

**PUBLICATION OF THE RUSSIAN-GERMAN CHAMBER  
OF COMMERCE ON INSTAGRAM  
AS AN OPPORTUNITY FOR CROSS-LANGUAGE  
INTERACTION IN THE RUSSIAN-GERMAN BUSINESS  
ENVIRONMENT**

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**Abstract.** Despite changes in political relations between Russia and Germany, trade relations between the two countries continue to develop.

On the one hand, access to the Russian economic market for representatives of Germany in Russia provides, among other things, knowledge of the Russian language. On the other hand, representatives of Russian business are actively using both English and German to communicate with German partners; employees of Russian-German companies also, as a rule, speak German and English. As a result, in and between companies a certain multicultural environment is created, which contributes to a certain extent to the development of languages. Internet resources contain great potential for the development of such a multicultural environment, one of the leading ones, Instagram (Instagram). Instagram is one of the best platforms for companies to communicate with partners and colleagues.

In Russia, the interests of the German business community are represented by the Russian-German Chamber of Commerce (Deutsch-Russische Auslandshandelskammer (AHK)), which includes 900 companies. In its active work aimed at developing cooperation between German and Russian companies, AHK uses

Instagram, publishing messages on events in the Russian-German business environment in German and Russian. Instagram tools, for example, hashtags, help to disseminate the publication, expand the target audience.

The aim of the work was to consider the features of interlanguage interaction based on the use of the most popular hashtags in the publications of the AHK and the identification of the most typical structural lexical models.

The report attempts to consider the following aspects:

- hashtag as a marker of interest in publishing
- the most productive ways of forming lexical units of a given vocabulary layer
- Features of interlanguage interaction in the formation of this vocabulary layer

As a result of the semantic and statistical analysis of AHK publications, the following conclusions were drawn:

- the most popular hashtags include #PartnerInMoscow, #PartnerInRussland, #Германия #Deutschland, #Russland, #Россия
- the most typical model - abbreviation + noun (AHK-Veranstaltung)
- Partnerships in the Russian-German business environment are closely related to intercultural linguistic interaction, mutual enrichment of languages. For example, use in Russian and German “АНК встреча - AHK-Treff”

**Keywords:** multicultural communication, development of languages, productive ways of forming lexical units

## **Introduction**

Despite changes in political relations between Russia and Germany, trade relations between the two countries continue to develop. The Russian market is attractive to German business. Germany ranks second among Russia's foreign trade partners after the People's Republic of China. In total, there are about 5,000

companies with German capital in Russia. Their combined turnover is \$ 50 billion.

On the one hand, entering the Russian economic market and successfully conducting business by German representatives in Russia ensures, among other things, knowledge of the Russian language and its use in professional communication. On the other hand, representatives of Russian business are actively using both English and German to communicate with German partners; employees of Russian-German companies also, as a rule, speak German and English. As a result, in and between companies in the process of intercultural linguistic interaction, a certain multicultural environment is created, which contributes to a certain extent to the development of languages. Internet resources contain great potential for the development of such a multicultural environment, namely social networks, for example, one of the leading ones, Instagram (Instagram), whose number of users around the world in 2019 reached 895 million. Instagram is one of the best platforms for brands, and an opportunity for companies to attract and communicate with potential consumers, as well as with partners and colleagues.

### **Objectives/Purpose of the study**

In Russia, the interests of the German business community are represented by the Russian-German Chamber of Commerce (Deutsch-Russische Auslandshandelskammer (AHK)), which includes about 900 member companies from Russia and Germany. In its active work aimed at developing cooperation between German and Russian companies, AHK also uses Instagram, publishing messages on current events in the Russian-German business environment in German and Russian. Instagram tools, for example, hashtags, help to disseminate the publication, expand the target audience.

The subject of the study was to identify the features of the formation and functioning of vocabulary in the interaction of German and Russian languages in the Russian-German business environment.

