The Problem of Lexical Ambivalence in Official Business Style in Korean

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Abstract: Solving the problem of lexical ambivalence requires a comprehensive approach, including vocabulary selection, context consideration, involvement of professional translators and the use of modern technologies. Vocabulary (어휘) is the vocabulary of a language that reflects changes in society and is enriched with new terms. Korean vocabulary includes words of native language (고유어), hieroglyphic origin (한자어) and foreign origin (외래어), as well as idioms (관용어), proverbs (속담) and compound words (연어). Vocabulary also reflects social-class, professional and age differences. The internal structure of semantics is divided into objective (denotative) and conceptual (significative) spheres. Lexical originality in the Korean language is formed under the influence of the functional tasks of the language in social society.

Keywords: Korean language, vocabulary, lexical ambivalence, context, objective, denotative, style, official-business, communication, linguistic task, content, internal structure

Introduction: Globalization of the world shows that online presence is a key factor for success for any state, the quality of linguistic design of official web resources

is of particular importance. Korean state websites, striving to provide information to a wide audience, are faced with the problem of lexical ambivalence (어휘적 모호성), which can significantly affect the perception of the content. The essence of the problem lies in the ambiguity of the meanings of some lexical units used in the texts. This can be due to both the historical features of the development of the Korean language and borrowings from other languages, in particular, from Chinese (한문). Words that have several meanings, depending on the context, can be misinterpreted by foreign users or even native speakers who do not have sufficient knowledge in this area. Lexical ambivalence (어휘적 모호성) can appear in various forms, for example, homonyms (동음이의어) - words that have the same spelling and sound but different meanings - can create confusion if the context is not taken into account, or synonyms (동의어), which have similar but not identical meanings, can be used inaccurately, which leads to a distortion of meaning. This kind of inaccuracy especially depends on the knowledge of Korean as a native language or a foreign language. The problem, of course, is also revealed in the fact that Korean can act as a second foreign language (Second Foreign Language) for many students. Here, special attention should be paid. For students learning Korean, especially as a second foreign language, lexical ambivalence is a serious challenge. The need to distinguish subtle nuances of meaning, take into account the context of use, and understand the cultural connotations of words requires considerable effort and constant practice. Misinterpretations of lexically ambivalent units can lead to misunderstandings, comic situations, and even distortion of communication. One way to overcome the difficulties associated with lexical ambivalence is to actively use dictionaries and text corpora. Careful study of examples of the use of words in various contexts helps to better understand their meanings and nuances. In addition, it is useful to turn to native speakers for clarification and advice. An important aspect is also the development of linguistic intuition. The more a student immerses himself in the language, the easier it becomes for him to recognize lexical ambivalence and choose the most appropriate meaning of a word in a particular situation. Reading Korean literature, watching Korean films and TV series, and communicating with native speakers all contribute to the development of linguistic intuition. Teachers of the Korean language should pay special attention to the problem of lexical ambivalence. Including exercises

in the curriculum on recognizing and interpreting lexically ambivalent units, analyzing real examples from Korean speech and literature, and using interactive teaching methods can all help students successfully cope with this complex but important area of Korean vocabulary.

The problem of lexical ambivalence as an important linguistic task for researchers

As noted above, lexical ambiguity can create even greater difficulties for learners of Korean, especially for those learning Korean as a second language. Words that native speakers naturally understand in context can easily cause misunderstandings for foreign language learners because they have difficulty distinguishing between them. For example, the Korean word " 눈 " can mean either a body part or snow falling from the sky. The presence of such polysemy can lead learners to misinterpret the meaning if they do not understand the context. Moreover, since Korean is a context-sensitive language, the meaning of a word is often determined by the logic of the entire sentence. Therefore, learners need to develop the ability to understand not only the meaning of individual words, but also their role and changes in meaning within a sentence. This requires more than just expanding one's vocabulary; an understanding of Korean culture is also important.

In addition, the honorific system in Korean can be a factor that further exacerbates lexical ambiguity. Even for words with the same meaning, different words must be chosen depending on the purpose or situation in which they are used. For example, even the basic verb " 먹다 " sometimes needs to be expressed as " 드시다" or " 잡수시다 " to show respect. This honorific system makes vocabulary selection difficult for learners and can lead to misunderstandings due to incorrect vocabulary usage. Therefore, when teaching Korean, a variety of teaching methods should be used to resolve lexical ambiguity. It is important not to simply memorize the meaning of a word, but to show how it is used in different contexts. Lexical ambivalence is an integral part of the Korean language, and understanding it is crucial for successful communication. Constant study, practice, and attention to context are the keys to overcoming the difficulties associated with this phenomenon.

