

## THE ROLE OF LANGUAGE RELATIONSHIP IN THE ECONOMY DEVELOPMENT OF THE CAUCASUS

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### Abstract

*The article investigates the role of language relationship in the economy development of the Caucasus. As the Azerbaijan Republic is one of the prosperous states of the Transcaucasus, the article generally pays much attention to its language relationship to the world economy. Besides, the economy development of Azerbaijan via language is not doubtful. The role of languages in the economy development is necessary to create the conception that refers to future for creating the perfect relationship basing on different economy grounds such as oil, gas, steel, cobalt, etc.*

*The relationship on this field can help to improve the language situation in the Azerbaijan Republic, the country which is progressing strongly in the way of economy. This conception should cover the interests of our nation as well as the modern level of linguistics and language learning. The economic branch should be paid much attention, of course. Such kind of conception may be effective and productive in case it meets today's demands.*

**Keywords:** economy, language relationship, development, Caucasus, nation

### Introduction

Language is considered to be the most crucial communicative means in the origin of each nation. Looking back into the history, the complex and mysterious sides of the language can not be hidden. It is a known fact that language is meant to be an important factor for the

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development of a nation. M. Muller writes: "Nothing, no doubt, would be more interesting than to know from historical documents the exact process by which the first man began to lisp his first words, and thus to be rid for ever of all the theories on the origin of speech"<sup>1</sup>.

Each nation has its history related to the origin of its language. Analyzing many of the beliefs dealing with the origin of the language it becomes clear that all languages originated from a single source. It is called the monogenetic theory of language origin. Therefore, it is not only found in the history of a single nation but also in the myths of other peoples as well.

The Azerbaijan linguists F. Y. Veysally writes about the language as a complex unit. He states: "The words that people use in their languages are related to their minds. Veysally thinks that language has a cross cultural effect as it is able to connect all individuals to each other"<sup>2</sup>.

Otto Jespersen writes: "Language was born in the courting days of mankind; the first utterances of speech I fancy to myself like something between the nightly love lyrics of puss upon the tiles and the melodious love songs of the nightingale."<sup>3</sup>

The Greeks speculated about language, including about everything in the universe. According to the opinion of most linguists the earliest living linguistic treatise dealing with the origin and nature of language is considered to be Plato's *Cratylus*. There are some opposite evidence though, language has been proposed to be imitative, or "echoic" in the twentieth century. No doubt, throughout the centuries, years the language of each nation has changed<sup>4</sup>.

## 1. On the geographical position of the Caucasus

Azerbaijan is situated in the South Caucasus. The Caucasus is the region of Eurasia. It lies at the crossroads of Southwest Asia and

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<sup>1</sup> V. Fromkin, R. Rodman, *An Introduction to Language*. USA: Harcourt Brace College Publishers, 1993, p. 25.

<sup>2</sup> F. Y. Veysally, *Introduction to German Linguistics*, Baku: Mutarjim, 2011, p. 100.

<sup>3</sup> Otto Jespersen, *Language, Its Nature, Development and Origin*. *Language Arts & Disciplines*, London: Routledge, 2013, p. 148.

<sup>4</sup> M. Thomas, *Fifty Key Thinkers on Language and Linguistics*, London and New York: Routledge Taylor and Francis Group, 2011, p.192.

Southeastern Europe. It is situated between the Black Sea and the Caspian Sea. The Caucasus is called "the home of the Caucasus mountains". The region of Caucasus is divided into the North Caucasus and Transcaucasus. The Russian Federation covers the Greater Caucasus range in the north, yet the Lesser Caucasus includes some independent republics. Azerbaijan is one of them. In the eastwards the Transcaucasus is surrounded by the Caspian Sea and northwestern Iran and then it extends westwards into northeastern Turkey. The Caucasus is one of the regions of our planet which is rich in its ethnic group and has its specific motley. In some parts of the Caucasus (nearly 440 two thousand kilometers) there exist 100 different nations which have various languages and dialects. These nations have different material and spiritual culture, origin and they also have different psychological features and many other parameters. According to the middle Arabian sources the Caucasus is said: "to be the land of mountains".

Nearly beginning the middle of the XIX century, Baku, the capital of Azerbaijan, has been famous for its oil in the world. Much attention has been attracted to the economy of Baku lately. Till the Socialist revolution Baku was known one of the cities of Russian Empire. The economy relationship in Russian Empire was based on capitalist mode. This type of economy mode does not affect the other countries, as well as the Great Britain to put investigations on various fields in the Republic of Azerbaijan. They do not hesitate to form their business in these lands. It is noteworthy to underline that the oil sources in Azerbaijan have also attracted the attention of the British capitalists. The British capitalists came to Baku in order to invade the oil lands.

Beginning from the end of the XIX century it has reached in its peak point. The foreign capitalists, and qualified professionals, as well as large power of employees have begun to come to Baku. During the migration process, the delegations of different nations and their language users came to Baku. Among the visitors the number of the English were not small. It caused the language relationship to be formed between England and Azerbaijan.