The purpose of the work is to consider the features of interlanguage interaction based on the use of the most popular hashtags in the AHK publications and highlighting the most typical structural lexical models of the German language.

This goal provides for the solution of the following specific tasks:

- 1) identify key concepts, keywords (hashtags) as a marker of interest in publishing;
- 2) to investigate, due to which potential features of the language, units of a given vocabulary layer are created;
- 3) identify the most productive ways of education;
- 4) to study the features of interlanguage interaction in the formation of vocabulary of the Russian-German business environment, especially the contacts of languages and interlanguage transformations.

The basic provisions developed by M.D. Stepanova (Stepanova M.D., 2007: 57), I. Bartz and V. Fleischer (Fleischer W., Barz I., 1995: 44) in the field of lexicology, word formation, communication made up the theoretical basis of work.

The empirical basis was a linguistic analysis of the publications of the Russian-German Chamber of Commerce (Deutsch-Russische Auslandshandelskammer (AHK) on Instagram.

### **Methodology**

The method of continuous sampling was analyzed 110 lexical units.

The analysis of the material was carried out on the basis of the following methods: general scientific conceptual modeling; methods of word-formation analysis of the word and analysis of the immediate components; transformational analysis, contextual analysis and analysis of models of translation equivalence. The classification was carried out on the basis of the criterion of representativeness of the analyzed models, determining the frequency and usability of units, which was generalized in statistical calculations.

## Discussion

The concept of "hashtag" is considered as a keyword or several words of a message, hashtags are added to signatures or comments to publications and shown in the search results for hashtags. This increases the chances that different audiences and communities will learn about the company and publication (Instagram Help Center, Instagram Business Team)

Instagram developers recommend using 9 types of hashtags for the company:

- Hashtags that indicate your product or service, #coffee shop
- Hashtags indicating the scope of activity, for example, #travelphotographer
- Hashtags for industry communities on Instagram, for example, #bakers instagram
- Hashtags for specific events or seasons, for example, #differentcollection
- Hashtags with location, for example, #isybirislove
- Hashtags for every day, for example, #mondaymotivation,
- Hashtags related to company activities, for example. #development
- Hashtags with abbreviations, for example, #kvsk (coffee in one's mug)
- Hashtags with emoticons, for example, #shoes💎

The desire of the authors of АНК publications to attract as many Instagram users as possible is quite obvious. The publications use a large number of different types of hashtags, for example: “DE Am 24. Oktober trafen sich unsere Mitglieder zum traditionellen Networking bei gehobenem Ambiente im Ararat Park Hyatt in Moskau □... #PartnerInRussland #PartnerInMoskau #АНК #Германия #Deutschland #Russland #Россия #Russia #business #бизнес #wirtschaft #экономика #businessmen #businesswoman»

An analysis of the use of hashtags in АНК publications, in terms of their popularity among Instagram users, allowed us to identify

the most common ones that are often used when searching for information on this topic. These hashtags include the following keywords or word combinations:

#Россия (47 742 649 publications),

#Deutschland (14 194 917 publications),

#Германия (2,063,155 publications),

#Russland (322,786 publications),

#dualeausbildung (3,761 publications),

#PartnerInRussland (84 publications),

#russlandmeister (74 publications),

#PartnerInMoscow or #PartnerInMoskau (31 publications).

Reaching an audience of more than 700 people. The highlighted hashtags are both indicators of interest in this topic, as well as markers of Russian-German business vocabulary. Summarizing the recommendations of Instagram developers on the use of certain types of hashtags and the analysis results, we can divide the above hashtags into two groups:

1. Hashtags of general importance, having a generalizing character, for example, #Россия, #Deutschland, #Германия, #Russland. The use of such hashtags makes it possible to attract a wider circle of Instagram users to the publication, often people who are unprofessionally interested in this topic, who may later be interested in the topic of Russian-German relations and to some extent will contribute to its development.

