

COMPARATIVE ANALYSIS OF THE TERMS IN THE SPHERE OF "BUSINESS AND ENTREPRENEURSHIP" IN ENGLISH AND UZBEK

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Annotation:

In this article, there is information about comparative analysis of the terms in the sphere of "Business and Entrepreneurship" in English and Uzbek. The isomorphic and allomorphic features of the terms business and entrepreneurship in both languages are also given.

Keywords: comparative analysis, terms, "Business and Entrepreneurship", isomorphic features, allomorphic features.

INTRODUCTION:

Socio-political and economic-legal changes in the life of society "are reflected more quickly in the lexical composition of the language, which is also typical for the linguistic situation in the field of entrepreneurship and business.

In this regard, the specificity of the conceptual and semantic organization and derivational potential of the sphere of entrepreneurship and business is due to both intralinguistic and extra linguistic factors related to the peculiarities of ethno historical, social, cultural and confessional development as a country - a source of migration of special lexemes and terms of a market economy (England), and the country that has accepted and actualized the entire lingua-conceptual sphere, within which specialized lexical units and terms function, defining a special picture of the world based on the principles and priorities of free enterprise and business.

The most important factor influencing the formation and development of the language area of entrepreneurship and business is the

mentality - a category that reflects the internal organization and differentiation of mentality, the mind-set, the mentality of the people. Mentalities are psycholinguistic intellects of multiscale linguacultural communities [1].

Concepts marked by ethnic specificity, including the concepts of "entrepreneurship" and "business", are included in the area correlated with the mentality of many cognitive, emotive and behavioural stereotypes of the nation.

The concepts of "entrepreneurship" and "business" in a verbalized form act as mental socio-cultural formations of human consciousness, from the point of view of the language they are classified into central and peripheral fragments (components), including idiolect, text, sociolect of businessmen and entrepreneurs, terminological apparatus of entrepreneurship and business.

National-cultural features and differences in the perception and definition of these concepts in Uzbek and English are reflected both on the mental and verbal levels of an individual linguistic personality and the whole people.

The concept can create its own field, which also indicates the possibility of a field approach in the study of the concept as a factor in the linguistic conceptualization of the world. The correlation concept-term was revealed, which, in our opinion, most clearly conveys the model of linguistic conceptualization and the specifics of concepts in the field of entrepreneurship and business, especially in Uzbek.

The linguistic conceptualization of entrepreneurship and business in Uzbek and

English is connected with the realization by these concepts of essential potential meanings in the sphere of a specific context (business documentation, speech of businessmen and entrepreneurs, encyclopaedic dictionary entry, explanatory dictionaries, scientific articles, monographs, etc.).

The results of the study of the linguistic conceptualization of entrepreneurship and business in Uzbek and English give reason to agree that there are similarities and differences between different cultures. Semantic areas that are more prone to universalization, and semantic areas that show originality to a greater extent are distinguished.

So, the extra linguistic factor can be considered dominant for the development of the culture of business speech, which is recorded in lexicographic sources: "Business is an economic activity that makes a profit; any type of activity that generates income or other personal benefits" [2]. It is interesting to note that 10 years ago, the concept of "businessman" was interpreted in modern Uzbek as belonging only to capitalist countries: "A businessman - in capitalist countries - is a businessman, merchant, entrepreneur; in general, a person doing a profitable business (business)" [3].

Note that in modern Uzbek professionally oriented lexicographic publications, new realities are gradually beginning to be fixed through borrowed language signs: "A businessman is a business person, an entrepreneur, an entrepreneur, a person running his own business, having his own business for profit or other benefits" [4]. "Business (from the English business - business, entrepreneurship, entrepreneurship) is an initiative economic activity carried out at the expense of own or borrowed funds at one's own risk and under one's own responsibility, setting the main goals of making a profit and developing one's own business" [5].

To interpret the concepts under consideration, it is necessary to define the semantics of the concept of "business" in modern English dictionaries, which fix such meanings of the lexeme business as the activity of buying and selling goods and services, trade (the activity of buying and selling goods and services, commerce) and a particular money-earning activity or place, such as a shop or factory. The basic semantic features in these interpretations are the receipt of profit, income and the commercial nature of this activity.

The semantics of the lexeme business retains such a shade of meaning as professional intermediary activity. For the Uzbek lexeme "business", borrowed from the English language, this meaning is dominant [6].

As our analysis showed, in one of the most serious and popular publications in the United States, The Encyclopaedia Americana, there is no definition of the concept of "business" as such, although it contains a fairly well-reasoned article entitled "Business Career", in which the interpretation of business is given in the following text: "Business is a financial, commercial or trading activity that takes time, attention and work of people and is characterized by capital investments in search of profit or improvements" [7].

The same publication provides a relevant, in our opinion, definition of what is traditionally understood as a business career in the United States: we can talk about two significantly different types of occupations: 1) managerial, i.e., managerial work at various levels; 2) about the so-called clerk, office, secretarial and other executive work within business organizations.

Due to the fact that the lexeme "business" for the English-speaking environment seems to be self-sufficient and understandable, more specialized definitions of this term are not in encyclopaedic, but in explanatory dictionaries.

For example, the American Heritage Dictionary presents the following variants of the word usage of this concept: "Business –

1. An occupation in which a person is involved.
2. Commercial, industrial or professional transactions.
3. Commercial enterprise.
4. Volume of commercial trade (ex: business has declined).
5. Patronage, management (eg: spread your business everywhere).
6. Interest or concern.
7. Serious work (eg: immerse yourself in business).
8. A synonym for "case", "subject".
9. A sudden action performed by an actor on stage to fill a pause.
10. Verbal (informal) insult, catch up (for example: what's the matter with your being late?) " [8].

As can be seen from the analysis of dictionary definitions, "business" is a specialized verbal tool that reflects a connection with business activity, the scope of which relates to production, finance, purchase and sale processes, trade or services. The dominant motive of business, according to dictionaries, is to make a profit, while if the English-language authors of lexicographic manuals emphasize mainly the constructive, positive aspects of business, then Uzbek compilers of dictionaries have previously noted dubious or directly negative aspects of this type of activity.

The sphere of entrepreneurship and business forms the central part, the core of the economic professional activity and term space.

There is every reason to believe that in the linguistic continuum of the scientific and scientific-professional sphere, derivation can be considered as a global factor in the verbalization of a special picture of the world that has not yet been studied in the theory of language - the economic one.

Isomorphic and **allomorphic** features of business and entrepreneurship terms in both languages in terms of structural analysis:

THE ISOMORPHIC FEATURES ARE EXPRESSED IN THE FOLLOWING STATEMENTS:

1. Simple terms;
2. Simple artificial terms;
3. Separately written compound terms;
4. Three-component terms
5. Four-component terms
6. Terms formed by modifiers
7. Terms formed by word-formative affixes.

The allomorphic features are expressed in the following statements:

1. Artificial terms with appendices (English)
2. Terminological associations (Uzbek language)
3. Compound terms to be written (English)
4. Two-component terms (Uzbek)
5. Terms in relation to the governor (Uzbek)

In short, all the terms in English and Uzbek are presented in terms of language. It should be noted that during our study, we did not encounter pairs and repetitions of terms in both languages. In addition, it should be noted that in the analysis of the separate structure of existing lexical units in comparative and compound languages, we have seen that they are composed of artificial and simple words.

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