

## THE PAST AND THE PRESENT OF THE GEORGIAN BUSINESS- LANGUAGE

## ПРОШЛОЕ И НАСТОЯЩЕЕ ГРУЗИНСКОГО БИЗНЕС-ЯЗЫКА

## GÜRCÜ İŞ DİLİNİN GEÇMİŞİ VE GÜNÜMÜZDEKİ DURUMU

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### ABSTRACT

The necessity of separating out business language as the object of special studies is the problem at hand considered in the represented paper. The essence of the term **branch language** at one hand and its relation to the notion such as **functional style** at the other, are analyzed here. This issue is topical as far as it has become obvious that recently, in international as well as in Georgian linguistics we meet the term **language** used instead of the term **functional style**. Our discussion is based on the correlations between such notions as the branch language, language style and diglossia. For this goal, the history of creation and setting up of the most part of the Georgian economical terminology is discussed. This terminology was fundamentally set up and determined after the Tbilisi State University opened and began its scientific activities. The research showed that the Georgian language did not meet the novelties brought by the economical development in the 20<sup>th</sup> and 21<sup>st</sup> centuries unprepared. The represented article concerns such issues as: a term as a nomen; the means to distinguish between nomenclature and usual appellative (especially in the phraseology units and syntagmatic pairs) and principles for their study.

Analysis of the corresponding material confirms that the principles of so called grammatical organization of the terminology are common; these principles repeat the basic tendencies of “adjusting” the main tendencies of the terminology as a branch of science. The methods of observation, description, analyzing, comparing and correlating are used in the process of investigation.

**Key words:** *business language, separate branch language, functional language, functional style, term, special language, language subsystem*

### АННОТАЦИЯ

В статье поднимается вопрос об отделении бизнеса в виде отдельного объекта. Анализируется что такое технический язык и как он соотносится к понятию

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функционального стиля. Проблема актуальна, так как в последнее время вместо термина «функциональный стиль» термин «язык» все чаще используется как в международной, так и в грузинской науке.

Рассуждение основано на обсуждении взаимосвязи между понятием функционального стиля и диглоссией. Обсуждается история создания и установления значительной части грузинской экономической терминологии, которая была окончательно узаконена открытием Тбилисского государственного университета в Грузии в двадцатом веке. Исследования подтвердили, что грузинский язык встретил экономическое развитие двадцатого и двадцать первого века подготовленным. В работе представлена необходимость изучения средств и принципов различения термина (как номена), номенклатуры и обычного апеллатива (особенно в синтагматических парах). Отражена история изучения экономических терминов в Грузии и текущее состояние их изучения.

В данной статье обозначены такие критерии для определения технического языка, как разграничение функциональной сферы, специфический выбор грамматических форм, специальная лексика-фразеология, терминология, отношение к заимствованию, знаки и стилистика, связывающие с языком общего пользования.

Анализом соответствующих материалов было подтверждено что так называемые грамматические принципы организации экономической терминологии являются общими. Эти принципы повторяют основные тенденции терминологического урегулирования большинства общественных наук. При исследовании использовались методы наблюдения, анализа, сравнения- сопоставления, которые использовались для отображения динамики создания, освоения и использования экономических и бизнес терминов. Кроме того, в статье анализируются источники бизнеса в Грузии и история его изучения на основании современных исследований.

**Ключевые слова:** *деловой язык, технический язык, функциональный язык, функциональный стиль, термин, специальный язык, языковая подсистема*

### ÖZ

Yirminci yüzyılın başlarında Gürcistan'da Tiflis Devlet Üniversitesi'nin açılmasıyla yasallaştırılan Gürcü ekonomik terminolojisinin önemli bir bölümünün oluşturulması ve kuruluş tarihi tartışılmıştır. Araştırmalarımızdan Gürcü dilinin yirminci ve yirmi birinci yüzyılların ekonomik gelişimini hazırlıksız karşılamadığı ortaya çıkmıştır. Makalede terim (bir nomen olarak), isimlendirme ve olağan temyiz edicilik (özellikle sözdizimsel çiftlerde) arasında ayırım yapmanın yollarını ve ilkelerini inceleme ihtiyacından bahsedilmiştir. Ayrıca, Gürcistan'daki ekonomik terimlerin çalışılmasının tarihi ve çalışmaların mevcut durumu yansıtılmıştır.

