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Linguistic nature of the terminological system of the beauty industry

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Abstract

The paper focuses on various applications of the terms related to the Beauty industry in communication, as well as its regulation at the professional level, and deals with the linguistic nature of the terminological system of Beauty industry in the Kazakh Language via compilation, statistical, constructive, and analytical approaches. As a result of the analysis of the dominant terms in the terminological system of women's cosmetics related to the Beauty industry in the Kazakh language were defined. In conclusion, the sub-groups within thematic groups are hierarchical micro-systems characterized by the terms that define the specific forms of cosmetic terminology.

Keywords: Linguistic, Features, Terminology, Beauty industry.

Naturaleza lingüística del sistema terminológico de la industria de la belleza

Resumen

El documento se centra en diversas aplicaciones de los términos relacionados con la industria de la belleza en la comunicación, así como su regulación a nivel profesional, y aborda la naturaleza lingüística del sistema terminológico de la industria de la belleza en el idioma kazajo a través de la compilación, estadística, enfoques constructivos y analíticos. Como resultado del análisis de los términos dominantes en el sistema terminológico de cosméticos para mujeres relacionados con la industria de la belleza en el idioma kazajo se definieron. En conclusión, los subgrupos dentro de los grupos temáticos son microsistemas jerárquicos caracterizados por los términos que definen las formas específicas de la terminología cosmética.

Palabras clave: Lingüística, Características, Terminología, Industria de la belleza.

1. INTRODUCTION

Today in the process of development of the beauty industry it is apparent that there is a tendency of introducing many new terms from different fields of science and practice to the conceptual apparatus of the mentioned field and its vocational lexicon practice. This process has a double effect. On one hand, the emergence and use of new concepts will necessarily mean that their definition, meaning, and scope of use and etc. need to be clarified. This, in turn, is a positive phenomenon that leads to the more precise, scientifically systematic development of conceptual apparatus of the beauty

industry. On the other hand, this trend is aimed at mass renewal of the terms related to the beauty industry, which, in some cases, even replaces old concepts and terms with new denominations.

Recently, many different magazines (catalogs) related to the beauty industry have been published periodically. In general, this genre of professional products is very popular. Definitely, this is also the only way to integrate a professional language of the beauty industry into a single system, to fix and register its notions and definitions. However, it is clear that in most cases, excluding explanations and definitions, the proposed denominations of concepts of the industry are at a very low level and not able to withstand criticism. As a result, the lack of strict adherence to logical requirements and rules is the basic disadvantage of the conceptual-terminological apparatus of the beauty industry. In particular, there is uniformity (competitiveness), unambiguity, shortness and so on (SHATILOVA ET AL, 2018).

In such situations, it is required that authors (in our case translators) have a special professional sensitivity and critical attitude. If not, mistakes made by authors (translators) will be reproduced and printed. Therefore, the problem of terminological analysis is one of the most urgent issues. It is clear that a well-executed terminological analysis will give important scientific and theoretical results. In this regard, first of all, we need to select the concepts and terms to be analyzed. The phenomena of research are often provided by complex

concepts, i.e. consisting of a few terms. It requires a sequential or staged terminological analysis to be conducted. The first is that each term, which comprehends the concept, requires a sequential analysis, and the second one is a need for a range of conceptual terms that are gradually compounded. For example, the study relates to the formation of the professional competence of a future beauty industry specialist. Terminological analysis can be adjusted through the following concepts: competence –professional competence –professional competence of a future specialist –formation of professional competence of the future beauty industry specialist. At the first stage it is required to define terminological analysis types depending on the solution to the problem of study. This stage is important for our research because it is required to collect various explications, explanations, definitions of concepts that are analyzed from a wide range of data (lack of dictionaries for the industry). Therefore, the role of the source used by the researcher in the scientific study is exemplary (LANDAU, 1994).

2. METHODOLOGY

In fact, in the terminological analysis, language researchers use a variety of methods, and their effectiveness and results are also different. Typically, in the study of linguistic issues at different levels, there are five known practices. Each of them is linked to a certain

research approach and is defined by a specific view of science and research. They are:

- Compilation approach - the definitions, variants of terms, by several authors are given, and then his own defined concept is given.

