



# Language and Economics: The Linguistic Representation of Economic Consciousness Transformation

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## Abstract

Language plays a crucial role in the development of a country's socio-economic spheres. Human capital is shaped by studying together language and economics. Language also provides access to diverse labor markets and increases the chances of securing well-paying jobs. This study analyzes how contemporary Kazakh national economic consciousness changed during the Soviet and post-independence periods. The main issue addressed is the lexical representation of the transformation of economic consciousness and the identification of its cultural and social foundations. To do this, the concepts of "language of economics" or "linguo-economics" were introduced. By making use of a mixed-method research design, the study compared the lexical units documented in Kazakh-language dictionaries across two historical periods, before and after independence, the dynamics of the number of terms used before independence, the number of words and semantic units after independence, and the number of terms expressed through collocations, among others. These units were analyzed within two different modes: the traditional or the cultural mode, and the modern mode. The data comprised electronic texts consisting of 180,148-word usages and 30,000 units related to contemporary Kazakh-language entrepreneurial discourse; and interviews of media figures on economics, trade, finance, and entrepreneurship were collected from the business magazine Forbes Kazakhstan, and their frequency was analyzed. This study clearly illustrates that fostering economic development through language, particular attention must be given to the role of the national language in speech acts related to trade communication within economic discourse.

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## Introduction

Language is a powerful factor in shaping human cognition (Lupyan, 2016). In addition to serving as a means of communication, its primary functions include the accumulation, preservation, and continuous transformation of knowledge acquired over historical periods within a linguistic community (Carruthers, 2002). Through a system of harmonious sounds and coherent symbols, language enables the transmission of information, facilitates speech and interaction. Language allows for the structuring of thought; researchers have concluded that thoughts are structured differently in each language (Fedorenko, Piantadosi, & Gibson, 2024). Language has multiple functions; it manifests itself in all aspects of human life. For instance, language plays a crucial role in the development of a country's socio-economic spheres. Since language is a key component in shaping human capital, studying together language and economics is particularly relevant. Economic consciousness, like any other form of consciousness, undergoes transformation and development through language. The manifestations of consciousness are systematically represented in language, and these representations tend to be universal in nature. Lexical changes, in particular, occur more rapidly than other linguistic levels (Adilova et al., 2023).

Language is not only a fundamental tool in shaping human capital, it also significantly influences an individual's economic and social development, as well as their economic decision-making. In addition, language provides access to diverse labor markets and increases the chances of securing well-paying jobs. The potential and energy of language, along with its socio-cultural significance, functions, and role, have captivated not only economists but also sociologists and linguists. The national economy of any developed country in the world influences the dynamics of development across various sectors of society. Behind a state's economic achievements lies a strong triadic relationship between its economy, language, and culture. For example, Hungary, once a colony of Germany, strengthened its national ideology and revitalized its economy by modernizing and reinforcing the Hungarian language (Benkő, 1966). Similarly, following World War II, the German language experienced a period of stagnation (Abbasova, 2024). During this period, a large influx of English loanwords entered the German lexicon, placing the language under strong English influence (Gilbert, 1965).

Gary Becker, founder of human capital theory, suggests that one of the most critical factors in education is language learning (Becker, 1992). He recommends applying economic approaches to influence a person's education and work skills including language and communication, which enhance their labor productivity and competitiveness in the market (Holborow, 2021). Similarly, studies (Hwang, Juan, & Cao, 2010) in the United States have examined the correlation between language proficiency and income among white and black populations; though found no direct link between income levels and language proficiency. Later, this topic was revisited in Europe in the context of increasing migration flows, investigating how mastering second language impacts earnings and is evident of economic consciousness (Chiswick & Miller, 2002). While most previous studies on the relationship between language and economics were mostly hypothetical and general in nature (Zhang & Grenier, 2013), modern linguistics now offers more specific and targeted research in this area (Horton, 2023; Museanu, 2023). These studies have identified core conceptual foundations of modern economic consciousness and observed the usage of economic terms formed through elements of the national language. New meanings are discovered, depicting the expansion of semantic fields, emergence of new terms, and the presence of nationally distinctive terminology.

Economic consciousness is considered an important component that determines a nation's economic behavior and system of decision-making, and it is demonstrated that its formation and transformation are carried out through language. At the intersection of global changes and national development, economic consciousness is manifested through new discursive forms. The current study reveals this transformation in economic consciousness through its linguistic representations (Chkheidze, Gudushauri, & Jojua, 2023). It focuses exclusively on how these changes are reflected in language, as language itself is inherently intertwined with economic relations. For instance, the etymological analysis of commonly used words in the Kazakh language reveals that many of them are rooted in traditional occupations and socio-economic realities. If a society is nomadic, its vocabulary is shaped by livestock-related concepts; if it is sedentary, the language reflects economic activities tied to agriculture and settlement. Thus, the characteristics of economic life directly influence the naming of phenomena in the language. This study thus explores the transformation of Kazakh national economic consciousness based on linguistic changes observed before and after Kazakhstan's independence. Linguistic units that represent economic consciousness from the pre-independence period, as reflected in lexicographic sources of that era, were compared with those from the post-independence period. The primary goal of this study was to assess how much economic consciousness, as a specific form of social consciousness in Kazakhstan, has been transformed and how its lexical field has been expanded during this transition. For this purpose, we analyzed the number and semantic quality of linguistic units related to economic discourse found in lexicographic sources (KARAGULOVA & ALI, 2022).

To carry out this study, lexicographic sources from both historical periods—Soviet and post-independence—were selected and comparatively analyzed. These included: *Kazakh Traditional System of Ethnographic Categories, Concepts and Names Encyclopedia* (Bartholdt, 2011); the 15-Volume *Dictionary of the Kazakh*

literary language (Malbakov, Esenova, & Khinayat, 2011), and the 10-Volume *Explanatory dictionary of the Kazakh language* (Zhanuzakov, 2008). The results of the study demonstrated a significant expansion in the lexical field of economic concepts in the Kazakh language, as presented in these literary resources. The study premised that the 10-volume *Explanatory Dictionary of the Kazakh Language* (Zhanuzakov, 2008), first published in 1985 and which reflects the Soviet period, would present a narrower semantic scope for economic discourse. This assumption is grounded in the fact that during the Soviet era, Kazakhstan's economy was not independently developed, and the public's economic awareness was comparatively underdeveloped. Similarly, the 15-volume *Dictionary of the Kazakh Literary Language* (Malbakov et al., 2011), published after independence, makes a significant expansion in the semantic field of economic-related lexical units. It became evident that both the number and diversity of economic terms had increased. For example, in the former volume, the word "bağa" ("price") had only three core meanings listed in the main entry. In contrast, in the later volume, the same word appeared in 34 compound word combinations and expressions. This is a clear indication of the conceptual expansion of economic discourse in the Kazakh language. Similarly, words such as "bai" (rich man), "kompaniia" (company), and "naryq" (market) have undergone notable semantic transformations.

