

UDC 82

**LINGUO-CULTURAL ASPECTS OF JAPANESE LANGUAGE
LEXIS IN CORPORATE GOVERNANCE**

Sh.A. Kadirova¹*Abstract*

The article examines some linguo-cultural aspects of Japanese language lexis in corporate governance. We give examples of lexis that includes some national-cultural components illustrating the Japanese entrepreneurial culture and peculiarities of "kaishya" as a "community-based" economic organization. We paid much attention to lexis related to corporate governance. Linguo-cultural analysis of lexis on this subject gives to the knowledge of the Japanese national entrepreneurial traditions a new additional foreshortening, enables to estimate the Japanese national contribution to the general human entrepreneurial practice. Concludes, that an isolated space of traditional cultural exists in the corporate governance of Japanese companies.

Key words: Japanese language, national mentality, linguo-cultural aspects, lexis, entrepreneurial culture, corporate governance.

A significant number of lexical units of the Japanese language, serving the subject of management and organization of economic activity, is closely related to the features of Japanese entrepreneurship, has a deep cultural background, which is determined by socio-historical experience, specific attitudes of the Japanese tradition. In this vocabulary, the behavioral reactions adopted in Japanese society, the fundamentals of the Japanese worldview, conditioned by traditions, customs, legal, moral and ethical norms are reflected.

Company management is a type of activity that accumulates in itself many aspects of the joint work of people united into one socio-economic organization - a corporation. This activity reflects many features of the entrepreneurial culture of Japan, which are reflected in the linguistic and cultural characteristics of the vocabulary of the field of company management.

With this article, which affects the linguocultural and peculiarities of the Japanese language in the field of company management, we would like to add a new perspective to the description of the specific features of the entrepreneurial culture of Japan.

It is worth noting that in Japanese, basic concepts are relatively stable: the original vocabulary, calling the key concepts for Japanese culture, is not replaced by borrowing from European languages. Japanese has its own vocabulary, reflecting the deep roots of organization and management. The vocabulary of the Japanese language in terms of the management of companies is related to the entrepreneurial culture of Japan, it has a deep culturological content, which is determined by socio-historical experience, specific attitudes of Japanese culture. In this vocabulary, the foundations of the Japanese worldview, associated with traditions, customs, legal and moral and ethical norms are reflected. Modern legislation regulating the activities of companies in Japan and their relations with each other, although it is formed taking into account international practice, but to a large extent it actually only strengthens the longstanding traditional "unspoken rules", forms and style of work that have become the norms of economic activity. and conditions of stability of the business environment.

In Japanese culture, collective community activity has traditionally been the style of existence of each individual. Group economic activity copied the relationship of the clan-family type, where there was always a paternalistic patronage from the leader.

The lexical unit "kaiysha" reflects the historical aspects of the organization of economic and social relations. The lexeme "repent" consists of two parts: "sya" means "temple, organization, community", "kai" - "meeting, meeting". In other words, the lexeme

¹*Кадирова Шахноза Абдурахмонова* – магистрант, Самаркандского государственного института иностранных языков, Узбекистан.

“repent” initially contains a semantic accent, indicating that it is a community type collective.

At present, the lexeme “shain” in the meaning of “employee” is entrenched in everyday use and economic literature. In the very composition of the word laid the meaning of deep involvement in the organization, as “shain” in the literal sense - “member of the community.” The lexical unit “shain” is not included in the legal regulatory turn. The hired person of the company in the regulatory materials is called “dzyugyo: in” - literally “person doing business” or “this: ning” - literally means “used person”, i.e. “Hired, person working in a company for hire”. The use of the word “shain” emphasizes the identity of the individual to a single community, involvement in business, identification with the company. That is, in practice, this means that the company becomes the highest value with which the hired individual associates himself.

The behavior of the company in any economic environment depends on the decisions and actions made by specific people, especially those who lead it and are responsible for its business fate. This is a kind of “steering” companies, standing at the top of its management. These people are on the first line of business activity, keeping abreast of economic development. The top management corps of companies is part of the business elite of Japan, which controls the main economic resources of society.

In this paper, we gave examples of the vocabulary of the Japanese language on the subject of company management, which includes the most striking national-cultural component, reflecting the Japanese entrepreneurial culture and originality of the organization of a “community type”. This aspect of the linguistic-culturological analysis of vocabulary is important, since it not only complements the knowledge of national business traditions with a new aspect, but also makes it possible to assess the national contribution to the general human experience of entrepreneurship.

In this regard, research interest, which is only a small fraction indicated in this article, focuses on the need for a detailed systematization of the vocabulary of the Japanese language on the subject of company management. Analysis of the linguistic and cultural characteristics of the vocabulary will create an opportunity for a broader understanding of the scale of interaction between different entrepreneurial cultures and the depth of preservation of national characteristics.

Such studies will determine the degree of adaptability of the Japanese entrepreneurial culture to the entrepreneurial cultures of other countries and, conversely, mark the limits of adaptability and interaction of entrepreneurial cultures of other countries to Japanese business practice.

Reference list:

1. Алпатов В.М. Япония: язык и общество./В.М.Алпатов М.: Наука, 1988. 136 с.,
2. Алпатов В.М. Япония: язык и культура./В.М.Алпатов. М.: Языки славянских культур, 2008. 206 с
3. Большой Японско-русский словарь в 2-х томах. /С.В.Неверов, К.А.Попов, Н.А.Сыромятников и др.; под ред. Н.И. Конрада. М.: «Сов. Энциклопедия», 1970. 1400 с. (Части 1-2)
4. Герасимова М.П. Механизм заимствований в японской культуре. Япония. Ежегодник 2010. /М.П.Герасимова и др. М.: «АИРО-XXI», с. 192 – 208
5. Корчагина Т.И. Японский язык: величины переменные и постоянные. Японское общество: изменяющееся и неизменное. / Т.И.Корчагина и др. Рук. проекта Э.В.Молодякова. М.: «АИРО – XXI», 2014., с. 134- 155
6. Спицына К.А. Главные руководители японских компаний: практика работы / К.А.Спицына. М. : Финансы и статистика, 1999 . 160 с.
7. Японско-русский учебный словарь иероглифов / Н.И Фельдман-Конрад. - 2-е изд. перераб. и доп. М.: Русский язык, 1977. 682 с.
8. Kenkyusha's New Japanese-English Dictionary / General Editor: Katsumata Senkichiro. Токио: Kenkyusha, 1954. 2136 p.
9. Кобаяси Х. Торисимарияку-но хорицу (Законодательство для директоров)./Х.Кобаяси. Токио: Дайямондо сэ:русу. 1996, 281 p.

© Sh.A. Kadirova, 2019.