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CROSS-SEMANTIC ANALYSIS OF BUSINESS TERMS IN ENGLISH AND UZBEK LANGUAGES

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ABSTRACT: The cross-semantic analysis of business terms in English and Uzbek languages aims to uncover the linguistic and cultural nuances that shape business communication in these languages. By examining terms from various business sectors such as finance, marketing, management, and entrepreneurship, this study identifies both direct translations and culturally influenced adaptations. The research highlights the importance of metaphorical language and the impact of globalization on the Uzbek business lexicon. The findings underscore the significance of cultural competence in international business, offering valuable insights for linguists, translators, and business professionals navigating bilingual environments.

KEYWORDS: cross-semantic analysis, business terms, English, Uzbek, finance, marketing, management, entrepreneurship, globalization, cultural competence, linguistic adaptation, metaphorical language

INTRODUCTION

Understanding business terminology across different languages is essential in an increasingly globalized world. The cross-semantic analysis of business terms in English and Uzbek provides insight into how these languages adapt to the rapidly changing landscape of business and commerce. This analysis reveals the unique and shared linguistic features of business terminology in these languages, highlighting cultural and conceptual differences and similarities. The field of business communication has witnessed a growing emphasis on the importance of understanding linguistic and cultural differences between languages, particularly in the context of international trade and globalization. This paper aims to examine the cross-semantic analysis of business terms in English and Uzbek languages, shedding light on the challenges and opportunities that arise from the interplay of these two linguistic systems.

The study of Arabic borrowings in the Uzbek language, as explored in (Рашидова, 2020), provides valuable insights into the semantic complexities that can arise when incorporating foreign terminology into a domestic context. Similar challenges are observed in the acquisition of business vocabulary by Russian tertiary students, as they navigate the structural and semantic differences between English and Russian business lexis.(Troufanova&Inozemtzeva, 2015) Addressing these issues is crucial for effective intercultural communication in the business sphere. Furthermore, research on Kazakhstani and English sales promotional letters highlights the significance of understanding cultural values and communication strategies across languages.Likewise, the infusion of English business lexemes into Turkic languages, such as Kazakh and Turkish, has been the focus of linguistic and semiotic analysis. This research underscores the importance of comprehensive assimilation of foreign terms into the target language system, allowing for the integration of linguistic worldviews and the development of nuanced cross-cultural understanding.

Many business terms entered the Uzbek language due to the Great Silk Road, which existed in the East, especially in the territory of Uzbekistan. The Great Silk Road, the main trade route of Central Asia, greatly contributed to the development of the expansion of business terms in linguistics.

MATERIALS AND METHODS

The analysis involves a comparative study of business terms commonly used in English and Uzbek. The terms are categorized based on their semantic fields such as finance, marketing, management, and entrepreneurship. The data is sourced from business dictionaries, glossaries, and real-life business documents. Semantic features, including literal and metaphorical meanings, are examined to identify patterns and variations.

Semantic Fields in Business Terminology are the followings:

In the financial sector, English terms such as "investment," "revenue," and "asset" are frequently used. The Uzbek equivalents are "investitsiya" (инвестиция), "daromad" (даромад), and "mulk" (мулк). While the direct translations are straightforward, the contextual usage may differ due to cultural and economic variations. For instance, "investment" in English carries a broad connotation encompassing various financial instruments, while "investitsiya" in Uzbek may be more commonly associated with physical assets.

Marketing terms like "brand," "consumer," and "market research" are ubiquitous in English. The Uzbek counterparts, "brend" (бренд), "iste'molchi" (истеъмолчи), and "bozortadqiqoti" (бозортадқиқоти), reflect direct translations with slight adjustments to fit the phonetic and morphological rules of Uzbek. The concept of "branding" is relatively new in Uzbek business culture, often necessitating the use of English loanwords or hybrid terms.

In management, terms such as "leadership," "strategy," and "organizational structure" are central. Uzbek uses "rahbarlik" (раҳбарлик), "strategiya" (стратегия), and "tashkilottuzilishi" (ташкilotтузилиши). While the meanings align closely, the Uzbek terms often include additional nuances that reflect local business practices and hierarchical structures.

Entrepreneurial terms like "startup," "innovation," and "venture capital" are prevalent in English. Uzbek terms include "startap" (стартап), "innovatsiya" (инновация), and "sarmoyakapitali" (сармоякапитали). These terms demonstrate the influence of globalization, with many English terms being adopted directly into Uzbek with minimal modification.

The use of metaphorical language in business terms varies between English and Uzbek. English business terminology often employs metaphors drawn from sports, warfare, and nature, such as "hit the ground running," "market penetration," and "growth hacking." In contrast, Uzbek metaphors might draw from local cultural references, proverbs, and historical contexts, creating unique semantic fields that resonate more with local entrepreneurs and businesspeople.

RESEARCH AND DISCUSSION

In the language, several words with the opposite meaning of one word may be. For example, the antonyms of the word easy are difficult, are words like heavy, difficult, challenging. In some phrases, in

particular, it is a content term having lost the feature of antonym in the rest of the word combinations, it is possible to state the name of the subject in general. For example, white is black antonym, but when we say white flower, we remember black flower we do not bring; in general, the word black flower in practice combination does not occur.