This study establishes a connection between Kazakh linguistics, global linguistic theory, and another scientific domain—economics. For the first time in Kazakhstan, this study links language with the field of economics and identifies the role of language in defining terms related to economics, business and entrepreneurship. Moreover, for the first time, Kazakh national economic consciousness was examined through both traditional and modern modalities, with its transformation identified based on linguistic data. It focuses on how linguistic tools (lexical units, terms, concepts, and designations) represent changes in economic values and ideologies. While previous studies have largely been descriptive (Mkrtchyan, 2014; Nurgul & Gulbakhyt, 2021; Zharkynbekova, Aimoldina, & Akynova, 2015), this research proposes a comprehensive interdisciplinary methodology that incorporates linguistic, sociological, and cultural-anthropological analysis.

## Literature Review

The scientific field that studies the relationship between linguistics and economics, known as "Language economy" (Gazzola & Wickstrom, 2016), which began to take shape in the 1960s. *Linguo-economics* or *language of economics* is the field that studies processes and interconnections between language and economy (Ayres-Bennett, Hafner, Dufresne, & Yerushalmi, 2022). Marschak (1965), an American scholar recognized as its founder, was the first to publish an article titled "The Economics of Language." In this work, he proposed considering language as a parameter with its own cost. He sought to answer questions such as how many resources are spent on language acquisition, what the associated costs are, what kind of returns it brings, how the acquired knowledge generates benefits, and to what extent it impacts socio-economic conditions. As a result, he demonstrated that language possesses economic attributes such as value, profit, and cost (Ginsburgh & Weber, 2016). Marschak's study attracted several experts, particularly from countries where language policy had become a point of social tension, leading to similar research initiatives. In a recent study, Liao and Zhang (2024), two British scholars conducted an intriguing study based in Canada. The research aimed to determine to what extent knowledge of a second language affects income levels. The findings revealed that francophones living in Quebec who spoke English earned more than Quebec residents who did not speak English. It was also proven that knowledge of the French language did not provide any economic advantage.

A person's native language or the language they speak and write in influences their economic, social, and personal development. Language is at the core of an individual's cultural identity. Therefore, it can shape decision-making, including economic decisions made by individuals and, subsequently, by society as a whole. Linguistic competencies provide speakers with access to labor, goods, and information markets, making language a powerful tool for economic engagement. In this context, Yale University scholar Chen (2013) conducted a fascinating study. He classified the world's languages into two groups: those with a strong grammatical distinction for the future tense and those with a weak or absent distinction (future time reference, FTR). The first group spoke Spanish, French, and partially English and Russian, while the second group spoke German, Chinese, Japanese, and Scandinavian languages. Chen's research reveals an intriguing pattern: speakers of languages that use the future tense less frequently save 31% more money than others. He explains, "For speakers of these languages, the future begins today. When speaking about the future, it does not feel distant or something they have plenty of time for, so they are more likely to prepare for it in advance." On the other hand, in languages with a distinct future tense, people perceive the future as separate from the present, leading to a tendency to procrastinate financial planning. Additionally, speakers of futureless languages tend to be more health-conscious. Compared to others, they smoke 24% less, exercise 29% more, lead more active lifestyles, and are 13% less likely to suffer from obesity (Chen, 2013). These findings support the idea that verb tenses can have macroeconomic effects. Chen also discovered that countries where people speak languages without a future tense category save, on average, 6% more of their GDP annually compared to countries where languages do have a future tense distinction.

The relationship between economics and linguistics is also reflected in changes occurring within linguistic structures under the influence of economic processes. The development of financial systems has led to the

integration of terms such as bank, interest, credit, and other economic concepts into the lexicons of various nations. Changes in economic consciousness influence the linguistic worldview, making certain concepts more prominent. For example, sociological research found that in 2008, during the financial crisis, the words bank, crisis, and economy became the most frequently used terms across different social groups in the United States and Europe (Nelson & Katzenstein, 2014). Furthermore, researchers at the University of Chicago discovered that thinking in a foreign language helps people make more rational economic decisions (Samuels, 2021). When operating in a foreign language, individuals rely less on intuition and more on analytical reasoning, leading to more objective and calculated choices.

In recent times, the field of language economy has expanded significantly. It examines the function of language in society and its economic potential from an economic perspective. The scope of the current research includes the economic logic of language development as found in language corpus, dictionaries, etc. (Smith, 2016); the relationship between an individual's or society's level of well-being and language competence as seen in income, earnings, career success, and like (Gabszewicz, Ginsburgh, & Weber, 2011); and the economic prerequisites and consequences of language policy (Gazzola & Wickstrom, 2016). Chen (2013) discovered that dominant languages further strengthen their position by influencing economic decisions. In his study, he observed a trend where the prestige of a language increases as the number of its speakers grows. As the economic well-being of a linguistic community improves, the image of the dominant language in that society is also enhanced. He concluded that economic development contributes to the strengthening of a language's position, while a well-established language, in turn, supports economic growth. This process has been recognized in the scientific community under the term "feedback mechanisms."

Since the beginning of the 21st century, the role of language has significantly strengthened due to the globalization of the world economy and finance, the internationalization of trade relations, and the development of information and integration processes (Gulamova, 2024). History has shown that many nations have strengthened their intellectual potential, national spirit, and economic standing—along with reinforcing their independence—by modernizing their national language. This is directly linked to the implementation of an effective and forward-looking language policy. Language has proven to be a vast economic resource that significantly contributes to a country's GDP. For example, European Union member states collectively pay the United Kingdom €10 billion annually for the use of the English language (SkorupA-WulczyńSkA, 2023). Additionally, financial services and foreign trade conducted in English generate another €17 billion in revenue. There have also been studies linking minority languages to economic factors. For example, François Grin (2016) argues that language users themselves choose their language. He explores the factors that help sustain minority languages and examines how they can be encouraged through state language policies. John and Yi (1997) invented a model which suggests that if each language speaker has one child, the child's language choice will depend on the language spoken by their parents and the surrounding environment. In other words, if the majority of society speaks a particular language, the minority will gradually adopt it as well. This phenomenon is known in the scientific community as "network externalities."

Humboldt (1984) hinted at the creation of a Triade comprising economics – language – mind, and spoke about the strong influence of language on a speaker's consciousness and actions. He stated: "Language is not only a tool for maintaining communication and connections, but also a powerful means of strengthening a person's spiritual potential, shaping and expanding their worldview... There is an invisible yet strong connection between the emergence of language and the emergence of spiritual forces. Language is a stimulator of spiritual power. Language and spirit are not separate from each other; they have developed together as an inseparable entity. The language and spiritual identity of a people are so closely intertwined... A people's language is its spirit, and a people's spirit is its language—there is no greater equality than this" (Humboldt, 1984).

After Humboldt, this issue was examined from a different perspective by Sapir (2023), whose hypothesis of linguistic relativity was later continued by his student, Whorf (2012), who studied the influence of language on human consciousness and society and proposed: "Language is a powerful tool that creates and regenerates both culture and history. A person's behavioral norms and way of thinking are entirely or partially dependent on their native language." Whorf (2012) was particularly concerned with two key questions: (1) Are concepts such as "time," "space," and "matter" perceived the same way by all people, or do they vary depending on the structure of their language? (2) Is there an invisible connection between culture, behavioral norms, and fundamental linguistic categories? In his research, Whorf compared the behavior and culture of European peoples with those of the Hopi Native American tribe. He concluded that there is a strong connection between people's consciousness and their language. According to Whorf, human behavior is directly influenced by the structure of their language. For example, grammatical categories such as numerals and verb tenses in European languages impact how speakers of these languages perceive and organize their lives. Whorf and his followers supported their hypothesis with numerous examples from different languages. While many of their arguments are widely accepted, some linguists disagree with Whorf's hypothesis and reject it. This idea became the basis for numerous scientific studies (Musayevna, 2024; Natsir, Harahap, & Khairani, 2025; Perlovsky, 2009; Tursunova, 2025). Nevertheless, the ideas of Sapir and Whorf have significantly influenced the study of linguistic worldviews and have sparked extensive research in this field.



