

BUSINESS TERMS IN ENGLISH AND UZBEK LANGUAGES: A COMPARATIVE OVERVIEW

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<https://doi.org/10.5281/zenodo.15471468>

Abstract

This article presents a comparative analysis of business terms in the English and Uzbek languages. As globalization and economic reforms continue to shape linguistic landscapes, understanding how business terminology is structured, borrowed, and adapted across different cultures is crucial. The article explores the origins, usage, semantic features, and cultural implications of business terms in both languages. It highlights key differences and similarities, discusses borrowing and neologism formation in Uzbek, and emphasizes the role of language policy in standardizing business vocabulary. The comparative approach provides insight into the challenges of translation and localization in business communication and underscores the importance of developing clear, consistent terminology for economic and educational development.

Keywords: business terms, English, Uzbek, terminology, translation, globalization, semantic features, language borrowing

Introduction

Business terminology plays a central role in modern communication, especially in international and multilingual contexts. In countries like Uzbekistan, which is transitioning to a market-oriented economy, the development and standardization of business terms have become increasingly important. English, being the dominant language of global business, heavily influences the business lexicon in many non-English speaking countries, including Uzbekistan.

This article analyzes how business terms are formed, used, and understood in English and Uzbek. It considers their semantic structures, the impact of borrowing and adaptation, and cultural differences that influence how business is conceptualized and discussed.

The Structure of Business Terminology in English

English business vocabulary is vast, nuanced, and rooted in centuries of commercial development. Terms are often formed through:

- **Compounding:** e.g., "stockholder," "market share"
- **Abbreviation and acronyms:** e.g., ROI (Return on Investment), GDP (Gross Domestic Product)
- **Metaphorical language:** e.g., "cutting-edge technology," "launch a product"
- **Idiomatic expressions:** e.g., "think outside the box," "move the needle"

These terms reflect a culture of innovation, competition, and speed. The language is often concise, direct, and abstract, favoring conceptual clarity over descriptive detail.

The Nature of Business Terminology in Uzbek

Uzbek business terminology is still in a developmental phase. With the fall of the Soviet Union and Uzbekistan's economic liberalization, there has been a growing need to build a

modern business lexicon. Uzbek business terms come from:

- **Native words:** e.g., "savdo" (trade), "tadbirkor" (entrepreneur)
- **Russian borrowings:** e.g., "bankrotlik" (bankruptcy)
- **English borrowings:** e.g., "marketing," "startup," "breeding"
- **Calques and neologisms:** e.g., "tashqi xizmatdan foydalanish" (outsourcing)

Language policy bodies like the State Language Commission work to coin and standardize Uzbek equivalents, though foreign terms often remain dominant in practice.

Semantic Fields in Business Language

Both English and Uzbek contain business terms across similar semantic fields:

Semantic Field	English	Uzbek
Finance	capital, asset, loan	kapital, aktiv, qarz
Marketing	brand, campaign	brend, kompaniya
Management	leadership, strategy	rahbarlik, strategiya
Human Resources	hiring, promotion	ishga olish, ko'tarilish
International Trade	export, tariff	eksport, bojxona to'lovi

While some Uzbek terms are direct translations, many are loanwords or adapted forms. For example, "strategiya" is borrowed from Russian or English, while "rahbarlik" is a native derivation.

Borrowing and Adaptation

Borrowing is a major source of business terminology in Uzbek. There are several patterns:

- **Phonetic borrowing:** retaining pronunciation (e.g., "marketing")
- **Semantic borrowing:** adopting the concept with different form (e.g., "tadbirkor" for entrepreneur)
- **Structural adaptation:** modifying form and suffix (e.g., "investitsiya qilish")

These borrowings are often necessary to fill gaps in the native lexicon. However, over-reliance on foreign terms can lead to confusion and lack of uniformity in usage.

Translation and Semantic Equivalence

Translating business terms between English and Uzbek poses semantic challenges. Words like "equity," "hedge fund," or "benchmark" may not have direct equivalents in Uzbek due to different legal and financial systems.

Some terms undergo semantic narrowing or broadening in translation:

- English "promotion" (marketing or job-related) → Uzbek "ko'tarilish" (usually job-related only)
- English "startup" → Uzbek may use "yangi tashkil etilgan kompaniya" or simply "startup"

In professional contexts, the use of untranslated English terms is common among bilingual speakers.

Cultural and Pragmatic Considerations

Cultural differences shape how business is discussed. In English-speaking contexts, assertiveness, innovation, and competition are emphasized, reflected in terms like "market domination" or "aggressive strategy."

Uzbek business language tends to be more formal, respectful, and rooted in collective

values. For example, the term "jamoa" (team) often emphasizes harmony and cooperation rather than competitiveness.

Moreover, Islamic values influence financial terminology in Uzbek. For example, terms like "foiz" (interest) may be viewed with ethical considerations in Islamic finance.

Trends and Innovations

The rise of digital business has led to the creation of new terms in both languages:

English	Uzbek (used or proposed)
e-commerce	elektron savdo
digital marketing	raqamli marketing
online payment	onlayn to'lov
fintech	moliyaviy texnologiya
remote work	masofaviy ish

Uzbek often adapts or directly borrows these terms, and digital media plays a role in their spread and normalization.

The Role of Language Policy and Education

In Uzbekistan, various institutions aim to promote the Uzbek language in all spheres, including business. However, the widespread use of English in business and technology complicates full localization.

Efforts include:

- Publishing bilingual business dictionaries
- Creating Uzbek equivalents for common business terms
- Encouraging use of Uzbek in economic education and publications

English, however, remains a vital language for international business, and Uzbek professionals often need to be proficient in both languages.

Conclusion

The comparative study of English and Uzbek business terminology reveals the dynamic interplay between language, culture, and economics. English, with its global dominance, serves as both a model and a source of vocabulary. Uzbek, on the other hand, balances between borrowing, adaptation, and the creation of native equivalents to support national identity and linguistic clarity.

Understanding the structure, meaning, and cultural nuances of business terms in both languages is essential for translators, business professionals, and language planners. As global and local markets evolve, so too will the language of business, reflecting the needs and values of the societies that use them.

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