



Reasoned Opinion

## Understanding Some Aspects of Semantic Evolution Research for the Marginal Effectiveness of Management

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### Article History

Received: December 6, 2024

Revised: December 11, 2024

Accepted: December 22, 2024

### Abstract

In the modern era of qualitative improvement of business internationalization, the qualitatively perfect understanding of the verbal component of managerial communications is attached more and more importance and, accordingly, special attention is given to the implementation of verbal contacts with maximum efficiency - without time and financial losses and with maximum results. Communication is understood as the process of transmitting information, namely, the process of encoding verbal information into non-verbal and, conversely, where it is essential, the process of presenting some action of one interlocutor to another interlocutor. In a standard meta-communicative act, non-verbal reactions are also important and reactions of admiration, surprise, hatred, etc. to them are obvious, i.e. the expression of some communicative acts, which have the meaning of reduced verbal components and are expressed in words of emotional significance.

**Keywords:** Semantic evolution, business internationalization, management, efficiency.

### Main Text

The paper presents a study on the disclosure and definition of the content of communicative information, which is of great importance for the formation and emergence of managerial thinking, since it is impossible without linguistic material, linguistic terms and phrases. While communication is fundamentally related to the activities of a manager of any level, more precisely, the manager achieves success by flexibly managing business relations with the performer.

The manager, through verbal communication, transmits information to the performers about their participation in the conduct of production activities, informs about the motivation for high-quality fulfillment of customer requirements, which for them is the goal of increasing labor productivity, which, accordingly, leads to an increase in remuneration.

The paper defines the possibility of quality social interaction through visual



communication, which is a complex communication approach and controls the qualified education of a specialist, because in management, highly qualified personnel with higher education are the image of the firm, competitive advantage, successful activities of the firm, high-quality fulfillment of customer requirements, etc.

Since communication is carried out in physical space, we can consider them as a process of changes in low-energy signals, on the basis of which high-energy signal exchange-use arises. The system of their connection has received the name of a code, where the substantive side of the word is in correspondence with the expressive side. This allows changes to be made in physical space, not physical quantities, where we can talk about the means of transmitting communication: here we will use two channels - verbal and visual. It is precisely in these areas that a person found the opportunity to have a perfect mechanism for memorization, but before we delve into them, let's constancy of thought forms.

Although the emergence of thought is impossible without linguistic material, linguistic terms and phrases, thought and its verbal expression do not always coincide. The same thought can often be expressed in different words. In this sense, it can be said that thought is unchanged, but words change. Speech has its own structure, which does not coincide with the structure of thought, grammar expresses the structure of speech, and logic expresses the structure of thought. Memory does not coincide with the memorization of the verbal form

that expresses them, because memorizing a thought is often more durable than expressing it in verbal form.

Thought is "the birth of internal ideas, where word cognition takes place and its inclusion in one's own internal image of the world", in the meaningful structure of the word [1]. As for verbal communication, it is based on lexically expressed units that represent the realities of the world. The latter form numerous units of the lexicon, from which a countless field of messages is created. Visual communication does not have such, predetermined units, which make the process of perception of visual communication more complete, because they do not require a list of pre-determined units and serve to understand the messages. In visual communication, too, we can find certain norms that determine the form of the necessary transmitted messages, determine the quality of social relations.

And what are social relations themselves?

They are considered one of the complex communicative approaches that control the education of a person, serve to access his thoughts, determine the quality of relations, and represent social relations. These are some kind of macrostructures, where we consider sentences, their expression, depiction, some kind of scenes and human actions and actions, where semantic structures can be equated with hierarchically organized macropositions with the help of macrostructures, which are considered a sufficient basis for further understanding of discourse, events and actions, where an innumerable number of semantic data are arranged.

Here, we consider interesting markers of



Semantic topics, through which we discuss possible changes in the world, definitions of time and some of its periods, the intelligibility of the thinking of the participants in the discourse. Here, we try to expand and expand the possible sketch of a given “audience”, discuss changes in perspectives and views, and exchange theories and scenarios.

This is a way of presenting a kind of modeling of the world. Here, certain values are deeply rooted in our own culture. Here, our spatial representations are designed for the audience, they belong to it. They are “endowed” with the quality of “antiquity” and are characterized by the ability to interpret the new.

When characterizing the communicative spatiality of the audience, we must take into account the fact that the speaker and the listener do not have absolutely the same codes and, therefore, it is likely that they do not have the same ability to remember. I. Lotman speaks of communication itself as a transfer of some text from “one” language to “other” language. “The possibility of my transfer is determined by the fact that the codes of both participants in communication, or the entire audience, despite the fact that they are not the same, create a mutually intersecting multiplicity” [2].

Here we can talk about two cases of information transfer, which an individual, individuals or the entire audience is trying to do.

One is information received from the outside. It is provided to the listener in its entirety. The second is the opportunity to acquire a certain part of the information,

which is in depth.

This is a kind of proto-point of the past man, the so-called figurative meaning, “this is an attempt to read the world, man, as a book” [3].

#### **For Conclusion:**

We, being in the “captivity” of the digital or printed word, enrich our memory with certain knowledge. This is a continuous process of mechanically “enriching” our knowledge and “stacking-accumulation” it in memory. Speech here is a necessary condition for conducting the correct communication process. Here we can use the structures of knowledge presented by Jean Lacan.

This is a kind of information set, where information is recorded, which is provided to them uncensored. They are designed to please the audience. This is a kind of semantic evolution, a stock of our words and concepts and the peculiarities of their use. These are traditions and legends, where the history of any subject is presented in a certain form. “The discourse of the other is unknown to the subject” - concludes the scientist [4].

Linguistic units accumulate linguistic and extralinguistic information, representations and introduce into the system of forms a stream of associations that arise due to the connection with the processes of growth in the cognition of a person and appear to us as a continuous chain of impressions and associations [5].



## სემანტიკური ევოლუციის კვლევის ზოგიერთი ასპექტის გააზრება მენეჯმენტის ზღვრული ეფექტიანობისათვის

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### აბსტრაქტი

ბიზნესის ინტერნაციონალიზაციის ხარისხის ხობრივი სრულყოფის თანამედროვე ეპოქაში, სულ უფრო მეტი მნიშვნელობა ენიჭება მენეჯერული კომუნიკაციების ვერბალური მდგენელის ხარისხობრივად სრულყოფილ გააზრებას და, შესაბამისად, ვერბალური კონტაქტების ზღვრული ეფექტიანობით - დროითი და ფინანსური დანაკარგების გარეშე მაქსიმალური შედეგიანობით შესრულებას. კომუნიკაციაში გაიგება ინფორმაციის გადაცემის პროცესი, კერძოდ, ვერბალური ინფორმაციის არავერბალურში კოდირების პროცესი და, პირიქით, სადაც, არსებითა, ერთი მოსაუბრის მეორე მოსაუბრეზე რაიმე მოქმედების წარდგენის პროცესი. სტანდარტულ მეტაკომუნიკაციურ აქტში მნიშვნელოვანია არავერბალური რეაქციებიც და თვალნათელია მათზე აღტაცების, გაოცების, სიძულვილის და ა. შ. რეაქციები, ე. ი. რაღაც კომუნიკაციური აქტების გამოხატვა, რომელსაც რედუცირებული ვერბალური კომპონენტების მნიშვნელობა გააჩნია და გამოხატულია ემოციური მნიშვნელობის სიტყვებით.

**საკვანძო სიტყვები:** სემანტიკური ევოლუცია, ბიზნესის ინტერნაციონალიზაცია, მენეჯმენტი, ეფექტიანობა.

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