Research conducted in seven developed countries has demonstrated that proficiency in a foreign language alongside one's native language not only increases income but also reduces the risk of unemployment [Smith \(2016\)](#). At present, all secular states strive to preserve their national language, as governments recognize the strategic importance of strengthening the official language. This reflects the necessity of developing a well-balanced language policy that accounts for contemporary trends while ensuring linguistic modernization ([Jánk & Rási, 2025](#)). An empirical research study, conducted in bilingual (Canada) and multilingual (Switzerland) countries, was led by (Chiswick and Barry R. Miller, 2014). Findings reveal that individuals proficient in both their national language and an additional foreign language had higher socio-economic status and income levels. This led to the conclusion that language learning has economic value and that investing in language is crucial for a nation's economy.

## Methodology

### *Research Design*

A comprehensive interdisciplinary methodological approach was employed to identify changes in the economic consciousness of Kazakhstani society through linguistic data. A mixed-method research design guided this study where the qualitative phase was used to examine the semantic structure, conceptual content, and cultural codes of words. For instance, the traditional and contemporary meanings of concepts such as "bai" (wealthy), "naryk" (market), and "aqsha" (money) were analyzed during this phase. The quantitative phase measured the frequency of words in modern Kazakh entrepreneurial discourse. The frequency was considered as an indicator of a concept's entrenchment in public consciousness. Each of these two phases defined the complexity of the research subject, namely the close interconnection between economic consciousness, language, and culture.

### *Sampling and Data Collection*

The sample and empirical base of the study consisted of the following lexicographic and discourse-based sources: The ten-volume *Explanatory Dictionary of the Kazakh Language* [Zhanuzakov \(2008\)](#), first published in 1985 and represents the language patterns of the Soviet period; The fifteen-volume *Dictionary of the Kazakh Literary Language* ([Malbakov et al., 2011](#)), represents the linguistic patterns of the independence period; and *Encyclopedia of Kazakh Traditional System of Ethnographic Categories, Concepts and Names* [Bartholdt \(2011\)](#), a source for identifying traditional cultural codes. In addition, there were electronic texts from the business magazine *Forbes Kazakhstan* and linguo-statistical data of contemporary entrepreneurial discourse (180,000-word usages).

### *Data Analysis*

The data was analyzed through multiple methods. First a qualitative analysis was conducted to examine the semantic structure, conceptual content, and cultural codes of words as well as the system of values, analyzing how social values and norms influence economic behavior and decision-making. Next, the quantitative analysis calculated the frequency of words in modern Kazakh entrepreneurial discourse. The linguo-statistical analysis calculated the recurrence and proportion of words in the text which were tabulated statistically. This method quantitatively represented the linguistic manifestation of economic concepts. It was followed by a lexico-semantic analysis which comparatively examined the semantic shifts of economic terms and their frequency of use in new word combinations. This method played a key role in proving the expansion of semantic fields, comparing the transformation of economic vocabulary and terms that demonstrate the dynamics of lexical development in the language. A linguacultural analysis was also conducted to identify key cultural elements impacting economic consciousness by studying the cultural values of different periods. last, but not the least, a comparative-descriptive analysis of lexical units from the Soviet and post-independence periods were compared, to understand the linguistic reflection of the transformation in economic consciousness. This economic consciousness was studied within the framework of various cultural periods (traditional and modern), and its linguistic representation was interpreted through different cultural modes.

## Results

### *Results Of Transformation of the Economic Mind in the Traditional Mode*

The study divides the economic consciousness of the Kazakh nation into two periods: before and after independence, identifying them within two different modes. The first is the cultural or traditional mode, while the other is modern mode. In general, a mode is a complex linguistic phenomenon. It is usually conveyed implicitly and does not always directly correspond to content. Language is closely tied to economic relations. When analyzing the etymology of words commonly used in Kazakh, it becomes evident that many are related to ancestral trades, traditional economic realities, phenomena, and interactions. The characteristics of economic activity influence the naming of linguistic phenomena. For example, in traditional Kazakh society,

wealthy individuals (*bai*) held a significant role because they were the leading entrepreneurs and employers of their time. Their status was not based solely on wealth but also on intellect, diplomatic skills, management abilities, and extensive knowledge. In contemporary Kazakh economic consciousness, the meaning of *bai* has shifted. For example, in historical Kazakh society, a *bai* was a wealthy individual who held a prestigious position, accumulated livestock, and acted as both the owner and organizer of private and large-scale economic enterprises. A *bai* managed economic activities based on extensive experience and often consulted with village elders. During conflicts or disputes, they sought to gather their relatives and kin for support (Atkinson, 1860):

The status of *bais* in society was determined by the scale of their nomadic livestock farming and their skill in managing it. During migrations, several Kazakh villages would unite to form a large community. The *bai* organized the economy of this community, managed migration routes, allocated pastures, and led the village in its seasonal movements. Additionally, by overseeing communal economic activities, the *bai* controlled the production mechanisms and governance structures within the village. The influence of *bais* was also evident in their way of life. Their *yurts* stood out from others, often adorned with intricate bone and silver decorations on furniture. In traditional Kazakh society, *bais* constituted the intellectual and social elite of the steppe. They played a significant role in managing the traditional structure of governance, funding the establishment of *mektep* (schools) and *medrese* (religious schools), and supporting Kazakh intellectuals in publishing newspapers and journals such as *Qazaq* and *Aiqap* (Abylkhozhin, 2020). During wartime, they also provided for the military. For example, during Kenesary's uprising, *bais* supplied the warriors with food, horses, weapons, and clothing. They also hosted poets, singers, and *kyraus* in their homes for months (Ainabek et al., 2024).

As a result, Kazakh proverbs such as "Жемесең де май жақсы, бермесе де бай жақсы" (Even if you don't eat it, fat is good; even if he doesn't give, a bai is good) and "Ақыннан да, батырдан да бай жақсы" (A bai is better than a poet or a warrior) reflect their high social status and positive reputation in that period. For instance, Abai's father, Kunanbai, built a *taqiya* (guesthouse) in Mecca for Kazakh pilgrims. In the second half of the 19th century, notable *bais* such as Maman in Zhetisu, Makan, Appaz, and Myrky in the western regions, Kuan bai in Yrgyz, Koran, Khasen, and Akhmet in central Kazakhstan, as well as Abdikerim and Ultarak in the east, made significant contributions to Kazakh spiritual and cultural development. Many of them funded mosque construction after performing the Hajj, playing a crucial role in spreading Islam (Abylkhozhin, 2020).