İlgili materyallerin analizi, ekonomik terminolojiyi düzenlemenin dilbilgisel ilkelerinin yaygın olduğu doğrulanmıştır. Bu ilkeler, pekçok sosyal bilimlerin terminolojik çözümünün temel eğilimlerini tekrarlamaktadır. Araştırmada gözlem, analiz ve karşılaştırma yöntemleri kullanılmıştır.

Makalede, işlevsel alan, dil bilgisel formlarının spesifik seçimi, özel kelime hazinesi, deyim, terminoloji, başka bir dilden alma süreç, işaretler ve stil, ortak dile bağlanma gibi teknik bir dil belirleme kriterleri tanımlanmıştır.

Makalede işletmenin ayrı bir nesne olarak ayrılma konusu gündeme getirilmiştir. Teknik bir dilin ne olduğu ile işlevsel bir stil kavramıyla nasıl ilişkili olduğu üzerine durulmuştur. Görüşülen konu günceldir, çünkü son zamanlarda “işlevsel stil” terimi yerine “dil” terimi hem uluslararası hem de Gürcü biliminde giderek daha fazla kullanılmaktadır. Akıl yürütme, fonksiyonel stil kavramı ile diglossia arasındaki ilişkinin tartışılmasına

dayandırılmaktadır. Bunlar ekonomik ve ticari terimlerin yaratılması, geliştirilmesi ve kullanılması dinamiklerini göstermek için kullanılmıştır. Bunun dışında, makalede Gürcistan'daki iş kaynakları ile modern araştırmaya dayanan çalışmaların tarihi analiz edilmiştir.

**Anahtar Kelimeler:** *iş dili, teknik dil, fonksiyonel dil, fonksiyonel stil, terim, özel dil, dil alt sistemi*

### Introduction

Explanation of such term as functional style of the language is almost the same in all the special branch dictionaries, implying the following:

1. This is a language layer of the historically conditioned literary (i.e. standard) language, which itself represents a subsystem of the national language in whole; it is characterized by accumulation of the national language material, features, means and their equal using; and besides, the language is aimed to the optimal serving of the given sphere of communication;
2. The language subsystem which possesses its own phonetical, lexical and grammar characteristics which serves a certain sphere of social relation;

According the aim of communication and the sphere of relation (usage), there are five styles distinguished in the translation practice: the formal relations style; scientific and technical style; publicistic and printed media style; official style; common relations style; literary language style. All of the mentioned styles undergo inner differentiation as well and are characterized by the linguistic peculiarities of any level (phonetics, lexical-phrase logical and grammar levels). It is obvious from the given definitions that the press language and press style, common language and common style, literary language and literary style represent in fact the equivalent notions and are rather the equivalent terms than the synonyms. Usually, defining the spheres for usage of the language material (here the standard, literary language is meant) is linked to the socio-linguistic peculiarities.

We do not think that the social spheres of the language functioning and the social content of the geographical dialects functioning considerably differ, as in both cases we are dealing with space (geographical space of a given branch or of its activities) and with activities (usage of language feature related to the daily life).

The issue of the functional languages and styles is tied to the social issues. If we observe a theme from the past view, we easily recollect the well known “**Theory of three styles**” written by the Catholicos and prominent Georgian scholar Anton the first. „Anton the I delivered the the fate of the Georgian literary language to the branch of rhetorics the norms of which – **the theory of three styles** denied a possibility of existence of only one literary language. According this theory, instead of only one literary language the book speech and three styles should be used which meant the following: it was regarded impossible to discuss any fact or event using the same means of language. The high matters should not be discussed in bookish, high-matter language; for example, it was regarded unacceptable to speak about theology in everyday language style; here the high style language could be used only. The “**high style**” should be used in theology,

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church terminology; historical events could be delivered in “**medium style**” everyday news, simple life matters could be discussed in “**low style**” – ordinary colloquial language. The theory of three styles settled by Catholicos Anton the first, ideologically completely differs from the today's functional (which is greater in number) styles and it still retains its social sensitivity. Today, as well as earlier, this problem contains a danger for the linguistic entity of the nation as a whole, and this danger is conditioned socially; every branch of science, culture, business and so on, becomes framed around, caught in this frame by own language material and grammatical peculiarities and in some sense, thus distances itself from the large circles of the rest of people.

