs of users include the needs to experience life, to widen the knowledge, to identify with a particular social group, to enlarge and popularize their learning and skills through the language. Their motivation to use standard language is connected with its *spiritual value*. The professionals are not closely concentrated and ruthless pragmatists. They form an entity which is a part of social group and has a common culture, territory, history, and they are identified and socialized within the bounds of a community. The awareness of a spiritual value of a language, mainly of a native language is an issue that primarily academic community deals with. Nowadays the language users can present the results of their activities abroad, can participate in postgraduate studies at foreign universities and confront themselves with foreign culture and mentality. In such situations they understand the spiritual dimension of language more intensively.

Do the users of special language participate in its cultivation? The condition of the development of sciences and technology asks questions connected with the *intellectualization of the standard language*. It is the level of language development when language speech becomes more accurate and it is able to express whole complexity of minds and their connection. In other words, it expresses strengthening of an intellectual aspect of language with the *language of science* being on the highest level of it. The language of science and technology respects three basic linguistic principles: *systematic nature, prescriptiveness and aesthetic requirements*. These are internal language principles which can be supplemented with general social principles and the accepted codification which is based on the language principles as a theoretical base.

The peculiarity of the development of terminology – its dependence on the development of the concrete science significantly influences the „*social life*“ of terms, creates problems in the standardization of terminology in the theoretical and practical aspects. This raises questions about the place of terminology in the structure of the contemporary language, about the fundamentals of terms as signs of special concepts, about the basic features of terms, tendencies of lexical-semantic development and lexis formation for specific purposes and phraseology.

The terminology is given a right of some independence in all its basic linguistic characteristics and tendencies of development. The independence results from the autonomy of the system as an integral unit with terminology inputs as a fundamental part.

If the terms are given the right of independence in their formation and development, there is a certain independence of linguistic criteria in their evaluation. In the field of term formation there are common tendencies leading to the maximum of specialization, the extension of regularity of word-formative morphemes and models for the expression of certain denotation and then creating one's own terminological word-formative lexicon. In the evaluation of correctness of formation of concrete terms or a whole terminological system it is necessary to overcome the common tendencies.

The language of science only uses the standard language in a way that is suitable for the practical needs of communication for specific purposes, first of all for its terminological vocabulary. If the word-formative formants are important for the semantic specialization of a term, they are used actively. In the case of need of using the formant which is not in the forming system of the existing language it can be taken from other sources (international fond) or it is formed artificially. This can not be qualified as an abnormality of standard or as a disharmony with standard. It is becoming a standard of the language of science which we can name „*professional variant of standard*“. The professional variant of standard combines the language of science as the peculiarity of the standard language with the structures of a standard language necessary for all its functional variants.

The professional variant of standard preserves and reflects previous historical conditions of loanwords, traditions, development of their usage in science and technology. A lot of them recede from the field of special communication. It is a naturally irreversible process which is connected with changing of generations and it is under the influence of general language standards. All the processes of contemporary scientific and technical movement are directly reflected in the formation of new terminology and in the complicated transformation of present terms and comprehensive terminological systems. The interactive processes of mutual influence of research methods lead to the synchronic usage of terms within other terminologies.

The contemporary processes of forming and functioning of terminological systems raise expressive demands on the terms, the users of specialized terminology, on the professionals who are concerned with practical questions of term formation. Here we can find the answer to the question about the influence of the professionals on the cultivation of a specialized language. The users of the language participate in the stabilization of the language system, they appreciate the necessity of its orderliness through the usage of a literary language in a correct way i.e. with respect to its codified standards. The problem rises in the codification of terms when a conflict starts in the terminological board between a codifier and a specialist concerning the practical usage of terms. The turbulent movement in the technical and scientific world brings demands on effective means of expression which spontaneously and naturally respond to new situations in all communication fields. For the reasons of communication economy there are often used professionalisms which were recently parts of substandard words. It is impossible to wait for the results of activities of the terminological boards for a long time, to wait whether they approve of the terms, codify the proposed terms and include them to the corresponding standards or change them completely.

2. Conclusion

The standard language has a very strong position. The circumspection (very often inadequate slowness) in the procedure of approval and incorporating new terms into standards and language system can be considered needless. The highly qualified specialists – non-linguists are aware of the importance of language. They are prepared to respect all the aspects which stabilize the standard language. They expect promptness, flexibility and high professionalism from the institutions which have the main say in the codification of terms. The professionals assume that the codification criteria are subject to change depending on the position of the „main codifier“. For the experts in the fields of science and technology it is complicated to enforce and establish subject-specific terms which do not describe detailed features, processes, equipment, etc. This situation calls for respect from the theorists-linguists to the professional public i.e. the respect to a large community that uses, cultivates and appreciates the language.

Literature

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Summary

The special communication forms a fundamental part of communication activity. The professional community perceives practical and spiritual value of language. The professionals have positive relation to language and try to cultivate it by using it consciously. From the linguistic point of view it is necessary to respect „professional variant of standard“. The codifiers have to work promptly, flexibly, without unnecessary delays. They have to bear well-founded suggestions from the professionals.