Through these efforts, *bais* demonstrated their nobility and societal commitment. Kazakhs believed that wealth came from *Tanir* (the divine power). Therefore, *bais* sought to be among the favored servants of Allah Almighty by helping their relatives, neighbors, workers, village, and extended kin. A *bai* who became a source of prosperity for his community was held in high esteem. Such *bais* would distribute ten percent of their wealth to the people once a year, receiving both the gratitude of the community and the blessings of Allah. This practice was called "*шүлген тарауы*" (charitable wealth distribution) or "*байдың тасыуы*" (a *bai's* overflowing generosity). Among the people, they were honored with the title "*Құтнан бай*" (the benevolent *bai*). This tradition serves as a clear example of the advanced level of economic consciousness among Kazakhs at that time. The Soviet government altered the Kazakh perception of *bais*, portraying them as enemies in the national consciousness. Based on the number and composition of their livestock, *bais* were categorized into different social classes.

The wealthiest, known as "*уипізен бай*" (literally "rotting rich"), owned vast herds of livestock, including thousands of white sheep and countless multicolored horses, symbolizing excessive wealth. Those classified as "*дәулетті*" or "*ауқатты бай*" (wealthy or affluent *bais*) owned approximately 1,000 to 3,000 sheep and hundreds of horses. This classification of *bais* into social categories became especially prominent in the second half of the 19th century when Tsarist Russia's colonial policies deeply penetrated the Kazakh steppe. During this period, as land became scarcer and livestock numbers dwindled, the number of *bais* sharply declined. Even those once considered the wealthiest found that their livestock – once symbols of status – had been reduced to numbers comparable to what had previously been owned by an average *bai*.

In the 1930s, during the widespread "Soviet Red Terror," Kazakh *bais* were subjected to mass persecution, dispossessed of their private livestock, exiled, and severely devastated. As a result, the centuries-old traditional social structure collapsed, and Kazakh leaders who had mastered the organization of the economy were forcibly eliminated (Omarbekov, 1997). Some *bais* fled to save their lives, abandoning their ancestral lands. Their status as a social class in Kazakh society was fundamentally altered, leading to the decline of the Kazakh economy and catastrophic losses in traditional livestock farming. The entire rhythm of nomadic pastoralism was irreversibly disrupted. One of the causes of the devastating famine in Kazakhstan was directly linked to this disruption. The Soviet government failed to recognize that the wealth accumulated by *bais* sustained entire communities. Cameron (2018) narrates "The food prepared daily by *bais* in large cauldrons was shared by the entire village, ensuring that no one went hungry. In addition, *bais* paid the bride price for their kin, arranged marriages, and resolved disputes over land and inheritance. Failing to resolve such conflicts in time was considered a serious flaw. Poor herders who worked for *bais* were compensated fairly, receiving wages, winter provisions, and food supplies for the summer. However, the Soviet government disrupted this long-standing balance. In the end, people were left starving, wandering in search of food." (Burabay Gazette, 2021).

**Table 1:** Representation of the Lexeme *Bais* “*Bai*” (The rich) in the Lexicographic Works.

| Lexicographic Source   | Kazakh version   | English version   |
|--|--|---|
| Kazakh Traditional System of Ethnographic Categories, Concepts and Names. Encyclopedia. (Bartholdt, 2011). | <ul style="list-style-type: none"> <li>Бай – байырғы қазақ қоғамындағы дәулетті адам; қоғамда айтарлықтай орны бар, төрт түлік мал жиған, жекеменшіктің, ауқатты шаруашылықтың иесі әрі ұйымдастырушысы.</li> <li>Барлық шаруашылық байдың қолында болады. Бай шаруашылықты өзінің мол тәжірибесіне сүйеніп, маңайындағы басқа ауыл ақсақалдарымен кеңесе отырып жүргізді. Дау-дамай, соғыс-қақтығыс кезінде қолдау табу мақсатында маңайына туған-туыстарын жинауға тырысқан.</li> </ul>  | <ul style="list-style-type: none"> <li><i>Bai</i> – a wealthy individual in traditional Kazakh society; a person of significant social standing who accumulated livestock, owned private property, and managed a prosperous household.</li> <li>The term <i>bai</i> is used to refer to affluent individuals, as all economic affairs were under their control. The <i>bai</i> managed their estate based on extensive experience, often consulting with elder villagers. In times of disputes, conflicts, or warfare, they sought to gather their kin and relatives around them for support and protection.</li> <li>A representative of the wealthy social stratum in traditional Kazakh society. In the general public understanding, a <i>bai</i> is either a livestock owner who has amassed an immense number of animals or an heir to ancestral wealth.</li> </ul> |
| Dictionary of the Kazakh literary language. Fifteen volumes (Malbakov et al., 2011).                       | <ul style="list-style-type: none"> <li>Дәстүрлі қазақ қоғамындағы дәулетті әлеуметтік жік өкілі. Жалпыхалықтық ұғымда бай – есепсіз төрт түлік жиған мал иесі немесе ата-бабадан қалған байлықтың мұрагері</li> <li>Абаш б а й д ы ң үйіндегі бір бөлме. Екі жақта екі есік, терезенің екі арасында үлкен айна. Айнаның алдында үлкен үстел .</li> <li>Қазіргі қоғамдағы ортақол дәулетті немесе ауырдаулетті әлеуметтік топ.</li> <li>Б а й л а р ы з және бизнесмендердің қорғалған жігінсіз біз кедейшілікті еңсеріп, елді көтере.</li> </ul> | <ul style="list-style-type: none"> <li>A room in Abash <i>bai</i>'s house. Two doors on both sides, a large mirror between the windows. A large table in front of the mirror.</li> <li>A middle-class or affluent social group in the contemporary society.</li> <li>Without the protection of the <i>bai</i> and the businessmen, we will not be able to deal with the poverty and uplift the country.</li> </ul>  |
| Explanatory dictionary of the Kazakh language (Zhanuzakov, 2008)   | <ol style="list-style-type: none"> <li>Атақты [бетке ұстар] бай</li> <li>Аса дәулетті, сонысымен жұртқа танымал бай.</li> <li>Байдың құйыршығы.</li> <li>Байдың жоғын жоқтаушы, байды жақтаушы.</li> <li>Сасық бай.</li> <li>Байлығының қызығын өзі де көрмейтін, өзгеге де бермейтін сараң, нас бай.</li> <li>Шіріген бай</li> <li>Байлығының шегі жоқ, жұрттан асқан бай</li> </ol>  | <ol style="list-style-type: none"> <li>A well-known, renowned <i>bai</i>.</li> <li>A <i>bai</i> known for their extreme wealth.</li> <li>A <i>bai</i>'s man (Pejorative).</li> <li>The one who does what the <i>bai</i> says, the one who sides with the <i>bai</i>.</li> <li>A stinking <i>bai</i></li> <li>A greedy, miserable <i>bai</i> who neither uses his wealth nor gives it to anyone).</li> <li>A rotten <i>bai</i>.</li> <li>A <i>bai</i> whose wealth cannot be measured, over-the-top.</li> </ol>  |
|  | <ol style="list-style-type: none"> <li>Еңбекші кедей, жалшы-малшының еңбегін қанау арқылы жекеменшігіне көп мал-мүлік жинап алған қазақ ауылындағы феодал.</li> <li>Әкем ауылдағы б а й атаулыға мейлінше жаны қас еді (Kobeyev)</li> <li>Әйелдің ері, күйеуі.</li> <li>Құнарлы шөбінен майы тамған жер.</li> </ol>  | <ol style="list-style-type: none"> <li>A Kazakh village feudal who collected a great amount of wealth by exploiting the labor of the working class and the servants</li> <li>My father was heavily against any <i>bais</i> in our village</li> <li>A husband.</li> <li>A land with rich, nutritious soil).</li> </ol>   |

Soviet policies distorted the historical role of Kazakh *bais*, portraying them as an exploitative class, despite their central role in sustaining the economy of traditional Kazakh society (Kovalskaya, Nurbayev, & Kishibayeva, 2024; Spehr & Kassenova, 2012). However, after gaining independence, new historical perspectives revived a more accurate understanding of the traditional significance of the *bai* concept. Table 1 presents the lexicographic representations of the lexeme “*bai*” in both traditional and modern modes, based on dictionaries published during the Soviet period and after independence in major encyclopedic and explanatory works.