It is necessary to stress that the interest of the English to Azerbaijan has begun since the first half of the XIX century. It is not a mystery that Azerbaijan which is often called "The Land of Fire" has an ancient history.

Azerbaijan has been under the invasion of the Russian Empire for many years, but the country could get its independence at last. Now it is an independent country and is flourishing day by day. Many fields such as the economy, the politics, the art, the sport, the army, etc. are observed to have strengthened in Azerbaijan.

## **2. The role of the economy in the development of languages in the Caucasus**

The leader of the Azerbaijan Republic Haydar Aliyev said: "The state which is powerful with its economy is able to manage everything." (Haydar Aliyev) The economy of the Caucasus is often said to have developed by the help of this leader.

Experiments show that it is a difficult task to keep the independence of the country if it has rich natural and economy sources. The oil sources attracted many world investigators to the Azerbaijan. For example, Great Britain is one of them. The 3/1 part of the oil sectors have been occupied by the companies of Great Britain. Because of this reasons the economy relationship between two countries have been growing regularly. Great Britain is one of the western countries interested in the oil of Azerbaijan. As the Azerbaijanis are interested in Great Britain, the relationships between two countries are getting increased through various projects. The more the foreign investigators visited Azerbaijan, the more need of foreign language speakers were demanded.

It is noteworthy to stress that English is one of the most important languages of the world. The 90 % of world documents, books, newspapers, etc. are used to be published in English. Besides, the 85 % of the world's mail and the works in the fields of air, water and land are realized via the English language. English is needed not only in the field of education but also in the field of economy.

It is undeniable that English is believed to be the dominant language in the branches of sciences. As a result, pupils, students or even volunteers are encouraged to master English fluently. There is a phrase which is often used by the lectures in the faculty of economy: "If you want to lead a better life with better economy never, never give up studying English"<sup>5</sup>.

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<sup>5</sup> S. M. Nabiyeva, S. H. Karimova, F.S. Akberova, *English for Economists*, Baku: Economical University Press, 2011, p.25.

### 3. The necessity of economy in the relationship of languages

Since the end of the XIX century and the beginning of the XX century the paradigm changings have been observed in the linguistics. These changings have been mentioned with the names of I.A. Baudouin de Courtenay (1845-1929) and F.de Saussure (1857-1913). The philosophical linguistics is related to the name of I.A. Baudouin de Courtenay; this linguistics is observed with the signs of phoneme theory. The other direction which is mentioned by the name F.de Saussure studies the linguistic as the system of signs. That period is known as the beginning of the new direction in linguistics<sup>6</sup>.

After the second period the notion of linguistic paradigm is often discussed in linguistics. The most mentioned terms discussed in that period was the development of economy through the language relationship.

The development of the world economy and the estimable development of our economy makes it necessary to pay much attention to the relationship of languages. Because of these reasons, recently, the role of language relationship has been dealt with by many linguists. This problem is observed to be progressing as a branch of linguistics as well.

The formation of language relationship for improving the economy is realized by economic discourse; the economy writings are performed by means of economy texts.

The investigation of language relationship in the development of economy can be observed in some ways. One of them is the propositional style. This style is used to study the already known features of economy texts and economy discourse. The second one is the communication style. In this case the syntactic structures of immanent features which organizes the economy text and economy discourse are investigated.

One of the main direction of modern linguistics is to study the linguistic theory of economy text and economy discourse. The linguistic theory is considered to be necessary for forming the model of communicative process. The cognitive, language and communicative

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<sup>6</sup> F. Y. Veysally, *The basis of Linguistics*, I Part: Introduction; II Part: The inside structure of the language, Baku: Mutarjim, 2013, p. 101.

information types can be observed in economy text and economy discourse<sup>7</sup>.

The knowledge on the world which is related to the results of a human's activities and to the system of signs socially is demonstrated through the types of cognitive information. The information about the environment which is sent through language units introduces the language information type. The information which is sent through economy texts by the authors is considered to the type of communicative information. This type of information is used to express not only the unusual objects in a person's mind but also the personal view of the considered process, his senses, emotions, background knowledge, and so on<sup>8</sup>.

During the economy communication process it is necessary to know which communication subject is chosen. The economy communication subject means the speech unit which has predmantic theme. The content of economy text is defined how the information is accepted by the participants and how it is spoken about.

The pragmatic aspect has a crucial role in the economy communicative aspect, and in this case the language units have advantages. The formation of economy text means its dependence on its economy communicative level. The functional style of economy texts and its composition features, style potentials, pragmatics are defined by means of its structural signs considerably and throughly. The structure of economy texts is accepted as the liner regularity of sentences which have been related to one another by various means of aspects and certain rules. Besides, the economy text is considered to be a complex unit structure which consists of mutual elements and aspects.

Nowadays text linguistics studies the linguistic and extra-linguistic aspects which define the functions of economy texts and economy discourse in the communication process. The mentioned facts in the English and in the Azerbaijani languages can be considered to be actual from the theoretical as well as practical point of view.

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<sup>7</sup> V. Brown, "Decanonizing discourses: textual analysis and the history of economic thought", in Henderson, Dudley, *Evans and Backhouse*, London: Routledge, 1993, pp. 64–84.