Separating out the functional styles is done on the basis of the goal of a sentence, phrase, which in sociolinguistics is understood as unconscious striving of a speaker to identify himself with certain social role, show affiliation to a certain speaking circle in which the language has become a mean of the role identification. Functional styles are studied by such branches as language stylistics and sociolinguistics: language stylistics (linguistic stylistics) is a branch which marks out the following styles: everyday literary style, journalistic style, official business style, scientific style. Sociolinguists mark out the following: official style, unofficial style, professional style, ritual (cultic) style (Slovar sociolingvistikicheskikh terminov, 2006).

### **Research methods.**

The problems of correlations between branch language, functional style and diglossia are studied in the given paper using the following methods: analytical, observation, descriptive, comparative-contrasting methods, in order to reveal the dynamics of rooting, adopting and using the economical and business related terminology.

The initial development of the business language in Georgia and the history of its study on the basis of the modern research methods are analyzed.

### **Results.**

It can be concluded that:

The branch language is a sub-style of the scientific language style. Correspondingly, its content is more confined than of the functional style; the functional style of the particular branch and the branch language are equivalent from the linguistic viewpoint, as for the functional view, separate branch speech (oral and written) is one of the components of the functional style (scientific style). Correspondingly, when determining the main peculiarities of the branch speech either as functional or as branch language, we use the same criteria.

The criteria for defining the branch language are as follow: confined functional sphere, dependence on standardization; specific grammatical forms choosing; special lexis and phraseology; terminology development; regarding of borrowings; relation with the common language; stylistics.

The representatives of the branch language are the users of the common language diglossive variation; in some instances, the worker of the given branch may know only the one variation (e.g. the foreigner who knows the business English, may not know at all the general common English language, or some other variations).

It is the fact that terminology, despite its semantic narrowness, limited sphere of usage and conservative character of word-formation to be easy for studying but in reality it is not so, because there is not an agreement reached in the scientific literature, about the nomenclature and simple appellation of the term (a nomen); this is especially obvious in the phraseological units and syntagmatic pairs, concerning the means of the means and principles of their merging.

The Georgian language was ready, in the meaning of terminology, to meet the challenges of the economic development of the 20<sup>th</sup> and 21<sup>st</sup> centuries though the rapid changes taking place in this branch of linguistic holds the translators and lexicologists in the state of permanent mobilization.

## **Discussion**

### **1. Correlations between a branch language, functional style and diglossia.**

The notion of a branch language or functional style undoubtedly leads us to such modern days term as diglossia, which implies possessing and carrying colloquial (oral as well as written) variations of speech within one language space. It is known that the most prominent and competent interpreter of the mentioned term is Charles Ferguson who denotes that alongside with the standard and regional dialects (it should be noted that according Ferguson, a standard language is also a dialect in its turn) there are also extremely various, codified (also in many cases grammatically complex) different kinds of dialects, which are usually used within a closed, branch-specific area (for example, in education and applying science, or in relatively closed area of household and the like); such kinds of dialects are not used in ordinary colloquial language (Ferguson, 1959:325-340).

Later, in the process of investigation diglossia, the variable units and some other issues with help of which it could have been explored and what was exactly that caused inner differentiation of the language: was it a matter of style, function, area of usage, borrowings, prestige, grammatical variety, the factor of proximity or distance in relation to the standard, extant in time and space (social, geographic variations at the level synchrony or diachrony) or anything else. (<http://ccat.sas.upenn.edu/~haroldfs/messeas/diglossia/node3.html>). Functional Styles of English Language. Ferguson's original formulation (<http://ccat.sas.upenn.edu>).