Solving the problem of lexical ambivalence requires a comprehensive approach. It is necessary to carefully select vocabulary, take into account the context of word usage, and provide explanations for terms that have ambiguous meanings. It is important to involve professional translators and editors with deep knowledge of the Korean language and culture. In

addition, it is necessary to actively use modern technologies, such as automated text quality control systems that can identify cases of potential ambiguity. The issue of lexical and semantic features of the Korean language is increasingly being addressed by both Korean and foreign researchers. This study examined the works of Kim Yeon Chun (김영준) , Hong Choo Hyun (홍주현) , Miho Choo (Miho Choo) , Mi Jung Park (Mi Young Park) , Lucein Brown Brown) , T.V. Annushkina , Qin Panpan and others.

Kim Yong Chun (김영준) and Kim Kyung- il (김경일) examined official speech from the standpoint of psycholinguistics, conducting a content analysis of speeches by top officials of the Republic of Korea. Their approach made it possible to identify the connection between the lexical features of official discourse and the psychological mood of the author of the speech.

The work of Hong Ju- hyun (홍주현) and Yoon Hae- jin (윤해 진) focuses on the structural analysis of election speeches of candidates, in which the key aspect was the determination of the semantic relationship of lexemes through network analysis.

A significant contribution to the study of politeness and formality in Korean speech was made by the work of Lucein Braun (Brown) . The work emphasizes that in any speech, special attention is required by grammatical features in lexical units, namely, the presence of separate vocabulary for expressing polite forms. Research by T.V. Annushkina and Tsin Panpan are devoted to the genre of congratulatory speech as a special type of official communication. In particular, in the works of T.V. Annushkina and Tsin Panpan examined the lexical composition in the material of official speeches and found that the selection of lexical combinations is an important communicative tool that has not only a social function, but also an educational one.

We noted above that one should rely on key concepts of vocabulary and semantics, with a special emphasis on the structural organization of speech, the functions of lexical units and the cultural specificity of Korean vocabulary. For example, the study of borrowings conducted by Yoonjung Oh (Oh) and Hyunjung Son (Hyunjung Son) shows the tendency of active introduction of Anglicisms into official speech, especially in the contexts of international politics and business, which reflects the processes of globalization and cultural exchange.

The study of the features of vocabulary and meaning in any language, including the Korean language, involves the definition of lexical-semantic features. The studies of Kim Yong are noteworthy Chun (김영준) and Kim Kyung Il (김경일) .

When analyzing official speech, considerable attention is paid to the lexical composition of the language. According to the definition given by V.N. Yartseva , vocabulary (어휘) is the totality of all words in a language that reflect its vocabulary. The term "vocabulary" is used both in relation to individual layers of vocabulary (for example, everyday, business, poetic vocabulary), and in a broader sense - to denote all words used by a specific author or within the framework of one work, which is also typical for the Korean language.

Vocabulary is the object of study in such sections of linguistics as lexicology, semasiology and onomasiology . It directly or indirectly reflects changes in reality, reacting to processes occurring in the material and cultural life of society, and is constantly enriched by new units denoting new phenomena, processes and concepts. The expansion and development of various spheres of material production, science and technology contribute to the emergence of special terms and the formation of new terminological layers. Over time, such terms often become part of common vocabulary, which is associated with an increase in the level of general education and scientific competence of the average native speaker.

According to F.M. Musaev (Farkhod M. Musayev) , the vocabulary of the Korean language contains words borrowed from Chinese, Sanskrit, Mongolian, and sometimes European languages. According to its origin, Korean vocabulary is divided into 2 types. The first type includes words of the native language (고유어) , words of hieroglyphic origin (한자어) and words of foreign origin (외래어). The second type includes idioms (관용어), proverbs (속담) and compound words (연어).