<sup>8</sup> G. Brown, G. Yule, *Discourse Analysis*, Cambridge: Cambridge University Press, 1983, p.132.

Today it is necessary to organize a powerful economy sources for highly-qualified linguists to provide more intensive development of the linguistics. In addition, it is necessary to bring the world's economy linguistic heritage to Azerbaijan. The monumental works of the world's well-known economy leaders should be translated into our language, and the works and opinions of famous Azerbaijani economists should be translated and delivered to the world.

#### **4. Cross cultural language relationship in the Caucasus**

The Caucasus is known to have many different nations living in it. According to statistics Azerbaijan is believed to be the homeland of various nations speaking languages of diverse family groups. Lezgis 2.2%, Russians 1.8 %, Talish 1.0%, Avars 0.6%, Tats 0.13%, Georgians 0.2%, Kurds 0.2%, Jews 0.1%, Udins 0.005% and other minority groups of nationalities can be given as examples<sup>9</sup>. The relationship among these nations is performed through the Azerbaijan, or the Russian languages. Many of the Azerbaijanis can speak Russian because of some historical reasons. The minority nation groups living in Azerbaijan can verily use their own languages wherever they need. English is taught at schools, universities to them.

We need to underline that although there are some important structural differences between the languages, they carry some general grounds. It provides mutual understanding and the opportunity of translation. Comparing the separate layer units of different languages, it is possible to observe the ethnic thoughts in the word stock of the language, as well as in its economic language. The economy language is connected to the purpose of communication and the aspect of economy language performs its communicative functions between nations, tourists, visitors. It is necessary to stress that the economy language is important for people's understanding one another's way of living<sup>10</sup>. Sowell writes: "If people are in a high mood it means that the country he/she is living has rich economy. The author relates it to people's mind. He writes: "If the country's economy is rich, it means that the people living there lead a good life. If each worker can bring some bread to his/her house, then he/she should be happy and it

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<sup>9</sup> L. Hickey, *The Pragmatics of Translation*, Philadelphia: Clevedon - Multilingual Matters, 1998, p.142.

<sup>10</sup> G. Brown, G. Yule, *op. cit.*, p. 88.

circles like a chain"<sup>11</sup>. Henderson proposes to use different kinds of metaphors in economy texts and economy discourse. He claims that using these kinds of language in speech can form warm relationship between nations<sup>12</sup>. McCloskey supports this idea of Henderson's. For example, he (McCloskey) writes: "A certain economist wants to deliver the hard economic situation in the country to his listeners and he uses the following metaphoric language in his speech":

"Our economy is like a coffin made up from glass. You may see a dead in the coffin and be sure what will expect you one day"<sup>13</sup>.

No other phrase can describe the situation of a country's economy except these sentences. The meaning may be understood by any people either English, or Azerbaijani, or Russian. The role of economy language may introduce every situation in a country if you may use correct explanation phrases. It means that wherever people live they may face the same economy difficulties, or they may need the similar economy solutions.

Economy development through language relationship may be observed via tourism too. Spreading the culture of the world economy tourism is known to have a crucial role. People visit different countries, learn about their economy, way of living, their culture, traditions of the various nations, their way of thinking etc. For example, as soon as the foreign visitors arrive in Azerbaijan, they become aware the richness of our economy. The modern view of our capital as well as the noticeable progress of the regions of our republic forces them to think like that. They are not mistaken in their opinions, surely. The economy of our republic is getting strengthened and it is shown in the appearance of our cities, regions, etc.

It is significant in forming the relations among individuals too. Economy tourism is considered to be the source of income. As for the language in this field the English language demonstrates its domination here. For example, if foreigners visit our country, they demand the excursion should be lead in English.

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<sup>11</sup> T. Sowell, *Basic Economics: A common Sense Guide to the Economy*, Fourth Edition, New York: Basic Books Publishers, 2011, p. 267.

<sup>12</sup> W. Henderson, A. Hewings, *Reading economics: How Text Helps or Hinders*, British National Bibliography Research Fund Report No. 28, UK: British Library Publishings Sales Unit, Bosson Spa, West Yorkshire, 1987, p. 45.

<sup>13</sup> D N McCloskey, *The Rhetoric of Economics*, London: University of Wisconsin Press, 1998, p. 161.



## 5. Conclusion

The notions of economy text and economy discourse has attracted much attention lately. Their usage makes the roles of language relationship much more important. It is not a secret that nowadays the importance of economy development in the Caucasus is in the center of world's famous companies. British oil companies may be considered to be on the top in these lists. The relationship between these two countries has got its start since the Republic of Azerbaijan managed its independence. Since then the oil relationship between Azerbaijan and Great Britain has been developing. This relationship in the economy development of the Caucasus makes the role of language necessary. The aim of each language event plays an equal role in delivering and clarifying the communicative-pragmatic meaning of economy information either in the written form or in the verbal form.

Economy language is related to the social events happening in the society. Each language performs a general role which is common for a certain society. It covers the role of language relationship in the development of a country. That is why learning language relationship in the development of the economy is necessary for understanding the real unity of humanity.

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