

SEMANTIC FEATURES OF BUSINESS TERMINOLOGY IN ENGLISH AND UZBEK LANGUAGES

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Abstract: This article examines the semantic features of business terminology in English and Uzbek, highlighting how linguistic, cultural, and historical factors shape the development and usage of specialized vocabulary in both languages. It explores key semantic fields such as finance, marketing, management, and economics, comparing how these concepts are expressed and interpreted. The study emphasizes phenomena such as borrowing, polysemy, metaphor, and semantic shifts, particularly in translation. Special attention is given to the challenges of adapting global business concepts into Uzbek, a language still standardizing much of its modern economic vocabulary. The analysis also considers the cultural dimensions of business language, such as directness, politeness, and idiomatic expression. Through comparative and contextual analysis, the article underscores the importance of semantic awareness in translation, communication, and language planning, especially in multilingual and globalized business environments.

Keywords: Business terminology, semantics, English language, Uzbek language, translation, lexical borrowing, economic discourse, cultural linguistics, metaphor, language policy, globalization, standardization

Language is a living system that reflects the social, cultural, and economic reality of its speakers. Business language, a vital part of any society's linguistic landscape, is shaped by the evolution of commerce, globalization, and technological progress. The semantic features of business terminology vary across languages depending on cultural, historical, and economic factors. This article explores the semantic characteristics of business terminology in English and Uzbek, analyzing how the two languages conceptualize key business notions and how meaning is shaped in translation and usage.

The Nature of Business Terminology

Business terminology refers to specialized vocabulary used in commerce, economics, finance, and management. These terms cover various domains such as marketing (e.g., "target audience"), accounting (e.g., "assets"), banking (e.g., "interest rate"), and human resources (e.g., "recruitment"). In English, business terms have developed through centuries of industrial growth, colonial trade, and globalization. In Uzbek, much of the terminology has developed or been adopted post-independence, with heavy influence from Russian and, more recently, English.

Semantic Fields of Business Terms

Business terms can be grouped into semantic fields such as:

- **Finance:** loan, capital, revenue, investment
- **Marketing:** branding, consumer, segment, promotion
- **Management:** leadership, strategy, decision-making, organization
- **Economics:** supply, demand, inflation, GDP

In Uzbek, these are represented as:

- **Moliyaviy:** qarz, kapital, daromad, investitsiya

- **Marketing:** brending, iste'molchi, segment, targ'ibot
- **Boshqaruv:** rahbarlik, strategiya, qaror qabul qilish, tashkilot
- **Iqtisodiyot:** taklif, talab, inflyatsiya, YaIM (yalpi ichki mahsulot)

Some terms are borrowed directly from English (e.g., "brending", "marketing"), while others are native or adapted forms (e.g., "rahbarlik" for "leadership").

Semantic Features in English Business Terminology

English business terms are often characterized by:

- **Polysemy:** Many terms have multiple meanings depending on context. For example, "capital" can mean money, a city, or a resource.
- **Metaphor:** Words like "launch" (originally for rockets) are used metaphorically for starting a product.
- **Abbreviations and acronyms:** e.g., ROI (Return on Investment), KPI (Key Performance Indicator).
- **Globalization-driven terms:** e.g., outsourcing, offshoring, startup.

English business language is also influenced by a culture of efficiency, which leads to concise terms and wide use of jargon. Idiomatic expressions (e.g., "think outside the box") are also common.

Semantic Features in Uzbek Business Terminology

Uzbek business terms often reflect:

- **Borrowing:** Many modern terms are direct borrowings or calques from Russian and English. E.g., "bankrotlik" from Russian "банкротство" (bankruptcy).
- **Adaptation:** Some terms are adapted to Uzbek morphology, such as "investitsiya qilish" (to invest).
- **Semantic narrowing:** Some borrowed terms take on narrower meanings in Uzbek.
- **Lack of idioms:** Uzbek business discourse is more literal and less metaphorical compared to English.

Due to the relatively recent development of a market economy in Uzbekistan, business terminology is still evolving. There is also ongoing standardization by language policy institutions.

Semantic Shifts and Translation Challenges

Translating business terms between English and Uzbek involves semantic shifts due to cultural and economic differences. Some examples:

- **Loanwords vs. Neologisms:** English words like "startup" are often used as-is in Uzbek, but sometimes equivalents are created (e.g., "yangi tashkil etilgan kompaniya").
- **Conceptual gaps:** Terms like "venture capital" or "hedge fund" may not have direct Uzbek equivalents due to lack of corresponding economic practices.
- **Different connotations:** In English, "entrepreneur" has a positive, risk-taking connotation, while in Uzbek the equivalent "tadbirkor" may be neutral or context-dependent.

Cultural Factors in Business Semantics

Culture influences business terminology. In English-speaking cultures, directness and assertiveness are valued, reflected in terms like "target market" or "aggressive marketing." In Uzbek culture, communication is more indirect and respectful, which is reflected in softer language and less aggressive marketing language.

Additionally, Islamic values influence business in Uzbekistan, so terms related to finance may be interpreted differently (e.g., interest rates or loans might involve ethical considerations not emphasized in Western discourse).

Lexical Innovations and Trends

With the rise of digitalization and entrepreneurship, both English and Uzbek are seeing new business terms emerge:

- **English:** pitch deck, unicorn company, digital nomad
- **Uzbek:** raqamli bozor, onlayn savdo, elektron to'lov

Uzbek speakers increasingly borrow English terms for innovation, though efforts are made to coin equivalents in pure Uzbek.

Standardization and Terminology Policy

In Uzbekistan, the Committee on the Development of the Uzbek Language and the State Language Commission work on creating standardized equivalents for foreign business terms. For example:

- "Franchising" → "Franshiza" or "Huquq asosida ish yuritish"
- "Outsourcing" → "Tashqi xizmatdan foydalanish"

While English business terminology is largely standardized by usage and international norms, Uzbek is still undergoing codification and terminology development.

Conclusion

The semantic features of business terminology in English and Uzbek reflect not only linguistic structures but also historical, cultural, and economic differences. English, with its global influence and long history in commerce, has a rich, idiomatic, and metaphorical business vocabulary. Uzbek, as a language of a transitioning economy, relies heavily on borrowing and adaptation but is developing its own system through standardization and language planning.

Understanding these semantic distinctions is crucial for effective translation, teaching, and intercultural communication in business. As globalization continues, the dialogue between English and Uzbek business lexicons will likely deepen, shaping how business is conducted and understood across borders.

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