

REASONS OF VULGARISM PROBLEMS IN MANAGEMENT AND BUSINESS-ETHICS AND WAYS OF THEIR SOLUTION

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Abstract

The reasons of vulgarism problems in management and national business-ethics are investigated on the basis of literary sources and existing experience analysis. The ways and means of their prevention are proposed. The expediency of state ideology and cult-educational component implementation into management sphere as the means of vulgarism prevention in industrial and everyday communication, media fake taking into account the indicated factors, ensuring the industrial level rise in the state is substantiated. Solution of vulgarism problems, gossip and rumor prevention are considered as one of the directions of national security development in hybrid war conditions.

The improvement of the above indicated measures is proposed on account of state-ideological-educational and innovation-management key-factors. It is substantiated that due to the above mentioned factors it is possible to ensure not only national culture rise, but also stable functioning of Ukraine national economy and to make it competitive in EU conditions. The investigation was carried out in unstable, transformational, post-totalitarian society.

Keywords: vulgarisms, ideology, efficiency, business activity, enterprises, transformational society, European Union, Cult-educational component, fakes, gossips.

INTRODUCTION

The occurrence of vulgarism problems in management and national business-ethics in great extent is connected with the inertia of post-Soviet epoch. In fact Russian language constitutes the majority of Ukrainian slang vocabulary not only because it is the second one most widely used in Ukraine but also because all special terminology in Ukrainian economy was Russian. That is why many words from Russian slang went into Ukrainian language and are being successfully used in production management, business-ethics till now. Among these words we would like to mention those which were used in the last election campaign: cool, hot red (wonderful), supercool (excellent), freak out, fall guy- slang expression meaning a pigeon, potential criminal victim, bust nuts (annoy), brad (money), mate (men), be street-smart (to understand), buster (boy), flip over – and many others having sometimes not only polysemantic but also indecent and even vulgar and humiliating meaning.

Reference: Vulgarism (Lat. vulgaris – brutal, simple) – in the stylistics of artistic speech – is not accepted by the national literary language, incorrect, everyday or belonging to another language word or expression.

Vulgar words are often used by writers in order to give the composition a special, everyday coloring or characteristics of low cultural level of depicted characters. The use of vulgarisms was the characteristic feature of many heavy industries in totalitarian and post-totalitarian periods.

It is well known that the birth of state of post-totalitarian period occurs as a rule

by people will and is accompanied by variety of negative phenomena of informational character including gossips, fakes and rumors dissemination, etc., being an integral part of the hybrid war, unleashed at present by Russian chauvinists. Meanwhile the state development successes sufficiently depends on its leaders wisdom and on ideology it pursues , its population consciousness level, its professional qualities, patriotic convictions and honesty. ,

Though some states are not large but have authority, power and influence on international community. Others in view of the above-mentioned factors are large and full of contradictions and do not develop effectively.

It should be noted that at present taking into account the above-mentioned factors teaching and educational function of the state which could prevent the negative influence of vulgarism on both management and national business-ethics as well as society as a whole is ignored, neglected and not performed. The state ideology formation significantly influencing the formation of conscientious-patriotic indicators of the young society development is slowed down. The scientists confirm that in the states without ideological activity the number of suicides is 30% higher than in those where people hope for better future.

Actually, these and other circumstances define the importance and immediacy of the designated subject.

PREVIOUS RELATED RESEARCH

The investigation of the prime cause of vulgarism occurrence, organization of cult-education works in management sphere as the means of their prevention in the state shows that this sphere remains out of sight not only of Ukrainian scientist but responsible from the state persons and services as well. This negative phenomenon has the largest influence on youth.

It was and still remains very vulnerable to vulgarisms and new not quite clear words. We hear these words everywhere. Their occurrence resulted from several factors: 1) laziness – as native speakers seek to reduce commonly used words and phrases resulting in slang origin which is understood only by certain companies; 2) almost complete illiteracy resulting from item 1, as certain names and notions the native speakers replace by others, very often by vulgarisms. And as the result such expressions we hear on plants and factories, at higher educational establishments as well as from state and public tribunes.

