

MARKETING TERMINOLOGY AS AN OBJECT OF LINGUISTICS

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ABSTRACT:

This article is devoted to a linguistic study of the origin of the word marketing. And explains its differences in French and English.

Keyword: marketing, bureautique, mercatique, mercatus, mercor.

INTRODUCTION:

Marketing as a scientific discipline has come a long way. The modern concept of "marketing" did not form immediately. The current concept of marketing is the result of the development of economic ideas, the long-term evolution of the views of industrialists.

The unit mercatique in the French lexicon is the Latin word mercatus, which translates as 1) trade, commerce, 2) market, fair. And in 1970, French economists Jean Furastye and François Peru began using the above informatique and bureautique from the early 20th century to neutralize the use of the English word marketing with the words informatique and bureatique. The word mercatus means mercor-buying, trading.

Some time ago, in 1080, the word marche was formed from the word mercatos, which means market, a place of trade: a common place where goods and services are sold, a place where food and everyday goods sellers meet from time to time.

Thus, with the development of production, sales, and marketing forms, and the accumulation of knowledge about customer

and seller notification methods and interactions, the semantics of the words marche and mercatique expanded and gained additional meanings.

The word Marche means: 1) commercial and financial transactions in a particular geographical area where people are in a commercial relationship, a set of goods, 2) location in cities

In 1974, mercatique - marketing took on the meaning of "marketing department concerned with the study of theoretical and general issues of sales". through emotional stimulation he calls the word "done by marketing".

In 2010, the 2000 article will be repealed and the following meaning will be determined. "a combination of methods and activities and the needs of the consumer that the enterprise methodologically develops to sell its products and services, adapting its products as needed.

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Currently, the word mercatique has many definitions:

1) The marketing department, which deals with the study of theoretical and general issues of sales

2) Management discipline involved in the development of proposals for goods, services, ideas

3) Marketing combines commercial activity, sales promotion, etc., which allows to adapt demand to supply. Aspiration is the ability to arouse even a desire, a need, so supply and demand meet in the process of satisfying that desire or need,

4) The whole logic of marketing is based on a philosophy that combines theory with analysis and is complemented by techniques that are characterized by the ability to motivate action.

P.S. In his work, Zavaylov gives a list of marketing definitions collected from foreign sources: "Marketing diagrams, figures, tables". Here are some of them:

1) Human activity aimed at meeting the needs of people through barter.

2) Planning and management of the process of development of products and services, pricing policy, promotion and sale of goods to the consumer.

3) A type of creative management activity, the purpose of which is to identify the needs of consumers and expand production and sales after the organization of scientific research.

Modern commercial activity, which combines knowledge of the market through initial evaluation schemes and grand goals, taking into account the selected and coordinated means to achieve, is also strictly controlled.

5) The process of regularly pursuing a policy of creating products with higher consumer value than competitors are carried out by the firm to achieve above-average performance in the market.

Each subsequent definition describes the market process as a broader concept than the previous definitions.

T. Albertini, J.P. Elfer, J. Orsoni see in the "Marketing Dictionary" a new state of marketing understanding, based on clear and

concise technical methods, it serves to meet the needs of consumers. This methodology is based on scientific research: it allows to fully achieve the desires of consumers, the company's profitability goals.

Experts J.P. In his book Marketing, Elfer and J. Orsoni argue that marketing is a general policy oversight based on consumer preferences.

Another example:

In the 12th century, the lexical unit 'market' meant the following words: 1) meeting people to buy or sell, 2) gathering people at such a meeting.

In 1561, the word marketing appeared in English, meaning the process or movement of buying and selling in a market.

The work of English marketers is dedicated to revealing the essence, principles, methods and other key features of marketing, and this direction continues to be of interest to experts in marketing research. First, marketing itself and its environment are evolving and changing, and second, the practical needs of economic and market activities are changing. This explains the constant expansion of the interpretation of the marketing concept:

1) Attempt to sell the company's products through advertising using attractive packaging

2) Business activities that promote the sale of goods or services, including marketing, research or advertising (Oxford American Dictionary)

3) The process of encouraging customers to buy the company's products; it includes activities to distribute and promote the products offered;

4) Also includes market research on consumer attitudes towards new products or possible changes to existing products to increase their attractiveness (Oxford Economics).

5) The process of planning, pricing, promoting and distributing ideas, goods and services for exchange that meet the needs of individuals

and organizations. Product marketing includes tasks such as anticipating changes in demand (usually based on market research), product promotion, ensuring that its quality, availability and price meet market requirements, and after-sales service.

According to T. Levitt, marketing is not only the task of promoting goods and services in the market, but also the task of direct sales. Trading is basically a one-way process. Its purpose is to offer a product that the buyer should buy, according to the company. Marketing is a two-way process that takes into account the desires of customers that can be developed by the company and offered to them as the goods and services they need. In addition, the company is established prices, packaging, services, advertising and delivery of goods

D. Kravens calls strategic marketing the quality of the analysis factor of environmental, market, competition and business factors that affect the corporation and its components.

identification of market opportunities and threats; forecasting the future direction of the enterprise in accordance with business interests; modern commercial activities that combine knowledge of the market are also strictly controlled.

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CONCLUSION:

As mentioned above, the word French *mercatique* was created to neutralize the use of a similar English marketing word that has been actively used in France since the late 1960s because of the cultural processes taking place in the modern world. globalization and the promotion of the English language. At the same time, there is another direction — events that take place in Francophone countries, which are separated by administrative and natural boundaries, have different histories, different cultural experiences are preserved and formed, but one language is French.

The French Academy recommended the use of the term *mercatique* in 2001. An official decree of the Minister of Economy and Finance in 2001 on "Public Education" mandated the use of the word *mercatique* instead of

marketing and gave it an official definition. However, despite recommendations and orders in France, the term *mercatique* has not taken root among professionals or the general public.

The English term marketing is firmly entrenched in French marketing terminology and replaces the French equivalent of *mercatique*. However, the term marketing remains an international word in Uzbek.

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