These data clearly demonstrate that, in the economic consciousness of the Kazakh nation, certain

traditional lexemes in the Kazakh language originally carried exclusively positive semantics. However, under the influence of Soviet ideology, negative connotations were artificially imposed on them. In the years following independence, their meanings have been revived and restored to their original significance.

### *Results of Transformation of the Economic Mind in the Modern Mode*

According to the modern mode, a linguo-statistical analysis was conducted to examine the linguistic representations of economic consciousness in the post-independence period. For this purpose, electronic texts comprising 180,148-word usages related to Kazakh-language entrepreneurial discourse, covering national trade and business, were collected. Additionally, interviews with media figures on topics such as economics, trade, finance, and entrepreneurship were sourced from *Forbes Kazakhstan* business magazine, and their frequency was determined. The analysis revealed that the word "компания" (company) had the highest frequency, appearing 1,184 times, with an absolute frequency percentage of 14.84846479%. Here, absolute frequency refers to the integer number of times a word is repeated in the text, while the percentage of text coverage indicates the proportion of consecutive words in the lexical list that contribute to the overall understanding of the text. This metric does not apply to individual words but rather serves as a cumulative indicator for a group of words from the beginning of the text (Abdildaevna, Kozhakhmetovna, Bakytkazykyzy, Serikhanovna, & Bekzhanovich, 2024). The full version of the analysis can be seen in Table 1.

**Table 2:** Frequency List of the Words Related to Economics, Trade, Business, and Finance.

| No | Word                    | Part of speech | Repetition frequency | Frequency percentage | Text coverage percentage for a group of words |
|----|-------------------------|----------------|----------------------|----------------------|---|
| 1  | Компания (Company)      | noun           | 1184                 | 0.007                | 14.84   |
| 2  | Жұмыс (Job)             | noun           | 999                  | 0.0060               | 24.74   |
| 3  | Нарық (Market)          | noun           | 667                  | 0.0040               | 39.59   |
| 4  | Бизнес (Business)       | noun           | 612                  | 0.0036               | 44.54   |
| 5  | Теңге (Tenge)           | noun           | 584                  | 0.0033               | 47.84   |
| 6  | Жоба (Project)          | noun           | 509                  | 0.0030               | 59.39   |
| 7  | Банк (Bank)             | noun           | 418                  | 0.0025               | 87.44   |
| 8  | Доллар (Dollar)         | noun           | 377                  | 0.0022               | 100.63  |
| 9  | Баға (Price)            | noun           | 365                  | 0.0022               | 107.23  |
| 10 | Табыс (Income)          | noun           | 310                  | 0.0018               | 136.93  |
| 11 | Қаржы (Finance)         | noun           | 299                  | 0.0018               | 146.83  |
| 12 | Экономика (Economics)   | noun           | 258                  | 0.0015               | 174.88  |
| 13 | Сауда (Trade)           | noun           | 258                  | 0.0015               | 176.53  |
| 14 | Төлем (Payment)         | noun           | 223                  | 0.0013               | 227.67  |
| 15 | Ақша (Money)            | noun           | 184                  | 0.0011               | 287.07  |
| 16 | Инвестиция (Investment) | noun           | 181                  | 0.0010               | 295.31  |
| 17 | Тауар (Good)            | noun           | 177                  | 0.0010               | 303.56  |
| 18 | Инвестор (Investor)     | noun           | 143                  | 0.0008               | 386.06  |
| 19 | Капитал (Capital)       | noun           | 118                  | 0.0007               | 491.64  |
| 20 | Бизнесмен (Businessman) | noun           | 100                  | 0.0006               | 585.68  |

Determining word frequency also provides valuable data for linguo-cognitive research. High-frequency nominative words indicate which concepts are becoming more prominent in public consciousness, including economic consciousness. The high-frequency terms identified in the analysis represent the active vocabulary characteristic of contemporary Kazakh-language entrepreneurial discourse. These words reflect concepts that have firmly established themselves in the consciousness of Kazakh-speaking language users.

### *Results of Studying the Transformation of the Economic Mind in the Periodic Mode*

In the periodic mode, the economic concepts identified above through frequency analysis were examined in two stages: the pre-independence and post-independence periods. A linguo-statistical study was conducted on economic terms, concepts, and designations with economic semantics related to trade and entrepreneurship to determine the current state of the Kazakh nation's economic consciousness, assess the potential of the state language in enhancing national economic culture, expand the scope of the state language within the business class, and propose concrete solutions to their linguistic challenges. The transformation in their semantics and expansion of meaning was identified. Our initial hypothesis suggested that the semantic field of linguistic units related to economic discourse in pre-independence Kazakh lexicographic works was likely very narrow. This is because, during that period, Kazakhstan's economy was not developing independently. The economic consciousness of society was significantly less active compared to the present. However, after independence, the semantic field of these words expanded, and the number of lexical units specific to economic discourse increased significantly. The full version of the analysis can be found in Table 3.



