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HISTORICAL REVIEW OF THE STATE OF LINGUISTIC RESEARCHES OF GERMAN LANGUAGE OF ECONOMY

Research of economic terminological lexicon devoted many academic works in the German linguistics. Development of the German terminology knowledge is especially actual in a context of intercultural economic communication. Most researches of the German language of economy limited to the analysis of morphological and syntactic problems, while not enough attention by special monographs and reference books on questions of research of language for the special purposes (professional communication) is given to social contexts [1, p. 72]. As a result, there is a requirement in the selection of question about the search of the most acceptable theory of research of the modern economic German.

Conceptual subsoil of researches of the German language of economy were works of domestic and foreign scientists. The number of linguistic researches on economic terminology is increased with every year, but many problems remain yet unsolved. In this review we consider only those works which have direct influence on our research and served as an impulse to it. Scientists B. Chugunov, T. Kondratyeva, L. Aksyutenkova, T. Omarova concentrated the researches on studying of separate terminology systems, macrosystems of economic terminology for creation of a complete picture.

American scientist V. Adam and other, and also the German scientists: E. Wüster, K. Lukhard, I. Shulz, B. Brigitte, K. Bausch, R. Arntz, K. Brinkmann and K. Bühler investigated the classification and systemacity of economic terms. The authors V. Chizhakovsky, A. Popesku and O. Shcherbinina finish a picture of system linguistic researches of language of economy.

It is presently possible to assert that the fourth – modern period of research, standardization and setting of norms of economic terminology system began already. The scientific linguistic works of young specialists in the separate spheres of economic science, in particular, in business – L. Naumenko, market relations – Z. Kudelko, finances – O. Lotka and A. Grytskiv, credit and bank system – O. Duda and others argue for it.

The purpose of article analysis of various definitions of concept ‘The German language of economy, and realization of short historical review of the state of linguistic researches of the German language of economy.

At the present stage of development of society, in the epoch of formation of a new information paradigm, of computerization of the sphere of communication, of science and equipment integration and development of artificial intelligence, processes of formation of new terminological nominative units and their fixing in lexical systems of the modern languages become more active.

Economic terminology of German was replenished with a large number of new terms. New terminology blocks disembogued into it, there were even whole terminological systems, which called to represent economic changes in Germany in the language relation. The following terminology systems can be examples of it: “Logistics”, “Ergonomics”, “Marketing”, “Commodity exchange”, etc.

Development of modern researches in the sphere of a discourse of the German economic language relies on the analysis of economic linguistics. Long time discussions do not calm down about the place of economic linguistics in science of language. Basis of disputes is the question about a branch of competence of the economic language which analysis also contains in modern discursive searches. These questions are affected in connection with the deficit of theoretical linguistic researches in industry of the German economic language. J. Bolten adds to it: “Most researches of the German economic language limited to the analysis of separate morphological and syntactic problems. Actual monographs and reference books on questions of research of special language give not enough attention to social contexts in the German economic language” [2, p. 72]. In our opinion, important reason of it is a weakness of historical achievements of German economic linguistics.

German economic linguistics as scientific direction was formed in 30th of 20th century. The huge contribution to its research was made by H. Zibenshayn in 1936. The scientist analysed influence of industrialization and early capitalism on German development in the 19th century on a material of economic and trade books. H. Zibenshayn drew a conclusion about the requirement of special discipline – economic Germanistics.

We trace linguistic researches in industry of German-speaking intercultural economic communication (interkulturelle Wirtschaftskommunikation) in a pose discursive paradigm in such diachronic sequence.

The 1st stage of linguistic interest to language of economy is marked with the second half of the 19th century when there were the first linguistic works devoted to economic language. Development of economic language beat off rush economic take-off of Germany, from 1850 to 1913.

Among dominant directions of these researches we select such:

- a) the etymological direction which marks the general diachronic tendency in humanitarian and natural sciences of Germany [1].
- b) stylistic direction, fixed in manuals and reference books on drafting of official records, point-of-sale contracts and business letters [3].
- c) the lexicographic direction which beat off development of the modern commercial relations with other countries [4];
- d) ideological-critical direction, which witnessed the fight of philologists, literary critics, politicians for the cleanness of the German language [5].

Development of linguistic researches of language of economy in the second half of the 19th century is caused by mass industrialization. At the

beginning of the 20th century at the level of industrial development Germany won first place among all European countries.

The special role in this development was played by international trade, in particular by the professional intercultural connections. The Linguists of the 19th age examine the German economic language as important instrument of economic activity, in particular of intercultural economic communication.