### **2. At the origins of the economic and business Language in Georgia**

The way of the everyday life and interests of the modern time people are closely related to the sphere of economy and correspondingly, this sphere is more “open” to the social sector than any other branch. Georgia during centuries

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accumulated experience in fulfilling the functions related to direct exchange of commodities, international trade and in fulfilling the transiting function in trading; besides, the country has got great experience of existing in surroundings of changing economical results depending on the various social economical and cultural influences during several historical formations. The country lived its history through great historical changes, so it always adopted new knowledge and new role; resulting from the above said, many changes, new notions, terms and words were kept in the historical memory of the country. Thus, this became a habit – to set up its own linguistic abilities in order to mark and keep in memory the economical terms. Today the new set of problems emerged for the Georgian language. The globalized marketing space, changing of geographical and political borders and instability demanded, from one hand, including in the international processes and on the other hand – more activities in order to save self-identity, in our case, linguistic peculiarities of the language. So, it seems natural that Georgian linguists are interested in careful regulations when translating branch related terms and searching for word correspondences in the own language fund. The past experiences are useful from the point of view.

In the Georgian poem “Vepkhistkaosani” (“The knight in the panther’s skin”), 12<sup>th</sup> century we read an interesting poetic description of the early model of bourgeois town where the merchants are at the governing of the country as well as the town. They participate in the processes of international trading, changing of goods; the social hierarchy is defined through the ranks of merchants. In this context we meet such terms as: **didvachari (g.)** - travelling merchant (“great merchant”; **vachari** –merchant; **vachartukhucesi** -elder merchant (“chief of merchants”); **lari** -the currency unit; **savachro** – a marketing place; **mogeba** – gaining, **saqoneli** – goods, **saqonel-sruli** – having large choice of goods; **drama** – **dramma** (currency); **mdidari** –wealthy; **dzvri** –expensive; **iapi** –cheap; **davla** (the goods); **gamdidreba** (become wealthy); **khidva**(buying), **gakhidva** (selling); **mogeba** (gaining) , **tsageba** (losing), **saqonlis dadeba** – putting the goods **or** :(**dagroveba** - saving) ; (**fasis datvla** – counting prices), and so on.

For example, let us see a prose translation of the lines from the poem mentioned:

“He dismounted. They said: "we are Baghdad merchants, holders of the faith of Mahmad; we never drink new wines; we haste to trade in the city of the Sea-King; we are rich in wholesale goods, we have no cut pieces of stuff.”

"Great merchants can find nought more profitable than this: They buy, they sell, they gain, they lose; a poor man will be enriched in a month; from all quarters they gather merchandise; the penniless by the end of the year have money laid by”.

When we consider Georgian language, facing modern challenges to it, we consider the large experiences of the language, beginning from the earlier times of its functioning, we see that it reflects great historical, intellectual, economical, cultural and other experiences which represented great source of life and creative functioning of the language; resulting from this, in the XX-XXI centuries, in the

environment of important economic, political and industrial changes, Georgian language managed to have and keep its own terminology for many branches of science and everyday life. As concerning our work, in Georgian historical writings under the name “Kartlis Tcxovreba” – Life of Kartli (Kartli – here in the meaning of Georgia) – a collection of Old Georgian Historical works, many terms related to trading processes and corresponding relations can be found. Some of them are borrowed from other languages some centuries ago, then adopted and settled in the language), for example, **qvelmoqmedeba – charity; drahkani –a currency unit; datvla–counting; aghricxva–recording** and so on (see “Life of the King of kings David”) (<http://www.science.org.ge/kartlis%20cxovreba.html>).