**Table 3:** Economic Discourse Units Recorded in Lexicographic Works During the Soviet and Independence Periods.

| High frequency words     | Period Before the Independence<br>Explanatory dictionary of the Kazakh language (Zhanuzakov, 2008)  | Period After the Independence<br>Dictionary of the Kazakh literary language. Fifteen volumes (Malbakov et al., 2011).  |
|--------------------------|---|--|
| Бизнес / n<br>(Business) | Not in the dictionary register  | <ul style="list-style-type: none"> <li>Пайда табуға арналған әрекеттің, экономикалық қызметтің түрі; жеке кәсіпкердің не фирманың іскерлік қызметі. Б и з н е с – кәсіпорындардың немесе ұйымдардың, жеке тұлғалардың өңделмеген (шикі) түрде өнім шығару, тауарлар өндіру немесе сатып алу және сату немесе табыс табу (пайда алу немесе басқадай олжа табу) мақсатымен басқа тауарларға немесе ақшаға айырбас ретінде қызмет көрсету жөніндегі харекеті (An activity aimed at making a profit, a type of economic activity; the business operations of an individual entrepreneur or a firm. <b>Business</b> is the activity of enterprises, organizations, or individuals engaged in the raw production of goods, manufacturing or purchasing and selling goods, or providing services in exchange for other goods or money with the aim of generating income (profit or other financial gain). (Kazakh language terms. Economics).</li> <li>Ақша айналымын басқаратын, несие беретін, жеке тұлғалар мен мекемелердің арасындағы ақша айналымын жүзеге асыратын қаржы мекемесі. Банктер кәсіпорындардың, фирмалардың, компаниялардың, сонымен қатар тұрғындардың пайдаланылмай бос тұрған қаражаттарын жинақтап, қажет етушілерге өсіммен уақытша кредит беру арқылы қаржы</li> </ul> |
| Банк / n<br>(Bank)       | <ol style="list-style-type: none"> <li>Ірі кредит мекемесі. СССР-де б а н к – мемлекеттік кредит мекемесі... (ҚКП V съезі). (A large credit institution. In the USSR, <b>bank</b> was a state credit institution... (KKP V Congress).</li> <li>Қарта ойынындағы кезекті қарта тастап отырған кісінің қарауына жиналған ақша. (The money accumulated at the discretion of the person taking their turn in a card game).</li> </ol> | <p>A financial institution that manages cash flow, provides credit, and facilitates monetary transactions between individuals and organizations. Banks accumulate unused funds from enterprises, firms, companies, and the population, and provide temporary loans with interest to those in need of financial resources).</p> <p><b>Miscellaneous terms</b><br/>Банк аударымдары (bank transfers), банк депозиттері (bank deposits), банк жүйесі (banking system), банк капиталы (bank capital), банк консорциумы (bank consortium), банк құпиясы (bank secrecy), банк несиесі (bank loan), банк ресурстары (bank resources).</p> <ul style="list-style-type: none"> <li>[Eng Dollar] n. Finance. АҚШ, Канада, Австралия, Ливан, Ефиопия т.б. бірқатар елдердің ақша бірлігі (единица). (The monetary unit (currency) of the USA, Canada, Australia, Lebanon, Ethiopia etc.)</li> <li>Доллар аймағы (econ) (dollar field).</li> </ul>   |
| Доллар / n<br>(Dollar)   | <ul style="list-style-type: none"> <li>н. Американың а қ ш а с ы. ...көп доллар көзіне, Қиыршық құм боп себілер (America's <b>money</b>. ...a lot of dollars in one's eyes, scattering like fine sand). (Ainabekuly)</li> </ul>   |  |

Баға / n  
(Price)

- п. 1. Бір нәрсенің, заттың құны, нарқы. Егін есесін алады, балық б а ғ а с ы н алады (мақал) (The value or price of something. "The crop gets its return, the fish gets its price" (proverb).. 2. Жеке адамдардың адамгершілік қасиеттерінің көрсеткіші (An indicator of an individual's moral qualities).
- Айырылды патша б а ғ а д а н, қайта шапты шұбар ат ("Lost the king's price, but rode the dappled horse again" (Alpamys). 3. Оқушының білім дәрежесінің көрсеткіші етіп, оның үлгеруіне қойылатын бал (The score given as an indicator of a student's level of knowledge, representing their academic performance).

- [Eng Price]. 1. Заттың құны, нарқы (The value of a thing). 2. **Econ.** Тауарды (қызметті, бағалы қағазды) өткізу құны, тауардың ақшаға шаққандағы құны. Тауарлардың (өнімдердің, қызмет көрсетулердің) б а ғ а с ы сатып алушылар мен сатушылар бәсекесі нәтижесінде тікелей сұраным мен ұсынымның әсерімен белгіленеді (Қаз. Тілі термин. Экономика.) (The selling price of a good (service, security), or the value of a product in terms of money. The price of goods (products, services) is determined through the competition between buyers and sellers, directly influenced by supply and demand (Kazakh Language Terminology. Economics)
- 3. Ped. Оқушының білім дәрежесін анықтауда қойылатын балдық жүйе (A grading system used to determine a student's level of knowledge). 4. Бір нәрсенің сыны, парқы (The quality or value of something). 5. Transf. Қадір-қасиет. Бағанды білмейді екенсің ғой. Кейбір келіншектер сен дегенде ішкен асын жерге қояды деп естідім (A term for respect or dignity. "You don't know your worth. I heard some women would put down their food when they hear your name" (Z. Shashkin, "Senim").

#### Lexical field

- Баға белгілеу (econ) (pricing), баға берді (gave a price), баға босатылды (econ) (price was released), баға деңгейі (econ) (price level), баға жетпейді (price is insufficient), баға жетпес (priceless), баға жоқ (no price), әлемдік баға (саяси) (world price), баға ауқымы (econ) (price range), баға бәсекесі (econ) (price competition), баға кесті (cut the price), баға қойды (set the price), баға құралымы (econ) (price structure), баға маштабы (econ) (price scale), бағаны әртараптандыру (econ) (price diversification), бағаны қалпында сақтау (econ) (price stabilization), бағаны оңтайландыру (econ) (price optimization), бағаны ырықтандыру (econ) (price liberalization), бағасы асты (price decreased), бағасы кетті (price increased), бағасын арттырды (raised the price), бағасын көтерді (increased the price), бастапқы баға (econ) (initial price), бөлшек баға (econ) (retail price), көтерме баға (econ) (wholesale price), нарықтық баға (econ) (market price), өзіндік баға (econ) (cost price), салыстырмалы баға (econ) (comparative price), сатып алу бағасы (econ) (purchase price), үстеме баға (econ) (markup price), шарттық баға (econ) (contract price).

Сауда / n  
(Trade)

- n. 1. Затты сату мен сатып алу айналымы жөніндегі шаруашылық әрекеті. (The economic activity related to the circulation of buying and selling goods). 2. Transf. Өзара айтысып, бәсекелескен жайт (An issue of debate).
- *Сау басын саудаға салды, саудаңыз жансын!, саудасы бітті.*
- N. 1. Затты сату мен сатып алу әрекеті (An activity of buying and selling goods). 2. **Econ.** Тауарларды сатып алу-сату арқылы өткізетін ұлттық шаруашылық саласы (The national economic sphere engaging in buying and selling goods). Сауда ішкі (көтерме сауда және бөлшек сауда) және сыртқы саудаға бөлінеді (Trade is divided into internal (retail and wholesale) and external (Kazakh terms. Economics). 3. **Econ.** Қандай да бір тауарды өткізуге бағытталған немесе өткізу жолына қарай ерекшеленетін бір арнасы. (A channel directed towards the sale of a particular product or distinguished by its method of distribution). 4. Transf. Базар, базарда сауда қызатын демалыс күн. (A bazaar, a day when a bazaar is the most crowded). 5. Transf. Өзара айтыс, тартыс, бәсекелескен жайт. (Debate, an issue of debate).
- *Сауда нүктесі (point of sale), бажсыз сауда (econ) (duty-free trade), бөлшек сауда (econ) (retail trade), бөлшек сауда бағасы (econ) (retail price), дүниежүзілік сауда ұйымы (econ) (World Trade Organization), қол сауда (handicraft trade), сау басын саудаға салды (sold one's head for trade), сауда автоматы (vending machine), сауда айналымы (econ) (trade turnover), сауда алаңы (econ) (marketplace), сауда балансы (econ) (trade balance), сауда банкі (econ) (trade bank), сауда білмес (ignorant of trade), жаяу сауда (street trade), Имам Ағзам сауда (Imam Azam trade), комиссиялық сауда (econ) (commission trade), консигнациялық сауда (econ) (consignment trade), көтерме сауда (econ) (wholesale trade), көтерме сауда бағасы (econ) (wholesale price), саудаға айналдырды (converted into trade), саудаға барды (went to trade), саудаға салды (put to trade), саудаға салынды (was put to trade), саудаға түсті (fell into trade), саудаға шорқақ (clumsy in trade), сауда ғұрпы (econ) (trade customs), саудаға нұрсаттылық (econ) (trade opportunity), сауда делдалдығы (econ) (trade brokerage), сауда жабдықтары (econ) (trade equipment), сауда жарысы (trade competition), сауда жолы (econ) (trade route), сауда жүрген жерде сауға кем/саудада достық жоқ (no friendship in trade), Сауда Имам Ағзам болсын (let trade be like Imam Azam), сауда капиталы (econ) (trade capital), сауда каталогы (econ) (trade catalog), сауда күсет болсын (let the trade prosper), сауда қарым-қатынасы (econ) (trade relations), сауда қасат болсын (let trade be prosperous), сауда құқығы (econ) (trade law), сауда қылды (did trade), сауда маркасы (econ) (trade mark), саудаңыз жансын (let your trade thrive), сауда орны (place of trade), сауда орталығы (econ) (trade center), сауда патенті (econ) (trade patent), сауда*