E. Messing notices concerning it: “Considering the active international economic rotation and the importance for many people of foreign trade, it is necessary to expand and improve constantly professional language knowledge concerning the own and the foreign language” [6, p. 119].

The 2nd investigation phase of the German economic language – the period between the First and Second world wars. This stage is connected with transition of linguistic researches of language of economy (Wirtschaftssprache als Forschungsgebiet) to economic linguistics (Wirtschaftslinguistik). The term “economic linguistics” was inculcated in 30th of 20th age by E. Messing. E. Messing considers the primary purpose of economic linguistics description and explanation of human language as an instrument of economic relations, namely internal connections, functions and role of this instrument in society [7].

The 3rd investigation phase of the German economic language – the post-war period of development of economic linguistics. By the beginning of the 90th years of the 20th age among the central directions of the German economic linguistics were such:

- the researches in industry of terminology;
- active processes in an economic vocabulary and phraseology;
- morphological and syntactic researches;
- sociolinguistics;
- the methods of teaching of the German economic language.

The professional language of industry of economy continues to draw attention of scientists to detection of the main structural and semantic characteristics of the lexicon and phraseology. The scientists study the questions which are connected with formation and functioning of terms of the sphere of economy, with derivational properties of terminological units, with a word-formation potentiality of prefixal verbs.

The German language of economy belongs to the group of professional languages – languages of economy. At one time the number of scientists offered definitions of the German economic language, among them got to our attention the interpretations of such well-known researchers as Martin Hahn, Rosemarie Buhlmann, Anneliese Fearn, Gertrude Scholtes-Schmidt) and Lieselotte Ihle-Schmidt.

The German scientist Martin Hahn considers that applying the general concept “The German language of economy”, we mean both economically oriented professional language in the scientific-theoretical sphere, and professional jargons in an economy and economically oriented natural language or professionally external communication [8].

R. Buhlmann and A. Fearn considers that, the “German language of economy” is an aggregate of all language means which are used in the professionally limited sphere of communication, namely in an economy, for guaranteeing of understanding of busy in this sphere people [9].

G. Sholtes-Schmidt means, that the German language of economy (...) covers language of economic science and language of economic policy, exchange and advertizing language, also specific use of language in trade and the industry is considered [10].

L. Ile-Shmidt marks, that the German language of economy is a conglomerate of the endless number of separate languages of economy and sublanguages [11].

As we already noted, the concept “Language of economy” is very volume and complex as there is a huge number of professional texts, and as a result – there are a lot of types of languages of economy.

The first criterion of division of language of economy is based on that, what level is selected for the analysis of definite economic text. according to it we differentiate two levels:

1. A macrolevel – the language of economy in the relation to other professional languages;
2. A microlevel – a structure into the language of economy, exchange report, lecture on an economic theme.

The second classification (microlevel) is used and analyzed more often therefore according to it there are some options of division of language of economy [12, c. 50]. One of them offers division of language of economy into 5 types (styles):

- Style of “the business letter”;
- Theoretical and scientific style;
- Practically teaching style;
- Language of book-keeping (in economic documents);
- Style of the economic press.

The Norwegian scientist Sigmund Kvam, for example, offers the division of economic texts into 3 types. He differentiates:

- Internal professional texts;
- External professional texts;
- Nonprofessional texts.

Other division uses Agota Borgulya:

- Scientific texts;
- Popularly scientific texts;
- Practically professional texts.

Jürgen Bolten gives the detailed division, in which the concrete types of texts and partners are marked, which take part in communication (see table 1.)

Table 1

The types of texts and communicative partners

<i>The types of texts</i>	<i>The communicative partners</i>
1. <i>Language of theory</i> (monographs, reports of researches, educational literature...)	The scientists, students, leaders of firm, deputies in business management, leaders of subsection, political figures
2. <i>Professional language</i> (working reports, balances, contracts, protocols, articles in professional magazines and newspapers, internally – and externally production discussions...)	The representatives of operative management, professional journalists, translators (in a writing and verbal form.)
3. <i>Specialized spoken language</i> (business letters, short advertizing plots, boulevards, popularly scientific texts in an economic chronicle, negotiations on sale)	The representatives of the executive sphere at the enterprise, consumers)

The characteristic sign of modern German economic linguistics is its reorientation to a discursive paradigm, or concentration on an explanation of economic language in a wide social context taking into account a human factor. The former ignoring of social context by linguists deprived their possibilities comprehensively to analyze an economic language, especially by the comprehension of text material. Such approach often was based on rather cruel position of scientists: they say, linguistics can't interfere in those industries which with a language have nothing in common. But such approach not always was dominant in German economic linguistics about what it was noticed in the analysis of the main periods of development of linguistic researches in branch of the German economic language.