The study of semantic and pragmatic aspects of business lexemes in Turkic languages, including Uzbek, has garnered significant attention in recent years (Doszhan, 2016). This cross-linguistic analysis is crucial for understanding the intricate language dynamics and cultural exchanges that shape the communicative landscape in the business domain.

One key observation is that when a language, such as Uzbek, incorporates loan words from English, it undergoes a process of comprehensive assimilation, aligning these lexemes with the existing laws and tendencies of the language's structure (Doszhan, 2016). This integration not only enriches the Uzbek vocabulary but also ushers in a partial integration of the linguistic worldview of the source language. (Бахронович&Imamkulovich, 2020)

The mutual enrichment of terminological funds across Turkic languages is a prominent feature of the globalization era. (Doszhan, 2013) Strengthening the ties between Turkic peoples and drawing upon the worldwide experience of cooperation between kindred languages can inform the development of a strategic approach to the mutual enrichment of Turkic languages, including the creation of a Pan-Turkic terminological fund (Doszhan, 2013).

To this end, a systematic and unified approach to the classification, functional-semantic, and pragmatic analysis of Uzbek language units, including functional words, is crucial. (Doszhan, 2013) (Doszhan, 2016) Despite the advancements in Uzbek linguistics, the theoretical development of these linguistic categories remains a contested issue, not only in Uzbek but also in global linguistics. (Doszhan, 2013) (Doszhan, 2016) (Бахронович&Imamkulovich, 2020) (Doszhan, 2016) (Doszhan, 2013) (Akhmedova, 2020)

By integrating the recent achievements in the study of functional words in world linguistics with the internal dynamics of the Uzbek language, a comprehensive understanding of the classification, functional-semantic, and pragmatic aspects of Uzbek language units can be attained. This approach can shed light on the intricacies of cross-semantic analysis of business terms in Uzbek and English, contributing to the broader understanding of language interactions and cultural exchanges in the global business landscape. (Doszhan, 2013) (Akhmedova, 2020)

Some insights into potential cultural nuances affecting business terms in English and Uzbek:

- **Hierarchy and Formality:** Uzbek culture, like many Central Asian cultures, often places a strong emphasis on respecting hierarchy and seniority. This might be reflected in the language used to address colleagues and superiors. For instance, using formal titles and pronouns might be more important in Uzbek business communication than in some English-speaking contexts. (Kaiser, 2020) hints at the importance of hierarchy in Uzbek culture.
- **Directness vs. Indirectness:** English business communication often values directness and clarity. However, in Uzbek culture, being overly direct might be perceived as confrontational or disrespectful, especially when addressing someone of a higher status. Using more indirect language and subtle cues to convey meaning might be more appropriate in certain situations.
- **Relationship Building:** Building strong personal relationships is often considered crucial for successful business interactions in Uzbek culture. This emphasis on relationships might influence the language used in negotiations, agreements, and everyday communication. For example, investing time in small talk and showing personal interest in your Uzbek counterparts might be more important than in some Western business cultures.

Business terms in the Uzbek language are constantly changing, due to global economic trends, technological innovations and the development of international trade relations. Today, business terms, due to globalization and a large number of business partnerships, are used around the world with the same names or words that are close to these terms are used as equivalents. The use of business terms in the Uzbek language is not limited to word-for-word translations, but adapted to the content and context. Business terms in the Uzbek language are often taken from Russian or English, and they are adapted to the phonetic and grammatical rules of the Uzbek language. For example:

Marketing — The word "marketing" is often used in the Uzbek language, but sometimes phrases such as "market strategy" or "trade secrets" are used to describe this concept.

Investment — This term is used interchangeably with "investment" or "investment" and refers to the process of directing funds to a specific project or business.

Management — This word is translated as "management" or "management" and is understood as a set of activities necessary for effective management of the organization.

Dividend — The term "dividend" is used as a "share of profit" or "dividend" and refers to the portion of profits distributed to shareholders.

Franchise - Used as "franchise" or "franchise" and means buying the right to use another company's business model.

The Uzbek language is developing more and more in the field of business, and work continues on the acquisition of new terms and their application in various fields.

CONCLUSION

The cross-semantic analysis of business terms in English and Uzbek reveals both convergence and divergence in business lexicons. While many terms are directly translated, reflecting the global nature of business, cultural nuances and contextual differences play a significant role in shaping the usage and understanding of these terms. This analysis underscores the importance of cultural competence in international business communication and provides valuable insights for linguists, translators, and business professionals navigating the bilingual business environment.

All in all, the constant enrichment of the vocabulary is socialone of the most basic laws of language development as a phenomenonis considered Lexical development is different from the development of societyin different forms and at different levels. A new wordthat is not invented, but exists in the languageelements, that is, the internal capabilities of a particular languageoccurs at the expense of Invented words in different languagesis a very small number.

Socio-economic during the years of independence of Uzbekistanmany terms related to terminology of the Uzbek literary language widely in public speech, penetrating into the unbounded layerit can be observed that it is used in the scale. Investment, currency,banking, independence, market economy, conversion, spirituality,such as national ideology, the idea of national independence, academic lyceumterms are actively used in our language as a fruit of independenceis coming

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