

Lexicographic System of Business Terms in Uzbek and English Languages

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Abstract

The article examines the sources and methods of formation of entrepreneurship terms in Uzbek and English languages. English terms adapted to the term of the field of business in Uzbek were shown.

Keywords: business, communication, borrowing, abbreviation, term, linguistics.

The development of terms in the field of entrepreneurship continues to increase the interest of modern linguistics researchers. Of course, this interest is closely related not only to the growing economic relations and the developing business system but also to globalization in general. It combines finance, communication and marketing to inform this terminological field of strategic trust-based relationships. The foundations of terminology as a field of science have been studied by both foreign and domestic scientists. The Austrian scientist O. Wüster was one of the first to note the specific features of the term, such as distinguishing its clarity and ambiguity even outside the context. It should be noted that linguists have been arguing for a long time about what requirements should be placed on the term: whether it is conditionally motivated; whether it should be unambiguous or polysemantic, etc. However, the main question remains the definition of the term.

"A term is a word or phrase in the field of special application that is the name of a scientific or industrial-technological concept and has a definition." In other words, this term is defined as a lexical unit that provides information and performs a special function, which is the function of defining a special concept for a certain field of human professional activity.

In other words, the uniqueness of entrepreneurship is, among other things, in the rapid development of entrepreneurship terminology. Business terms in English and Uzbek are interdisciplinary: they include terms from such areas of activity as accounting, economics, management, law, and others.

Language is a sensitive tool that responds to any economic, social and political changes. Therefore, the scope of activity and use of business terminology goes beyond the economic context and communication of experts. Unlike most terminological systems, the units of the business terminological system are used not only by specialists but also in the speech of the general public.

The system of relations with investors is a relatively young sector in the economy of our country, which indicates the uncertainty of understanding this concept. Investor relations is a branch of corporate communications concerned with information management and disclosure in public and private companies. The main objective of investor relations is to establish and maintain long-term relationships with investors and shareholders, financial intermediaries, authorities and the media.

Uzbek terms are taken from the international lexical units of the English language related to the field of information technologies and electronic communications, which depends on the special status of the English language in the business environment (slot, provider, target, insider). For example, the term webcast, which means "broadcasting video and audio on the Internet", is widely used in IR practice and is one of the main means of interaction with investors. A distinctive feature of the production of new terms in English IR terminology is the process of involving native language units. One of the most effective ways to create new terms in the English language is to create compound words: for example, in English, the hybrid word webcast is formed by adding parts of the words World Wide Web and broadcast.

In the process of being used in Uzbek, the terms borrowed from the English language go through various stages of development: conducting conference calls, celebrating roadshows, targeting the market, analyst pool.

Note that when borrowing English terms using Cyrillic graphics, borrowings are written together, and English prototypes are written with a dash in the donor language: newsmaker - news-maker; high-tech - high-tech, etc.

On the contrary, borrowed words are underlined and English prototypes are written separately: business plan - business plan; roadshow - roadshow; conference call - conference call and more.

When the Uzbek English business terminology adopts IR into the Uzbek word system, the new terms are not fully assimilated and work as barbarians. In most cases, the phenomenon under consideration is characteristic of joint terms: the English term perception study, which means "analysis of the company's perception by investors", is more often used in the terminology of UzbekIR in its English version. The term goodwill, which is widely known in English texts on financial statement disclosure, means "intangible assets, materially immeasurable capital of the company (reputation, technical competence)".

In Uzbek and English business terminology, the term target report is often used, which means "a report on identifying potential investors." This is mainly due to the principle of saving language resources, as well as minimizing the use of the keyboard when entering relevant text.

The above shows that Uzbek business terminology is formed through borrowings from the English language, in which word formation processes based on internationalism in the English language prevail.

Thus, at the current stage, the rapid development of international financial relations, along with the constant emergence of new products, services and technologies, creates the need to nominate them.

The research showed that in Uzbek and English, the term system of Investor Relations entrepreneurship is in constant development, with lexical units composed of different word formation methods (word formation) that later undergo semantic changes. will be done.

Borrowings from the English language play a leading role in the formation of business terminology in the Uzbek language, which not only forms the core of the term system but also fills its surroundings, expressed by professional jargon and vernacular.

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