In the Old Georgian dictionary compiled by 17<sup>th</sup>-18<sup>th</sup> centuries Georgian lexicographer Sulkhani-Saba Orbeliani, the following terms are represented: **msyidvel-gamsyidveli (a seller-a buyer), vachari (a merchant), vachroba (trading). savachro (mercantile), mevale (a debtor), katsi umamulo da uqoneli (a poor man owing no estate), qoneba (property), vali (debt), dava (dispute), dazghveva, dazghveuli (assurance, assured object)** and many other terms, related to trading, finances, financial interrelations and the like. Despite the fact that in the 19<sup>th</sup> century the Georgian language lost its functioning as a state language, under the conditions of the colonial tsarist regime of Russia, the **Savings Bank** opened (in Georgian language – **satavadaznauro banki**) – meaning the bank, State and Financial Institution in the Russian Empire operating for the purpose of serving Georgian landlords at the expense of the State treasury. This bank was founded and headed by Ilia Chavchavadze, Georgian writer and statesman; he wrote the bank statute the Russian version of which was approved in Petersburg. The documentation and all types of operations were recorded in Georgian too. The Georgian newspaper “Droeba” wrote a critical review saying that the bank was founded by the Georgian landlords and noblemen with the intent to use all the finances only for help of the general needs of the country as whole and besides, for poor people but it was criticized in the newspaper article that alongside with poor people who lost their estates or any job and property, there were many who wanted to continue aimless life, without working and trying to improve the situation and waiting for the help only from the bank asking to feed them and to give all the living necessities (Droeba, 1875:#15). Even exploring the polemics and public talks around the activities of the bank only, shows us large material confirming adaptation of the new terminology in the language. Georgian terminology in the sphere of economy was created and established in this period. Beginning from the year of opening the Georgian University in the beginning of the 20<sup>th</sup> century, step by step, this terminology was finally approved and along the other charities, this fact supported the conditions of opening different national institutions with their special terminological development processes; thus, the Georgian language met the great technical-economical developments in the 20<sup>th</sup> century and beginning of the 21<sup>st</sup> century, being adequately ready in the meaning of own language terminology.

### **3. Economy and business as the basic branches of the special language**

The modern epoch which we live in, first of all, follows the economic and business interests, at any time and any circumstances. These interests can be seen in everything and everywhere. This factor caused. This factor caused intensive and rapid changes in the theory and practice of the economy of the country's not so remote past and this resulted in the necessity of revising terminology. The new roles of the economy and business linked these spheres closely to such disciplines as are justice, sociology, and politics and so on. In its turn, this event also was reflected in the language.

This can be regarded as the cause for making so called business language (which includes language sub-style too) more versatile: the semantic-structural analysis of the terminological dictionary from the linguistic and extra-linguistic viewpoints; comparative and experimental methods; contextual-situational analysis and so on.

Despite the fact that when studying the terminology using the diverse kinds of methods the linguistic peculiarities of the business language functional sub-style are clearly obvious, due to their influence upon population, Despite the fact that when studying the issue by different kinds of methods, the linguistic peculiarities of the functional sub-style of the business language becomes clearly distinct, because of the great influence of the economic and business spheres on the human society, the important part of the lexis of the business language "flows" into the common language (in our opinion, using the term "business language" is convenient as it is short and spread all over, though it is only an arbitrary term for one sub-style of the scientific-technical functional style).

When a term from economic or business sphere is transferred into colloquial language, it undergoes despecialisation first and then –determinization. These factors have not yet been specially investigated in Georgian language yet, though linguists work on them in many countries, for example, in Russia.

The modern economy is divided into some disciplines, such as business, marketing, (their sub-branches: theoretic (academic) business, practical business, theoretical marketing, practical marketing and others), economy itself (with its sub-branches) and so on.

Beginning from the 80-ies of the last century, the specialists began to talk about crisis of the theoretical (academic) marketing. The economists were blamed for this crisis. It was said that in the marketing schools (which were intensively opened in the USA universities in the years 1960-70), where the teachers (professors) were mostly the theoretic economy specialists and taught the material which was already familiar for them, as they were not able to see into the matter of the new type practical marketing. Resulting from the fact, the students were not given the knowledge they would need in their practical work. The marketing programs came into action only in the 90-ies of the last century. They introduced not only new ideas but corresponding new terminology different from the traditional one.