|                             |  |  |
|-----------------------------|--|--|
| <p>Ақша / n<br/>(Money)</p> | <ul style="list-style-type: none"> <li>• п. Айналымда, алу-сатуда товар құнының өлшеуіші болатын металл я қағаз теңге-тиын.</li> <li>• (A metal or paper currency that serves as a measure of the value of goods in circulation and trade).</li> </ul> | <p>психологиясы (trade psychology), сауда статистикасы (econ) (trade statistics), саудасы бітті (finished trade), саудасы сынды (trade ended), сауда талаптары (econ) (trade requirements), сауда тосқауылы (econ) (trade barrier), сауда тізілімі (econ) (trade registry), сауда үйі (econ) (trade house), сауда үстелімі (econ) (trade commission), сауда үстемесі (econ) (trade premium), сауда шарттары (econ) (trade terms), сауда шерегімі (econ) (trade discount), сыртқы сауда (econ) (foreign trade), сыртқы сауда айналымы (econ) (foreign trade turnover), сыртқы сауда бірлестігі (econ) (foreign trade association), сыртқы сауда мәмілесі (econ) (foreign trade transaction), сыртқы сауда саясаты (econ) (foreign trade policy), сыртқы сауда фирмасы (econ) (foreign trade company), халықаралық сауда (econ) (international trade), халықаралық сауданы ырықтандыру (econ) (liberalization of international trade), ыңғайласпа сауда (econ) (unsuitable trade), электрондық сауда (econ) (electronic trade).</p> <ul style="list-style-type: none"> <li>• 1. Жалпыға бірдей балама ретінде барлық басқа тауарлардың құнын көрсететін ерекше тауар. (A special commodity that serves as a universal equivalent, representing the value of all other goods). 2. Сауда-саттық кезінде құн өлшемі ретінде пайдаланылатын металл және бағалы қағаз. (A metal or security used as a measure of value in trade and commerce).</li> <li>• Ақша айналымы (money circulation), ақшай айырбас (money exchange), ақша аударымы (money transfer), ақша берді (gave money), ақша бірлігі (monetary unit), ақша жеу (embezzling money), ақша жүйесі (monetary system), ақша кеңістігі (monetary space), ақша қорланымы (money accumulation), ақша құны (value of money), ақшаның құнсыздануы (depreciation of money), ақшаның татын жалаған (utterly penniless), ақша рыногы (money market), ақша салды (deposited money), ақша тапты (earned money), ақша төкті (spent money lavishly), жалғыз тиын ақшасы жоқ (doesn't have a single penny), қалтаға ақша түсті (received money).</li> </ul> |
|-----------------------------|--|--|

This comparative study demonstrates that the semantic field of professional terms and names characteristic of entrepreneurial discourse, which is an internal type of modern Kazakh-language economic discourse, has expanded, reflecting the emergence of new economic phenomena and realities. In other words, it confirms that economic consciousness in the modern modality has undergone significant transformation, expansion, and further development. For instance, lexicographic works published before independence presented the semantics of *баға* [price] in the main register with three meanings; though it did not have a lexical field. On the other hand, lexicographic works published after independence, the semantics of this word in the main register expanded to five meanings. Its lexical field consisted of thirty-four-word combinations, as revealed in the table.



## Discussion

From the day a person is born until the end of their life, they are a subject to economic relationships. Knowing which type of economy they belong to, is a function of economic consciousness. The interconnection between economics and linguistics influences people's perception of the *әлемнің тілдік бейнесі* [linguistic picture of the world], their economic behavior, and their emotional state. Today, with the emergence of financial and banking systems, numerous lexemes related to trade, entrepreneurship, and finance have entered the lexical reserves of various nations and have become part of the daily communicative processes of their representatives. The transformation of economic consciousness has led to the actualization of certain economic concepts and words in global linguistics. For instance, according to sociological research, in 2008, the words *дағдарыс* [crisis], *банк* [bank], and *экономика* [economy] were the most frequently used by various social groups in the United States and European countries (Yarotskaya, 2019).

Meanwhile, in modern Kazakh, when determining the frequency of words related to economics, trade, business, finance, and entrepreneurship, the word *компания* [company] was found to be the most frequent, with a text coverage percentage of 14.85. At present, the closer and the more similar the languages of two countries are, the better their trade relations tend to be. Moreover, if they share a common language for communication (whether as a native or official language), trade flow increases by approximately 1.5 times on average. This was demonstrated in a study conducted by scholars Weber and Ginsburgh (Smith, 2016). Their research revealed that an increase in trade relations between two countries leads to a sharp rise in the number of people learning the language of their trading partner. Another intriguing phenomenon has been identified by economists. According to research conducted by economists from the University of California and the Helsinki School of Economics, whether a company receives investment or not is directly related to the language used for its reporting and business operations.

Researchers found that investors tend to finance projects presented in their native language and even perceive it as their duty. After analyzing data from Finland's stock exchange, where both Finnish and Swedish are official languages (with approximately 7% of the population speaking Swedish and 93% speaking Finnish), economists discovered that Swedish-speaking investors invested more in projects presented in Swedish and in state-owned companies linked to Swedish culture. Conversely, Finnish-speaking investors prioritized their own language and national culture. Among the selected Finnish companies, two had adopted Swedish as their business language, publishing their projects and reports exclusively in Swedish, and, accordingly, the majority of their investors were Swedish speakers. Belgian scholars arrived at similar conclusions regarding the correlation between investor behavior and linguistic preferences. Their research showed that French-speaking investors were more likely to invest in shares of French companies, while Dutch-speaking investors predominantly invested in companies associated with the Netherlands.