The analysis of linguistic sources of enrichment of the German economic language is considered by us as the perspective direction of economic linguistics as it does possible comprehensive understanding of the nature of language reflection of difficult economic phenomena.

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Вовчанська С. І. Історичний огляд стану лінгвістичних досліджень німецької мови економіки

У даній статті здійснюється короткий історичний огляд стану лінгвістичних досліджень німецької мови економіки у формі хронологічного аналізу етапів становлення економічної лінгвістики: 1-й етап лінгвістичного інтересу до мови економіки – друга половина 19-го століття, коли з'явилися перші лінгвістичні праці, присвячені економічній мові. Серед домінантних напрямків цих досліджень виокремлюємо етимологічний, стилістичний, лексикографічний та ідеолого-критичний. 2-й етап дослідження німецької економічної мови – період між Першою і Другою світовими війнами. Цей етап пов'язуємо з переходом лінгвістичних досліджень мови економіки (Wirtschaftssprache als Forschungsgebiet) в економічну лінгвістику (Wirtschaftslinguistik). 3-й етап дослідження німецької економічної мови – післявоєнний період розвитку економічної лінгвістики; аналізуються різноманітні визначення поняття „німецька мова економіки” зарубіжними вченими. Стаття описує критерії поділу мови економіки, що ґрунтуються на мікрорівні і макрорівні і в якому зазначаються конкретні види текстів (мова теорії, професійна мова, спеціалізована розмовна мова) та партнерів (науковці, студенти, керівники фірми, замісники в управлінні підприємством, керівники підрозділу, представники оперативного менеджменту, фахові журналісти, представники виконавчої сфери на підприємстві, перекладачі (в письмовій та усній формі), споживачі), що беруть участь в комунікації.

Ключові слова: лінгвістичне дослідження, німецька мова економіки, термінологія, терміносистема.

Вовчанская С. И. Исторический обзор состояния лингвистических исследований немецкого языка экономики

В данной статье осуществляется короткий исторический обзор состояния лингвистических исследований немецкого языка экономики в форме хронологического анализа этапов становления экономической лингвистики: 1-й этап лингвистического интереса к языку экономики – вторая половина 19-го века, когда появились первые лингвистические труды, посвященные экономическому языку. Среди доминантных направлений этих исследований выделяем этимологический, стилистический, лексикографический и идеолого-критический. 2-й этап исследования немецкого экономического языка – период между Первой и Второй мировыми войнами. Этот этап связываем с переходом лингвистических исследований языка экономики (Wirtschaftssprache als Forschungsgebiet) в экономическую лингвистику (Wirtschaftslinguistik). 3-й этап исследования немецкого экономического языка – послевоенный период развития экономической лингвистики; анализируются разнообразные определения понятия „немецкий язык экономики” зарубежными учеными. Статья описывает критерии разделения языка экономики, которые основываются на микроуровне и макроуровне и в котором отмечаются конкретные виды текстов (язык теории, профессиональный язык, специализированный разговорный язык) и партнеров (научные работники, студенты, руководители фирмы, заместители в управлении предприятием, руководители подразделения, представители оперативного менеджмента, профессиональные журналисты, представители исполнительной сферы на предприятии, переводчики (в письменной и устной форме), потребители), что берут участие в коммуникации.

Ключевые слова: лингвистическое исследование, немецкий язык экономики, терминология, терминосистема.

Vovchanska S. I. Historical review of the state of linguistic researches of German language of economy

In this article the short historical review of a condition of linguistic researches of German language of economy in the form of the chronological analysis of stages of formation of economic linguistics is carried out: the 1st stage of linguistic interest to language of economy – the second half of the 19th century when there were the first linguistic works devoted to economic language. Among dominant directions of these researches we select etymological, stylistic, lexicographic and ideological-critical. The 2nd investigation phase of the German economic language – the period between the First and Second world wars. This stage is connected with transition of linguistic researches of language of economy (Wirtschaftssprache als Forschungsgebiet) to economic linguistics (Wirtschaftslinguistik). The 3rd investigation phase of the German economic language – the post-war period of development of economic linguistics; various definitions of the concept

“economy German” by foreign scientists are analyzed. Article describes criteria of division of language of economy which are based on microlevel and macrolevel and in which concrete types of texts (language of theory, professional language, specialized spoken language) and partners (the scientists, students, leaders of firm, deputies in business management, leaders of subsection, the representatives of operative management, professional journalists, the representatives of the executive sphere at the enterprise, translators (in a writing and verbal form), consumers, which take participation in communication are noted.

Key words: linguistic research, German language of economy, terminology, terminology system.

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