Low communication culture and development of negative processes set scientists and all those who are not indifferent thinking.

Thus, there is a need to get rid of vulgarisms systematically especially of those which diminish human dignity and which are historically and systematically imposed on us (Ukrainian people) by supporters of boorish neoimperialism (here referred as Russian World and Russia as a whole). The researches prove that there were no vulgarisms in Ukrainian language till we were occupied by Soviet system.

In order to eliminate vulgarisms, it is necessary to apply systematic actions of Ministries of Culture, Education, state authorities and local self government, church, public, etc.

Many four letter words came into communication from the criminal world,

particularly from Yiddish for example the word “buster”. According to Wiki dictionary, – “buster” boy, is a child of male gender, but in reality “buster” comes from the word “putz”. This term in Yiddish means small (immature) men’s genital organ (Dictionary of modern lexis, jargon and slang).

Probably it is the mostly used the most offensive name for real guys. And most linguists lean towards it. Those who does not know, the word “putz”, is the most widely used oath in Jewish environment of the Eastern Europe.

This term seems to be spread in the USSR due by the representatives of Odessa criminal world. Since then this word is being used for the young, inexperienced thieves and homeless people..

The next famous slang expression of colloquial language is the word “dude”. Modern youth uses this term to denote male and “dudette” – female population. There are several versions of this word origin.

Reference: Dude (Engl. dude) is colloquial slang meaning “young man”, boy, teen-ager. Informal message to a person of male gender with positive tone popular among youth. Relative female form is “dudette” (англ. dudesse) (Dictionary of modern lexis, jargon and slang).

The first version. The researchers assume that that tis word originated in 1960s. This word comes from Gypsy “cavo” which means “right guy”. There is no doubt that Gypsy words and lingual phrases penetrated not only into Russian culture but cultures of many other countries as well. In English speaking countries the word “chav” is interpreted as “the guy from the street”. If we look into English-Russian dictionary we can see the translation of the term “chav” as “hoodlum”. As many Gypsies migrated to Spain it left a lot of marks. Foe example, the word “chaval” is translated as “a boy”.

The second version. It is believed that the notion “Dude” comes from the word “chew” which was borrowed from English and means “hippie”. Literally the term “chew” can be translated as “chewing”. This is a hint that “hippies” are great lovers of chewing the “chewing gum”. It was in 1960s that chewing gum became popular among young people.

The third version. It is also assumed that the term “Dudes” originated from the word Chuvashs, i.e., the native population of Chuvashia. Certainly, there are a lot of versions of the term “dude” origin which does not delete excessive use on this topic

It is revealed that there is another translation which is not mentioned. it is detected that “dude” translated from Ivrit is nothing else but knackered sheep! Knackered horse (Rus. gelt horse), bull – ox, boar – in Russian hog, and Ukrainian pig, rooster – gelt cock, and hen – spayed hen (Internet resource).

By the way what does the word “sharper” means more relevant to economics and management? Many words from German language came into Ukrainian slang to such an extend that a lot of Ukrainians do not understand their origin

For example, if you know German, you understand the meaning “schuler” pronounced like “shuler” whicc in Ukrainian means “school boy”. You will be surprised that such naïve word in Russia colloquial language has completely different meaning.

The matter is that the word “Schuler” in Russian does not concern with German

language. This term was borrowed from Polish colloquial language in 19th century. Polish people called “szuler” the card swindler. The researchers also express another version concerning the origin of the term “schuler”. In their view the term “ula” is borrowed from the Czech language meaning “swindler” in Russian

Therefore the problem of finding the ways of vulgarisms prevention negatively influencing the production effectiveness, rumors, gossips and fake information spread, financial and psychological stability of Ukrainian citizens, activities of industrial objects require scientists consideration. It should be noted that this problem is partially highlighted in Ukrainian and foreign scientists works.