Similar examples can also be observed concerning the Kazakh language. According to the 2022 data provided by the Etnologue project, articles published in Kazakh on the open encyclopedia Wikipedia have reached only 2%. Meanwhile, based on official statistical data from the Statistical Bureau of the Republic of Kazakhstan, the number of citizens speaking Kazakh in the country is rapidly increasing (Wheeler, 2017). The head of the Public Council for Improving the Quality of Advertising Copywriters, Zemfira Yerzhan, states that if Kazakhstani businesses disregard Kazakh-speaking consumers and the Kazakh-speaking audience, they risk losing a significant opportunity to generate large profits (Zhumashova, Aksholakova, Omirbekova, & Kulbekova, 2023). As evidence, she refers to an advertising campaign by ForteBank that specifically targeted the Kazakh-speaking audience. In 2017, ForteBank confirmed the effectiveness of advertising directed at Kazakh-speaking consumers (Duysen, Makhambetova, & Zhanabekova, 2024). Thanks to the viral video *Зың-зың* produced by content creators, the bank earned 1.3 billion tenge, as people rushed to apply for quick loans after the advertisement was released. As a result, the bank's management modernized its customer service and increased the proportion of Kazakh-speaking cashiers from 33% to 50%.

Kazakhstan's demographic situation is changing year by year, and Almaty is becoming increasingly Kazakh-speaking. "People who plan to live here, raise their children, and stay in this country understand well that they need to learn the Kazakh language. If such changes are happening now, in five to ten years, the situation will be entirely different—there will be more Kazakhs, and the sphere of the Kazakh language will expand," he stated in an interview with *Men qazaqпын.kz* (Zhankubayev, Gnevasheva, Ganiyeva, & Sadunova, 2021).

All these phenomena are directly related to a nation's economic consciousness. Today, there is no member of society who is not involved in economic relations. Each individual plays a role as a producer, consumer, organizer, seller, or employer—essentially, everyone is an economic agent, which means that a person cannot exist outside of economic consciousness. Every nation's consciousness has its inherent components. If the fundamental elements within the core of national consciousness are preserved and remain unchanged, that nation will endure. When philosophers study the concept of consciousness, they establish that it is not an indivisible entity but rather consists of multiple elements. Uali and Fazylzhanova (2009) identified several

types of public consciousness, including legal consciousness, scientific consciousness, political consciousness, and aesthetic consciousness. According to his research, national consciousness comprises linguistic consciousness, religious consciousness, political consciousness, aesthetic consciousness, legal consciousness, historical consciousness, and economic consciousness.

Thus, for the Kazakh nation to exist, to remain vital, and to be a full-fledged member of global society, all these elements within its national consciousness must develop equally. When considering what drives the development of these components, philosophers and scholars unanimously agree that language is the universal tool that shapes and advances national consciousness. This is because the most significant layer of language that reflects the transformation of economic consciousness is its lexical layer. Changes in the lexical layer occur more rapidly than in other linguistic layers. It responds swiftly to external phenomena and innovations.

## Conclusion

In the study, a linguo-statistical analysis was conducted on the lexicon of contemporary Kazakh-language entrepreneurial discourse, covering the national trade and business sector, to determine whether a transformational process is occurring within the economic consciousness of the modern Kazakh nation. For this purpose, electronic texts consisting of 180,148-word usages and 30,000 units related to contemporary Kazakh-language entrepreneurial discourse, as well as interviews of media figures on economics, trade, finance, and entrepreneurship, were collected from the business magazine *Forbes Kazakhstan*, and their frequency was analyzed. High-frequency nominative words indicated which concepts are becoming relevant in public consciousness, as well as in economic consciousness. These high-frequency concepts constitute active vocabulary characteristic of contemporary Kazakh-language entrepreneurial discourse and are deeply embedded in the consciousness of Kazakh-speaking language users.

In lexicographic works published before independence, the semantics of linguistic units related to contemporary Kazakh-language economic discourse were very limited because Kazakhstan's economy at that time developed in a dependent manner. The economic consciousness of society was significantly less engaged compared to today, which is clearly reflected in the linguistic units of economic discourse recorded in lexicographic works of that period. In the ten-volume *Explanatory Dictionary of the Kazakh Language* (Zhanuzakov (2008), first published in 1976 during the Soviet era, 91,500 nominative words and phrases were included. In the first volume of the dictionary, 34 terms related to entrepreneurial discourse were identified. In contrast, in lexicographic works published after independence, the semantic field of these terms has expanded. In the fifteen-volume *Dictionary of the Kazakh Literary Language* (Malbakov et al., 2011), the number of lexical units characteristic of contemporary Kazakh-language economic discourse has increased. The dictionary records over 150,000 nominative words and phrases, with 56 terms related to entrepreneurial discourse found in the first volume.

In the traditional (cultural) mode, the cultural codes of culturally marked units were revealed based on ethnographic and lexicographic sources. The semantics of the concept "bay" (wealthy) was shown to carry negative connotations before independence, but after independence, it was revived with a more positive meaning. In the modern mode, the linguistic representations of economic consciousness in the post-independence period were analyzed. A linguistic-statistical analysis of the vocabulary used in the current Kazakh entrepreneurial discourse was conducted. This was achieved through both quantitative and qualitative methods. To do this, contemporary electronic texts related to entrepreneurship and trade—such as interviews with media figures on topics like economics, commerce, finance, and entrepreneurship—were collected from the business magazine *Forbes Kazakhstan*, and the frequency of terms was identified. Why was this necessary?

The most frequently used words are, in fact, concepts that have been deeply ingrained in the minds of native speakers. When determining frequency, it is important to note that frequency dictionaries have several levels. The first level typically includes auxiliary words that are used very frequently. These were not included in the analysis. The lowest level consists of words used only once. The words in the middle range represent the actual contemporary economic discourse, and it was those mid-frequency words that were selected for the study. Secondly, after identifying the most frequently used words, a qualitative analysis was conducted. It became evident that in the lexicographic works of the Soviet period, the lexicographic descriptions of entrepreneurship and trade-related vocabulary were scarce, and the definitions were brief with narrow semantic fields. In contrast, in the lexicographic works published after Kazakhstan's independence, the descriptions had become more extensive and the semantic scope broader. Furthermore, it was found that many new concepts and terms had been added to the Kazakh vocabulary. This undoubtedly indicates the expansion and development of contemporary economic consciousness.

There is no member of society who does not participate in modern economic relations, meaning that the existence and survival of any nation depend on the presence of national consciousness. If the core components of national consciousness are preserved and remain unchanged, the nation will maintain its vitality. In philosophical studies, national consciousness is not considered a monolithic entity but rather a complex

system composed of multiple elements. Domestic linguists identify various forms of consciousness, including legal, scientific, political, aesthetic, historical, and economic consciousness. Researchers conclude that for the Kazakh nation to remain viable and fully integrated into global society, all these elements of national consciousness must develop equally in the native language (Uali & Fazylzhanova, 2009).

It is evident from this study that Kazakhstan's language policy, which is based on liberal principles regarding the state language, has yielded positive results: during the years of independence, the Kazakh language has begun to be used in all spheres of public life. Along with the expansion of the functional scope of the Kazakh language, a trend toward the development of economic culture in the national language and the evolution of national economic consciousness has been observed. However, various factors continue to pose challenges to the advancement of this process. This study clearly illustrates that fostering economic development through language, particular attention must be given to the role of the national language in speech acts related to trade communication within economic discourse, which is the focus of our research. This is crucial because, in this sphere, language itself serves as the capital and source of wealth for the owner of goods and services.

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