According to research by Yoonjung Oh (Oh) and Hyunjung Son (Hyunjung Son) , modern Korean has many lexical borrowings from other languages, especially English. The use of borrowings in formal speech may indicate the speaker's desire to appear modern and international. For example: 미팅 (meeting) – meeting, 컨퍼런스 (conference) – conference, 프로젝트 (project) – project, 시스템 (system) – system, 매니지먼트 (management) – management, 리더십 (leadership) – leadership, 파트너십 (partnership) – partnership. In addition, in modern Korean, many borrowings from English are a result of

Korea's increasing international contacts and interactions with other countries. These borrowings are often used in the fields of diplomacy, international trade, politics, and cultural exchange, which helps establish closer relations with other countries and facilitates the exchange of information and ideas on the world stage.

The composition of any communicative situation reflects differences due to social-class, professional and age factors within the language community through vocabulary. According to this criterion, the lexical composition is divided into groups associated with belonging to various social dialects, such as jargon, argot, slang and others. The study of social differentiation of vocabulary is carried out by such areas as social dialectology, sociolinguistics and psycholinguistics. In addition, territorial features are recorded in vocabulary: it reflects the belonging of speakers to various regional dialects and preserves the characteristic local features of speech communication.

When considering the concept of vocabulary, it is also necessary to pay attention to the category of semantics. V.N. Yartseva noted that semantics covers several aspects. Firstly, semantics refers to all content and information that is transmitted through language or its elements – words, grammatical forms, phrases and sentences. Secondly, semantics is a branch of linguistics that studies the semantic aspect of language units. Thirdly, semantics is one of the main sections of semiotics.

In the first of these meanings, semantics is considered as a system characterized by indeterminacy. Full-fledged words such as nouns, verbs, adverbs, and adjectives are the observable elements of this system. These elements are structured on the basis of the "semantic triangle" model: a sequence of sounds or graphic signs (the signifier) is related in the consciousness of native speakers and in the language system, on the one hand, to objects of the real world (things, processes, features) – denotates or referents, and on the other hand – to the conceptual content of these objects, which is designated by the terms "meaning," "significance," "intension," or "signified."

Another significant unit of the semantic system is a sentence (utterance), in the structure of which a denotate (referent) is also distinguished - a designation of a fact of reality - and a significator (meaning), reflecting a judgment about this fact. In this case, both the denotate and the significator are related to the sentence as a whole. At the level of parts of a sentence, as a rule, the subject (or subject) performs a denotative, referential function, while the predicate (or predicate) carries a significative load. Such an

organization is characteristic not only of words and sentences, but of all linguistic units. The internal structure of semantics is divided into two main spheres: objective (denotative, extensional) and conceptual (significative , intensional).

Lexical originality in language, in particular in the Korean language, is largely formed under the influence of functional tasks of different styles of speech, depending on genre and subgenre diversity. It is also necessary to take into account the characteristically active use of vocabulary of Chinese origin, which is one of its distinctive features of the Korean language.

Another problem is that common vocabulary, which constitutes an important layer in the Korean language, is supplemented by a number of set phrases with limited stylistic possibilities and a narrow scope of use, for example, in the sphere of business and administration "갑", "을", 당사자, 운송장, 청구, 신고, 피고인, 계약서, 합의서, 보증서, 맹서 or other contexts.

As indicated by M.G. Yugay , the lexical composition of the Korean language has two key characteristics: the presence of bookish stylistic coloring and a high level of standardization of the lexical units used. For example, in diplomatic speech - in official notes, messages, etc. , a significant amount of high bookish vocabulary is used: 보복 - retribution, 동지 - a deadly weapon, 공정 - justice, justice – sovereignty, etc. The high level of standardization of vocabulary in the Korean language, especially in official contexts, is due to historical factors and the influence of Chinese writing (hanja). Many terms used in law, politics, and science are of Chinese origin, which contributes to their unambiguity and universality. This standardization helps to avoid ambiguity and imprecision in important documents and statements.

The bookish stylistic coloring inherent in Korean vocabulary is not limited to formal situations, but to the everyday speech of educated classes. The use of high vocabulary gives the statement a tone of education, respect, and seriousness. It permeates literary works, academic texts, and even specialized literature.

Along with bookish vocabulary, the Korean language also contains a layer of native Korean words that are more emotionally expressive and are often used in informal communication. However, in official situations, preference is given to standardized and stylistically neutral units.

The relationship between bookish and native Korean vocabulary determines the stylistic tone of the statement. Skillful use of both layers of vocabulary allows achieving the necessary degree of formality and expressiveness depending on the context and purpose

of communication.