We should explain here that the term **marketing** implies studying of the markets and the ways of influence on them in accordance with goals of the economical subjects. Under the term *ekonomika* – economy, majority of the post-Soviet countries (supposedly, under the influence of the Russian language) implies the national economy and the theoretical studies of this economy, or otherwise, political economy; now, like the western countries, it is called “**economics**;” under the term “**business**” the following terms are meant: accounts of the expenses and incomes, efficiency, amortization, and so on. As for the term “**economomarketing**” i.e. **economical marketing** implies marketing theory; and term “**client marketing**” means a profession of planning and running the marketing operations (Kliuchovskii; <http://www.repiev.ru/articles/Economics-Marketing.htm>).

It seems to us that in Georgian language the process has not yet ended up with such clear separation between the above mentioned branches in the fields of business and marketing which are usually derived from the comparatively stable semantics of the term “economics”.

#### **4. History of the studies in the sphere of economy and business**

As we mentioned above, the trading relations were developed in Georgia in earlier times. This was conditioned on one side by the geographical situation of the country and on the other side, the ancient statehood of Georgia where the interchange of goods within country and had its long time traditions as well as the traditions of trade abroad by sea or land ways. Thus, the trading sphere terminology began its formation in the remote past; as for the special studies of the terminology, its activating in accordance with the formation peculiarities of the 20<sup>th</sup> century and for the development of the new lexis, (basing on the original Georgian material, or through borrowing), this process had begun in Georgia from the time of opening of Tbilisi State University, the first high school establishment in the Caucasus. Though as early as in the 19<sup>th</sup> century, some practical economical schools were opened, the work for compiling new dictionaries began thus some foundation for the economical branches was created in Georgia.

As V. Papava denotes in his paper “Modern Georgian Economical Terminology - the new problems and old mistakes” – the modern Georgian economy terminology version was created in 20-30-ies of the 20<sup>th</sup> century, on the basis of the Marxist theory just along with the translation of the first volume of “Capital” by Marx, as far as it was possible to find out and “arrange” the terminology with those terms which were adopted in the western countries in those times. In 1947 the first terminological dictionary of the Georgian-Russian and Russian Georgian terms was edited by academician P. Gugushvili and P. Kuchaidze (Papava 2013:55–56). It is also underlined in the paper that in those times, the terminology of economy was compiled on the basis of the German and mainly Russian language terms. Later, transiting to the market economy created the conditions and helped to further developing of Georgian economical terminolog. There was a period of time, mainly up to the 90-ies of the 20<sup>th</sup> century, when the Georgian terminology was

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developing under the influence of the Russian language. Beginning from the 20-ies, “Georgian economical terms are developed under the influence of the English language terminology and not rarely, even ignoring the already existed Georgian terms (for example, the term **‘martva’ (lead, control)** is replaced by **‘management’**) (Papava, 2013:55-56).

Damana Melikishvili, in her work “The importance of the Old Georgian literacy schools experience for the development of the Modern Georgian special terminology,” points out that sharing the experience of the Old Georgian prominent figures in the field of linguistics and terminology is very important and their scientific experience should be used when working in this field as “the Georgian terminology has been developing through centuries. This process can be observed beginning from the first written literary works, namely from the V century. The observation shows that according the principles the Old scientific workers, namely the linguists based on, a term should have been derived from the Georgian origin word roots with Georgian affixes, as for transliteration and borrowings, they were used rarely as an exception, The term should have reflected the content of the word exactly, transparently; it should have been motivated; staying apart from the ordinary language lexemes structurally as well as semantically; there should have been direct relation between the concept and the term; it should have been monogenic, short and smart. It was impossible to follow permanently those principles, absolutely without exception and this remains so in our modern times too. This is because of the fact that a scientific language as well as a colloquial one, is a vivid language, it is not static and it follows the rules of development. But aspiration to reach the absolute, ideal system required a special knowledge in the “art and grammar of language, studying the essence of a language, its form-alterations “arranging and dividing the words in a sentence” (i.e. good knowledge in syntax’ seeing deeply through the essential content of a word, determining its etymology, and motivation (Ioane Petritsi).