- The approach of choice-taking one variant as a basis without comparing (which is not absolutely applicable for our study) (IKONNIKOVA, 2005).

- Statistical approach - the researcher uses the content-analytical method, for example, to achieve the true result, and on the basis of the generalized version. The content-analytical method is the most effective method. In general, the statistical analysis method is very useful for terminological research, as the frequency of the term use is one its most important features and essential signs.

- Constructive approach - the researcher offers his own authorial alternatives by criticizing and denying existing terms in that field;

- Analytical approach - at this point, the researcher carries out logical actions required for analysis: looking for the essential features of the issue, comparing - establishing similarities and differences in important or non-essential features, abstraction - selecting certain features of the issue and distinguishing them from its other signs, generalization - combining multiple things and concepts.

So, in scientific research studies, especially in those of terminology, the terminological analysis should be guided by the following rules:

- In order to prevent misinterpretations, the use of a special term requires its interpretation (definition, explication). This is especially important for polysemantic terms;
- The new term for the denomination of a phenomenon requires not only its interpretation but also the relevance and justification of the correct application;
- In the context of one project, one can not use several versions of the term. Wherever appropriate, it is best to give contextual commentary to the term;
- If there are any synonyms or lexical variations of the term, then one of them should be used. For example: далап – ерін далабы (lipstick), шампунь – сусабын – сұйық сабын – (shampoo - liquid soap) and so on.

3. DISCUSSION

Studying the process of formation of terminological systems requires defining its theoretical foundations, scientific and technical, professional and other communication, and the original motivations therein, as well as analyzing and summarizing the key features of the emergence of special denominations. Therefore, the most important and complex uncertain issue is the process of formation of the

terminological system, its linguistic features, and natural laws. Certainly, the above-mentioned issues are solved through the linguistic analysis of the process of formation of the terminological system, the scientific and theoretical formulation. Therefore, the linguistic conditions and the direction of the research require a careful study of the formation of a new terminological system (BAKER, 1984).

Being a unit of a universal national language, the terminological units are also seen as members of a small minority language system. In this regard, language units are recognized as special denominations as a result of their professional denomination and carry out a unique function of the language system. At the same time, the most important thing is that terminological units have these characteristics only within a specific terminological system. Since beyond the terminology system, the term joins the group of general words, i.e. steps into the process of determinologization (SUPERNANSKAYA, 2003).

Any term has its place in the terminology system. This place of the terminological unit is directly related to the concept that it defines in the system of concepts. In the term falls out of the terminological system, it loses its essential features and expresses and shows only national-cultural characteristics in the general linguistic system: metaphorical, expressiveness, polysemic, figurative, connotation, modality, emotionality, etc. For this reason, one can conclude that one of the most important and essential features of terms and terminology

is their systematic nature, and the study of any terminological unit based on that system is considered as a terminological law.

Thus, the system is a complex unity of the set of homogeneous elements, which are closely interconnected and successive. In other words, the concept of system always reflects the structure of components. And the structure is a composition and an internal organization of a single object. The consistency of local vocabulary is defined by the integration of language units into thematic groups, such as lexico-semantic systems, terminological systems, which define the linguistic pattern of a particular field (KURMANBAIULY, 2009).

Therefore, any terminological system is characterized by the description of the system of scientific and technical concepts in a particular industry. In short, the terminological system is a set of well-ordered terms that defines a system of concepts that are specific to human activity. And there is always a constant relationship between them, and this set of relationships determines their basic structure (LAZAREV, 1999).

It is important to distinguish between the logical consistency and the linguistic consistency of terms. It should be noted that a set of terms does not constitute the terminological system because only the high level of terminology development can lead to a terminological system. At the same time, the requirements for linguistic consistency are different: the availability of components, elements of the

terminological system; the existence of interconnection between components; openness; structure and so on (SLOZHENIKINA, 2006).

The important thing to consider is that despite that the term beauty refers to age, gender, occupation, nationality, and so on; it has a specific place in every person's life. It means that it is possible that any person can become a member of communication in terms of beauty. However, in order to be a member of such communication, the participant needs knowledge of a certain level of beauty lexicon, at least for communicators to come to a conclusion. Therefore, in our study, we focus on various applications of the terms beauty industry in communication, as well as its regulation at the professional or mundane level.