2. Hashtags that have a more specific meaning and are aimed at a specific target audience. These are the hashtags #dualeausbildung, #PartnerInRussland, #russlandmeister, #PartnerInMoscow (PartnerInMoskau)

The use of hashtags of the first and second groups by the authors of АНК publications can be regarded not only as a desire to expand the target audience, increase interest in the activities of the АНК, but also as attracting interest in the topic of Russian-German relations.

As you know, the development of society, the emergence of new social phenomena, the development of science and technology - all

these events are accompanied by the appearance of special words. Activities conducted by the AHK, their involvement in events of reality is no exception.

Russian-German business relations, reflected in the publications of the AHK, were the basis for the development of a certain layer of vocabulary, which is a collection of lexical units of a special language. These are, for example, lexical units denoting the general concepts of Russian-German relations: “AHK-Treff”, “AHK-Mitglieder”. A feature of special vocabulary is the specificity of the relationship of its units with concepts and named objects (either conceptual or substantive connections prevail). In words of general vocabulary, naming ordinary everyday objects and associated with generally accepted concepts, these connections are more uniform (Superanskaya A.V., 2003: 26)

An analysis of the formal structure of these lexical units indicates that the considered lexical units have the usual morphemic word-formation structure of the word and obey the norms of the corresponding language, that is, word-formation is carried out in accordance with the word-formation patterns of the German language. Consideration of word formation as a complex process, as a system for modeling lexical units, allows to reveal both the patterns of formation of these units, and the most productive methods, models of the formation of lexical units of a given vocabulary layer.

It should be noted that the “model” is understood as a typical structure, when “a series of words is combined according to the principle of a general word-form” (Stepanova M.D., 2007: 51).

Based on the analysis of the vocabulary of AHK publications, the most productive models and word-building constructions, reflecting the dynamics of word-formation processes - word-building models were identified in German; Complicated and truncated lexical units.

The concept of “compounding” is considered on the basis of the definition given by V. Fleischer, I. Bartz: “compounding is the combination of several words, each of which is called a component

(Kompositionsglied), into a new word called a compound or composite (Kompositum, zusammengesetztes Wort) (Fleischer W., Barz I., 1995: 92).

As a result of the analysis of vocabulary, it was revealed that 80% of lexical units are formed using phrases.

Based on the classification of M.D. Stepanova (Stepanova M.D., 2007: 111), complex nouns of the structural genetic and syntactic-semantic type of connection between the components of a compound word were identified.

From the point of view of the structure of the components of a compound word, polysyllabic and polysyllabic nouns were identified.

Full nouns made up 12% of 110 units, for example: Mitgliedermagazin.

Uncomplicated nouns accounted for 88% (of 110 units) (AHK-Sommerfest)

Moreover, 88% of the considered lexical units of the structural genetic type (total number - 110 units) are formed using the s-connecting element, for example, Mitgliedsunternehmen.

Based on the classification of complex nouns according to the type of syntactic-semantic connection, the components of a compound word were identified:

1) definitive complex nouns. The components of definitive complex nouns are interconnected by submission: one of the components defines the other (for example, AHK-Mitgliederversammlung). It should be noted that the frequent use of one word as a determinant contributes to the generalization of concepts.

2) compound composite nouns consisting of components connected by an essay, none of them defines the other and syntactically nouns are equal. (e.g. Russland-Konferenz)

The formation of compound words (Inizialkurzwörter) is closely related to the use of compound words and stable phrases, of which they are a conditional abbreviation. In their structure, they stand out as a special type of monomorphic words (Stepanova M.D.,

2000: 197). The desire of the language to compress verbose names, compress complex phrases, compound words leads to the creation of abbreviations.