Papers of Ukrainian scientists O. Baranovskiy, Yu. Barash, I. Binko, T. Vasylysev, O. Vivchar, O. Vlasiyk, V. Hoiets, O. Hnennyi, L. Holovkova, A. Hrechko, A. Hrytsenko, V. Dykan, M. Yermoshenko, Ya. Zhalilko, V. Kompaniets, L. Maliuta, A. Momot, V. Muntian, s. Miamlina, I. Nazarenko, O. Sorokivska, A. Oliynyk, H. Pasternak-Taranushenko, O. Paskhaver, D. Preiger, P. Pryhunov, O. Phynko, I. Rekun, V. Sychov, Z. Stakhoviak, V. Tarasevych, A. Tkach, V. Franchuk, A Shastisko, V. Schlemko, V. Yakubenko and others are devoted to the investigation of economic theory security, institutional aspects of economic security.

Among foreign scientists special attention to this problem is paid in the papers by O. Williamson, O. Ivanova, M. Kastels, R. Kouns, D. Nort, Ye. Oleinikov, R. Sedehov, E. Toffler, F. Fukuiami, D. Hodjons and others [1-17].

Meanwhile the investigation of the causes of vulgarism problems occurrence in management and national business-ethics, development of the ways and means of their prevention are left beyond the field of scientists view..

The *objective* of the paper is to investigate the prime causes of vulgarisms, mass media fakes, occurrence, sociological investigation of cult-educational component in management sphere as means of their prevention, and growth of culture level in the state. The development of theoretical-methodological approaches and practical recommendations for prevention of vulgarisms, rumors, gossips, fake information spread due to state national security strengthening is suggested.

RESEARCH RESULTS AND DISCUSSION

Ukraine is in the state of hybrid war with Russia aggressor. Using the language, Russia tries to remove Ukrainian society to its side by spreading vulgarisms, destructive anti-state elements, hybrid methods, imitation, rumors and gossips, intended to arouse ethnic quarrels between Ukrainians and Hungarians in one of the regions.

On the other hand with the Poles, and between the Tatars (but they were cleverer than aggressor thought). They tried to arouse hatred to Jews in the Central Ukraine. In fact the latter are now very successful in the state governing. But when they were not in Ukraine? And where they have not been in the history of mankind.

Perhaps it is the result of the state ideology absence and passivity of Ukraine Humanitarian Ministries or defense and law enforcement agencies

Big money leave no space for morality and respectability. At present not fakes and gossips but objective visibility is “Babylon” appearance, our castles owners not only around Kiev but regional centers, many apartments and expensive automobiles.

At the same time real estate purchases are taking place almost all over the world on exotic islands.

Publicistic digression: and what should be done when it is unjustified in the whole nation view to pay bonuses and wages in millions of hryvnias...every month. Where to put money on? By no means export abroad or offshore? Because here, in Ukraine we can face changes and they can lose everything.

“Some thousands of hryvnias for common people for bread and water and everything will be “OK” is sarcasm. It is strange that this happens with conscious perception of the known truth you will not take anything with you to another world.

For all lives you will not provide all your descendants and

...By the sweat of your brow you will eat your bread until you return to the earth, because you are taken from it. As you are powder will and return to the powder. Genesis [3:19].

According to the intensity of circulation fakes and gossips are divided into productive and unproductive.

“Intensity of circulation (vulgarisms – auth.) of rumors, fakes, gossips is directly proportional to the audience interest in the topic and inversely proportional to the number of official messages at the moment and the degree of trust to the message source. This statement relates only to the conceptual conditions of rumors occurrence and spread. As far as functional motives is concerned, the rumors circulation makes interpersonal contacts easier giving them additional impulse” [9].

The probability of rumors and gossips occurrence is very high, particularly at the moment when they contain false information, and then the imitation possibility is rather high.

In accordance with social elements interaction P. Sorokin notice in his paper that there is another approach to gossips understanding, it is more free from ideological stereotypes.

On the other hand depending on their quality Olshanskiy [9] presented the following examples:

- men are more than women inclined to produce, spread and receive such kind of rumors as political news (formal and informal);
- women are associated with price growth, family life, rivalry, jealousy;
- young people are constantly exchanging information about popular sportsmen, actors, pop stars;
- old people – about pensions rate, new medicines, others fates, etc.

It is these similarities and differences that have the greatest impact on the nature of communication type.