Thus, the lexical composition of the Korean language, characterized by bookish stylistic coloring and a high level of standardization, is an important tool for effective communication in various spheres of life, especially in official and formal contexts. Many of the words with the coloring of the official business style form antonymous pairs: rights - obligations (권리 - 의무), plaintiff - defendant (원고 - 피고), punished - acquitted (처벌 - 무죄 판결을 받음), action - inaction (행동 - 무활동), legal - illegal (합법적인 - 불법적인). From the point of view of semantic analysis, the vocabulary of the official business style is divided into several categories: words of the literary language used in business texts in their generally accepted meanings; terminologized words and phrases, which include the names of persons according to their professional or job function; as well as specialized uses of general language words and expressions. Word-formation features in the Korean language are directly related to its general characteristics of the lexical layer, i.e. the desire for strictness, formality and the absence of emotional coloring explains the minimal use of evaluative suffixes, for example, in business texts, since the main purpose of the documents requires the use of neutral vocabulary in terms of emotional expression.

In accordance with the concept of the normative-prescriptive nature of the Kwon language Yong , determines the widespread use of the infinitive, as well as the characteristic functioning of verb forms and categories. Chains of interrelated infinitives are often encountered, as well as the active use of short modal adjectives. To express imperativeness and regulation in business texts, constructions such as -여야 한다 are used (needed), -이 필요하다 (necessary) - 로 한다 (obliges), -이다, -되다 (follows).

According to Yu. N. Mazur , the Korean language widely uses the "panchronic present tense" (present all-time), in which the verb forms of the present tense acquire various modal shades: obligation, prescription, possibility, close to necessity. Examples of such forms are: 발전시킨다, 위해 노력한다, 올 강화한다, 올 촉진시킨다, 올 장려한다, 수 있다, 하게 한다, 를 인정한다, 지 아니한다 and others. However, it should be noted that the concept of the "panchronic present" in Korean is a subject of debate among linguists. Some researchers believe that these forms do not represent a separate grammatical category, but are the result of

a contextual interpretation of ordinary present tense forms. In particular, the modal shades attributed to these forms may arise due to a combination of the lexical meaning of the verb, the context of the utterance, and the cultural features of communication.

Indeed, many of the examples given by Yu.N. Mazur , such as " 발전시킨다 " (develops), " 위해 노력한다 "(trying for the sake of), " 올 강화한다 " (strengthens), can be interpreted as a statement of fact in the present tense, but at the same time imply some regularity, intention or obligation. For example, the phrase " 올 강화한다 " can mean not only "he/she strengthens it" but also "he/she should strengthen it" or "he/she is supposed to strengthen it."

It is important to understand that the Korean language, like any other, has a rich set of linguistic means for expressing modality. Along with the use of verb forms, modal meanings can be conveyed using modal verbs, adverbs, particles, and other grammatical elements. Therefore, when analyzing modal shades in the Korean language, it is necessary to take into account the entire complex of these means, and not limit ourselves to only present tense forms.

Thus , the question of the existence of a "panchronic present" in the Korean language remains open and requires further research. A more in-depth study of the functioning of present tense verb forms in various contexts is necessary, as well as an analysis of their interaction with other modal means of the language. This will allow us to determine more accurately whether this category is a grammatical reality or the result of contextual interpretation.

CONCLUSION

Thus, from the theoretical material considered, the following conclusions can be drawn: as a linguistic phenomenon, lexical ambivalence has become an important linguistic topic of study, on which successful communication depends to some extent. The dynamics of change in lexical semantics to context indicates the following conclusions:

a) vocabulary is considered as a set of words of a language, its vocabulary, the main building block of the verbal component of the language. It reflects changes in society, material and cultural life, constantly being replenished with new words. It is subdivided in accordance with social dialects, reflecting social-class, professional and age differences within the language community ;

b) semantics is considered as content, information transmitted by language. It includes all aspects transmitted by linguistic units and is a key element of

lexical analysis. It represents content, information transmitted through language;

c) it was revealed that one of the important official - business style of the Korean language is dominated by vocabulary of Chinese origin and special terminology. The present tense with modal shades is widely used, reflecting the features of expressing requirements and instructions. The style is characterized by a nominal way of expression, frequent use of nouns, nominative and verbal postpositions, as well as coordinating conjunctions, which gives the speech formality and precision;

d) it was revealed that the lexical composition of any style, including the official business style, has a close connection between semantics and styles, which is explained by the general function of the message-information.

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