As a result of the study, the most common type of abbreviation was identified - abbreviations formed from initial syllables or randomly selected parts of complex words and phrases (AHK - Auslandshandelskammer)

Analysis of the formation of these units allowed us to identify the most typical word-building constructions, such as:

- “abbreviation + noun” (Abk. + Sub.). For example, AHK-Veranstaltung, AHK-Treff, AHK-Komitee. The determining components indicating the relationship with this vocabulary layer were: the abbreviation “AHK” and English-language abbreviations (for example, “CFO”, “CFO - Konferenz”);

- “noun + noun” (Sub. + Sub.). For example, Russland-Konferenz, Deutschland-Alumni with the defining components Russland, Deutschland

As mentioned above, AHK publications are made in German with translation into Russian. When translating into Russian, the most typical model is the abbreviation + noun model (Abk. + Sub.), However, the defining components can be either the abbreviation “ВТП” or the abbreviation “AHK” itself, for example, “ВТП-член”, “встреча ВТП”, but “AHK-встреча”. The translation from German into Russian is found in the following form: “Russland-Konferenz in Berlin” - “Russlandskonferenz in Berlin” - “Конференция ВТП по России в Берлине”, which may be explained by a direct relationship with the organizer of the conference - the Russian-German Chamber of Commerce (Российско-Германская внешнеторговая палата (ВТП)).

It should be noted that the formation of such lexical units arising in the framework of communication on Instagram is largely determined by the process factor (the constantly emerging realities of the Russian-German business environment require names) and the formation of such lexical units is a dynamic process. Part of the educated lexical units, perhaps, will continue to be used, part

doomed to rapid disappearance. In addition, publications are aimed at a specific audience, professional communication, therefore, in publications in both German and Russian, it is possible to use lexical units with direct translation into Russian, for example, “Grüner Punkt - Зелёная точка”, or use in translation abbreviations or names in German, for example, “эксперты АНК”, “ДИНК и ВТП встретились с министром промышленности Мантуровым”, ... конференция совместно с Объединением торгово-промышленных палат Германии (ДИНК)”, “...ДИНК представляет интересы более 3 миллионов германских предприятий”, “АНК International в Москве”

All this, on the one hand, reflects the features of communication in the Russian-German business environment, but on the other hand, it promotes inter-linguistic interaction, enrichment of languages, even if the use of the lexical units that appear is temporary. At the same time, close interlanguage interaction can be the basis for the development of further friendly, partnership relations between Russia and Germany.

### **Conclusion**

As a result, the semantic and statistical analysis of the publications of the Russian-German Chamber of Commerce on Instagram led to the following conclusions:

- Hashtags are both indicators of interest in this topic, and markers of Russian-German business vocabulary, the most common: #Россия, #Deutschland, #Германия
- the most productive models include collocation models; compound and truncated lexical units
- the most common constructions are “abbreviation + noun” (Abk. + Sub.), “noun + noun” (Sub. + Sub.)
- the professionally oriented, multicultural environment of the target audience of publications contributes to inter-linguistic interaction, the enrichment of languages - all this is reflected in the language, in this case both in German and Russian, in the interaction of languages and inter-lingual transformation. The German language in the publications of the АНК takes a leading

position, as it is focused primarily on the German-speaking audience, but the Russian language is also affected. So, as a result of the translation, lexical units formed on the basis of foreign-language models appear in the Russian language. Interlanguage influence promotes the transformation of lexical units, the appearance of additions, omissions, equivalents. The source language changes its role, and lexical units formed in German are perceived directly.

The lexical units analyzed during the study allowed us not only to identify trends that reflect the dynamics of the creation of lexical units of the German language, inter-lingual interaction in the communication process in the Russian-German business environment, but once again draw our attention to the fact that the language is directly related to the processes taking place in society. Publishing AHK on Instagram is only part of the business activity between Russia and Germany. However, I would like to assume that even if such a small part promotes inter-linguistic interaction, the expansion of the corpus of German and Russian, then in the future this may provide an opportunity for closer partnership mutual cooperation between Russia and Germany.

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