Here “Ideographic Gictionary of the Georgian Language” compiled by Bidzina Pochkhua is very interesting and useful from this point of view as there we meet ideographical characteristics of the Georgian language and corresponding word-classes. Very interesting lexis is gathered and edited here which classified and divided into corresponding classes. In those classes, especially in the part called “Inanimate nature”, the reader can find very interesting lexis which is taken and systemized from the spheres of so called “household” and economics. It should be noted that joint work on the terminology with the best specialists of the sphere under interest (especially when this concerns the terms of economics) and the linguists, gives very good results. This is one of the best characteristic features of the Georgian linguistic school. This fact conditioned simultaneously the correctness, its national language peculiarities consideration and the orthographic correctness of the terms. From this viewpoint the tribute of Prof. Paata Gugushvili (1905-1987) is really great.

It should be noted that Arn. Chiqobava Institute of linguistics, Academy of Sciences of Georgia, (nowadays, Tbilisi State University Arn, Chiqobava Institute

of Linguistics), have made so far greatest tribute to the development of Georgian terminology, especially the departments of terminology and of the language culture in this Institute (especially, their tribute to the terminology of economy, along the other branches should be noted), also in the field of the right orthography (Ghambashidze,1972:14-27;1988:27).

As far as the terminological dictionaries should be compiled taking into consideration the literary norms of the language, the dictionaries edited earlier, were considered to be not only explanatory but having the normative value as well. Unfortunately, today the number of such editions in which the linguistic aspect of dictionaries is not considered, is growing; this is harmful for the separate branches and for the language itself. We are representing here the short history of functioning of the commission for the literary language norms and it can be said with certainty that such work of linguists and the representatives of the branches of separate disciplines must be renewed. The Commission of the Georgian Literary Language Norms was also doing the job for unification of the modern Georgian literary norms. It was established in 1954, after reorganization of the Commission of the Georgian language literary norms which existed in 1953, Earlier of this, in 1946-1948 the commission was working at the presidium of the Academy of Sciences of Georgia (headed by acad. S. Djanashia, and then by acad. A. Shanidze). In 1934, at the People's Commissariat of Education, the Commission for Georgian Literary Language Norms (the leader – M. Toroshelidze, secretary – V. Topuria) was founded, with 30 members. Then, in 1935, at the Tbilisi State University, at the Institute after the name Shota Rustaveli, the commission working on the Georgian language norms, with 18 members, was founded (leader – A. Shanidze, deputy leader V. Topuria). Resulting from functioning of this commission and also, earlier, from the work done by the committee of terminology (founded in 1925, the leader V. Beridze), the first volume of the “Literary Georgian Language norms” was published in 1936. Several dissertation papers are also dedicated to the terminology of the economy as a branch of science. (Tea Vepkhvadze, The main problematics of translating marketing terminology from English into Georgian, Tbilisi, 2014. Dissertation paper for the doctoral degree; the rights of manuscript).

The Georgian linguistics which during the long time was following the development of the Russian terminology in the sphere of terminology development and theoretical analysis, in the 90-ies of the last century, found itself not only in the eyes of the so called business boom, but in the vast space where the radical changes were like the sea of opinions and views and to make its own way there appeared quite difficult. For example, we can mention here the dissertation work by T. Vepkhvadze for the doctoral degree, under the title: “The main problems of the translation marketing terminology from English into Georgian.”

In the modern studies, as it was above mentioned, the special terminology which represents our aim in the given instance, will be regarded not as the special lexical material of the economy in general or business sphere, but as nomenclature terminology space parted out on the basis of the in-branch differentiation, for

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example, as for so called marketing terminology - it does not cover so called bank terminology, and so on. Though, as it is confirmed through the detailed analysis, the principles of so called grammatical organization of such terminology are common; up to this, those principles repeat the main tendencies of the terminology arrangement of the majority of the social sciences.

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