Thus, the relevance of our research is determined by the nature of the above-mentioned terminology system, which has not been the subject of systematic language analysis so far. It is known that beauty discourse affects the inner, spiritual state, face, appearance, and other people's perceptions and their appreciation. Therefore, we think it is necessary to focus on the linguistic nature of the terms of terminological system and on the specific requirements thereto.

Certainly, the terms of specific use definitely form a part of specific terminology. Currently, every language terminology constitutes one of the most active parts of the vocabulary that determines progressive changes in science and society. However, it is

impossible to describe the general laws of language development without studying the semantic composition and structure of terminology, the changes going on therein. In other words, the terms refer to the main, most important and informative part of the general literary language lexicon system. From this point of view, terminology is defined as the aggregate of terms or a set of terms in a particular activity (medical terminology, military terminology, etc.) and the field of education.

At the same time, the term is closely linked to the concepts of the term system and the terminological spectrum. If terminology is a set of terms that are spontaneously formulated, the term system is a set of terms deliberately created, and this set of terms is composed based on a single theory (scientific concept) and determines the relationship and relevance of the concepts of certain science, technology or activity. And the terminological spectrum is one of the most complex issues of terminology, because some authors do not quite agree with its definition, and others consider it to be uncertain as to whether or not to separate it, since in their view this concept is similar to that of terminological system (LEICHIK, SMIRNNOV & SUSLOVA, 1977).

According to scientist MOROZOVA (1970), terminological spectrum is a unified multilevel classification system that unites the terms of a homogeneous field of professional activity (MOROZOVA, 1970) or a strict and logical well-ordered hierarchy of interconnection of terms in a specific terminological system based on absolute

indicators such as scientific definitions that define logical-conceptual relations (MOROZOVA, 1970). According to scientists, the terminological system is a complex, dynamically stable system, only lexical units selected according to certain rules compose it (LEICHIK, 2006). The terminological is basically characterized by features such as order, completeness, and accuracy while identifying the definition of concepts and defining a part of the scientific picture of the universe system (MELEKH, 2004).

From the above definition, one can conclude that the terminological system is a set of hierarchically structured terms of a specific field of knowledge. Therefore, it is possible to challenge the view that the concepts of terminological system and terminological spectrum correspond since the latter is required to establish links between elements therein (PAVLOVA, 1996). Nowadays, it is well-known that terminology studies are conducted not only for scientific purposes but also for application purposes. From this point of view, it is not only important to define the nature of the terminological systems and the terminological measurements, but also it is essential to define the operational and communicative universal nature of the terms as well the phenomenon of lacuna.

4. CONCLUSION

As a result of determining the dominant terms in the terminological system of women's cosmetics related to the beauty

industry in the Kazakh language, which is the most commonly used denominations in the field of terminology were defined. They are cream, ointment, mask, gel, shampoo, balm and etc. The significance of this phenomenon is characterized by factors outside of linguistics. In particular, it is explained by the globalization of the modern cosmetics industry.

The thematic groups that have the highest productivity in terms of representativeness in the Kazakh language during the systematization of terminological units include hair care products and decorative tools. In turn, this is determined by the tradition of national culture. As the human hair in the culture of the Kazakh people is of special value. In the Kazakh language, there is a well-known saying A crested boy is a dignified boy (Айдарлы бала - айбарлы бала). Crested hair protects boys from curse. At present, tradition of cutting hair with crest has come back to life. Today, it has become a fashion for the new era. Also, braids for Kazakhs are a symbol of beauty. In the traditional world outlook of Kazakh people braids are happiness and beauty of women. Accordingly, Kazakh girls have taken special care from early childhood and used different herbal tinctures and folk recipes to grow it long.

The analysis of the thematic groups proves the structure and logical relationship of this terminological system. The sub-groups within thematic groups are hierarchical micro-systems characterized by the terms that define the specific forms of cosmetic terminology.

These terms are defined by the following criteria: function, orientation, composition, impact principle, issue format. Categorization of terms allowed defining the following semantic relationships: the whole –the part, vice versa –the part - the whole, object - process, object - function, object - form.

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