At present the science has determined the fundamental conditions which coincidence makes it possible the rumors and gossips occurrence including:

- the availability of mass audience interest in certain problem, high importance of the problem and its connection with people’s vital needs. Interesting information has many chances to be picked up and reproduced as gossip if it is interesting and contain certain needs that encourage people then it is demanded in society;
- dissatisfaction of relevant needs. Life itself should give rise to the need for information on certain topic. It must be very important, i.e. completely dissatisfied.

Under such condition almost any message will fill the information vacuum and, relatively, be successful reproduced in the form of gossip. People are dissatisfied and interested in two cases. Either it is diverse information lack on the given topic or it is such situation where the available information is not concerned by the audience as reliable one

It is determined that in the process of hybrid war or other aggressive actions vulgarisms, rumors, gossips and fakes while reproducing undergo various transformations including: *smoothing* – when certain details are omitted and as the result, this information can be overlooked by those who received it; *intensification* – new details that were not originally presented are produced, in this case this information is much more interesting for recipients; *assimilation* – approximation of the original information to the psychological, cultural, ethnic recipients characteristics [9].

Availability of the specified information makes it possible to determine the most important features of the development of transformation-destructive processes in the state, to form the concept of organizational mechanism of transformation-destructive (production) and degradation (conscious) occurrence, their manifestation and prevention of their negative consequences.

Characteristic features of transformation-destructive and degradation processes manifestation in the state, particularly: misrepresentation of the state basic functions, including administrative, educational, legal, social-safety defense, etc., carried out by certain mechanisms and means; leveling the leading functions of the state and recognizing it as the responsible body for educational function among the population; references in case of negative phenomena on more negative ones taking place abroad; provoking (following the example of the nearest neighbors) the meaningless processes.

Analyzing the situation we can identify several directions of vulgarisms, fakes, rumors and gossips use and their insidiously aggressive activities. They pollute the information space by fake penetration into Internet not only in the state but globally. They carry out sabotage in financial and banking-credit system. Fake producers carry out sabotage on the world markets in order to buy resources in certain countries at discounted prices, and sometimes for free and sell them at overestimated prices. Such actions incite further misunderstanding and even hatred to their actions. By no means fake producers always act in someone's interests.

CONCLUSION

Therefore the vulgarisms prevention, fakes and gossips liquidation, activation of society escape from the crisis situation should provide the improvement of the state management, the search of the state idea in behalf of which not only politicians, public employees, but also the majority of population was ready for patriotic support, develop national economy both currently and in future. Executive bodies should offer organizational-economic mechanisms of their implementation and provision. Such extensive aim should predict the formation of appropriate basis which is provided by the following tasks implementation:

- change of the electoral system to Verkhovna Rada in such a way that state

governing, legislative and executive bodies should involve patriotic, professional and highly qualified honest representatives of all strata and branches of society;

- development of state ideology and its propaganda;
- development and implementation of institutional frameworks for the formation of Ukraine Economic Constitution providing control and responsibility for conformity with the state economic development strategy;
- implementation of complete regional calculation of administrative and territorial state units allowing the local entrepreneurs to demonstrate creative initiative in local resources use [2].

The presence of the process negative features (factors accounting) resulting both in transformational-destructive and degradation processes makes it possible to determine the process dynamics and apply proper management measures to prevent negative consequences.

Thus, solving the problem of vulgarisms, gossips, rumor and fakes prevention as one of the directions of national security development in hybrid war conditions will contribute not only to economy stability but guarantee of peace in society as well.

The performance of state functions in this life activities sphere has constant, systematic nature and takes place throughout the whole time of its existence objectively and appropriately established tasks facing the state i.e. our independent Ukraine. The implementation of functions depends on a number of factors including determination of the state development direction executed by its governing body.

Thus, for thorough and comprehensive analysis of any state functions execution, especially business-ethics and educational ones the content context, forms and methods of implementation of the proper state activity direction should be taken into consideration.

In order to prevent vulgarism and implement the latest business-ethic principles through information uncertainty, improve the quality of information support it is reasonable to form the model of effective modern information technologies use. This model should contain advanced information management system and methods of actual and optimal financial-economic state estimation by means of the developed integrated estimates.

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