

# COMPARATIVE - ETYMOLOGICAL ANALYSIS OF BUSINESS TERMS IN ENGLISH AND UZBEK

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## Abstract

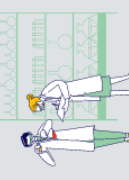
This article presents a comparative etymological analysis of business terms in English and Uzbek. As English has become the global business language, many English terms have been introduced into other languages, including Uzbek. This report presents an etymological analysis of business terms in English and Uzbek, examining their origin, meaning, and usage. English terms are often borrowed from Latin, French, and other languages, while Uzbek terms are based on Turkic roots or adopted from other languages. This article aims to study terms that play an important role in the global economy, analyze their origin, and the process of their development, and will serve as a useful resource for linguists, economists, and business professionals.

**Keyword:** Etymology, English language, business terms, economic terminology, sales and marketing, advertising, intercultural communication, commercial transactions, analysis and reports.

## Introduction

English has become the global business language today. There are several reasons for this, each of which increases the importance of English in the business world. With the development of the Internet and technology, the English language is becoming more and more widespread. Many programs, platforms and websites are created in English, which strengthens it as a global language of communication. Today, knowing English is important not only in the business world, but also for personal development. Many international companies operate in English. English plays an important role in business communication, drafting contracts, and developing marketing strategies. Materials, reports, and presentations written in English are often intended for a global audience. With the development of the global economy, the terminology in the business sphere is also expanding. English serves as the language of international communication in the field of business and economics in many countries. In the Uzbek language, economic terminology has its own characteristics and includes terms adopted from different languages.

Economic terminology is a set of special terms and concepts used in the field of economics. These terms are important in describing economic processes, problems, and their solutions.



Below are some basic economic terms and their brief definitions: economy, demand, supply, market, investment.

Terms in the English language are often the result of complex historical processes, and their origin and development are associated with many cultures and languages. In the Uzbek language, economic terms are mainly based on Turkic roots, and in recent years there are also terms adopted from English. This article shows the origin and development of business terms in English and Uzbek through an etymological analysis.

### Methods and Materials

Etymology is the study of the origin of words, their historical development, and their changes. It shows how each word arose in its historical context, in its relationship with other languages and cultures.

For example, the word “business” comes from the English word “busy”. Originally, “business” meant employment or occupation, and we can give many similar examples.

Business terms often have unique meanings in different languages, and it is important to provide information about their origin and usage. This report analyzes the etymology, meaning, and usage of some business terms in English and Uzbek.

The word Marketing derived from the word “market”, meaning “to market”, the process of making a product or service available to consumers. Marketing strategies play a vital role in a company’s success. In Uzbek the word “marketing” is the process of researching the market and selling products. A widely used term in the Uzbek language, it is implemented through marketing research and campaigns.

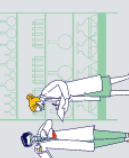
The English word “competition” derived from the Latin word “competitio”, which means “to seek together” between companies offering the same product or service. In Uzbek the word “competition” – “raqobat” comes from the Arabic “raqabat” (to oppose each other) between organizations operating in the same market segment.

The English word “investment” derived from Latin word “investire” (to invest) means to invest financial resources into something, usually with the aim of making a profit. In Uzbek the word “investment” derived from the English word “investment” and means to invest financial resources in projects or assets.

The English word “management” from the Latin “manu agere” (to handle with the hand) means the process of effectively managing an organization’s resources.

In Uzbek the word “management” derived from the Uzbek word “boshqarish” (management) and means the process of managing the activities of an organization.

Language plays a crucial role in promoting products and services, as it determines communication, brand image, customer relationships, and overall commercial success. Marketing materials that are tailored to the target audience are more effective. Language specificity and cultural context are important in attracting customers. Below are some key aspects that demonstrate the importance of language in sales and marketing:



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➤ **Attracting a Target Audience**

Providing information about products or services through language plays an important role in attracting the target audience. Choosing the right language and style will increase the audience's interest.

➤ **Brand Image Creation Element**

The voice and style of a brand are expressed through language. The language used to communicate with customers shapes the personality of the brand and reinforces its image.

The use of language in Advertising and Marketing Materials. We know that nowadays it is very difficult to achieve significant results and sales without advertising, and if this business is international, the role of advertising is even more significant. This means that in advertising, it is necessary to choose the right language depending on the country or region of the business partners. Below are some key points about the role of language in advertising:

➤ **Attracting Attention**

Advertising texts and words are designed to attract the attention of the audience. Interesting and catchy language increases the visibility of the advertisement and attracts customers.

➤ **Creating a Brand Personality**

Every brand should have its own unique voice and style. Expressing brand personality through language helps give customers a clear picture of the brand.

➤ **Providing Accurate Information**

The language used in advertisements should provide clear and understandable information about the product or service. Providing interesting and useful information to customers has a positive impact on their decision-making process.

➤ **Deep Impact**

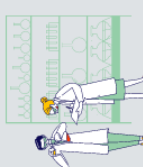
The language used in advertisements should have a strong impact on customers. Qualitative words and phrases reinforce the benefits of the product and encourage customers to make a purchase.

➤ **Taking Cultural Context into Account**

When creating advertising for global markets, it is important to adapt the language to the cultural context. It is important to choose words and phrases that are perceived differently in different cultures.

➤ **Communication on Social Media**

Social media communication also plays an important role in modern advertising. Building interactive relationships with customers through language increases brand trust.



Language plays a huge role in the sales process. Salespeople need to be able to communicate clearly and confidently with customers. This has a positive impact on the customers' decision-making process.

Getting Feedback. Language also plays an important role in the process of obtaining feedback from customers. Choosing the right language to formulate questions correctly and understand the answers will allow you to correctly analyze customer opinions.

Intercultural communication in business is the process of establishing effective and understandable communication between representatives of different cultures. This process is becoming increasingly important with the development of globalization and international trade. Intercultural communication in business includes the following aspects: understanding and respect, language and communication, decision-making methods, business ethics, etc.

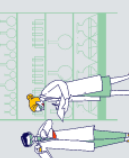
The role of language in commercial transactions is very important, because language not only ensures communication, but also determines the efficiency of business processes. Below are the main aspects that demonstrate the importance of language in commercial transactions: communication and understanding, contracts and documents, daily communication, intercultural communication, analysis and reporting. Business analytics and reporting are essential for the successful operation of any organization. They help in management, strategic decision making, and efficient resource allocation. We know that trust in international businesses relies on business analysis and accurate reporting, meaning that it is more reliable and better if each entrepreneur sees and analyzes reports in their own language.

### Conclusion

English and Uzbek show that many terms originate from the global economy, but each language adopts and adapts these terms in accordance with its own culture and history. While English terms often originate from Latin and French, Uzbek terms originate from Turkic roots or are borrowed from other languages.

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