

TRADE AND MARKETING TERMS IN ANCIENT TURKISH

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Abstract:

Studying the problems of terminology in linguistics to varying degrees dates back to the ancient times of human history. The improvement of trade relations has contributed to the formation and development of economic terms, including marketing terms. In that sense, studying economic terminology also relies on long historical foundations. Today, marketing terminology is being thoroughly studied by world linguists as a relatively new concept. However, it should be noted that the terms of this area, which mean nuclear, are also found in ancient Manuscripts of the Turkish language, are not only called marketing in the industry, and that these terms have been studied in the context of trade terms. Using any new industry and its special terms that enter the country, we have cited the fact that terms that refer to the content and essence of these terms also exist in the history of our language.

Keywords: check, commodity, scientist, berm, debt, sart, sell, ayır, uçuz satig'chi, fig.

Introduction

When the word marketing is translated from English, it means "activity on the market." Marketing is an English market made of "market", which means the name of the movement. This derivative can also be translated and interpreted in the form of "marketability" or "marketability." Marketing is not the market itself, but the organization of the market through special methods and methods. (Matthew 24:14; 28:19, 20) Jehovah's Witnesses would be pleased to support more than the gec -- a brochure has been prepared in Jehovah's Witnesses. Trade played a major role in strengthening socio-political, cultural and economic ties between nations. Just as trade relations are ancient, the emergence and development of Uzbek-language trade terminology has a long history. As a result of the change in socio-economic structures and the improvement of commerce, industry terminology and related names have also been updated and developed.

Methodology

The article indicated that words that refer to the content of marketing terms also exist in ancient Turkish literature, as well as in ancient Turkish-language works. We can see that the peoples of Central Asia have long had economic minds and trade relations at a much earlier and higher level than other peoples. Without changing the nature of a term, it was shown and compared in various publications and based on examples.

Literature Analysis

Addressing this issue was initially addressed to some of the most active terms in the marketing industry. Marketing guides have been studied. Ancient Turkish-language sources, including



Qutadg'u Knowledge, Devoni Lug'atit Turkish, Qissasi Rabg'uziy, Drevnitrubk. and learned from the works and monographs of our great linguists A. Madvaliyev and H.Dadaev.

Terms of trade and marketing in ancient Turkish

(Matthew 24:14; 28:19, 20) Jehovah's Witnesses would be pleased to discuss these answers with you.

Economic terms are being studied in Uzbek linguistics from a variety of aspects. The relationship between linguistics and economics, especially marketing, is complex and serene, and determining the direction, object, purpose, and functions of economic linguistics that have arisen in these subjects may become one of the most important issues facing Uzbek linguistics in the future.

There is a huge reserve of marketing-related terms in English, and there has been a need to develop recommendations to make the most of them correctly and efficiently.

The study of linguistic marketing units (corporate, banking, tax, information technology, the Internet, psychology) in conjunction with other parallel terms shows how extensive the work is.

Studying the linguistic characteristics of terms related to the historical history, socialization and economy of the Uzbek people, marketing can closely promote the economic minds and marketing knowledge of the population and the rise of market culture. Analysis of the development of science shows that the terminological structure of modern Uzbek language has been developed in terms of theoretical and practical development, and that foreign-language terms have been activated in the official and lively speech style. This process began in the 1980's and 2000's and covers today. This period is characterized mainly by the superiority of the absorption of words directly and indirectly from English. This process, along with the emergence of Uzbek marketing terminology, has also identified its composition. "The factor that unites the nation in language, territory, and ethnic terms is economic. [Askharovah. . 2015, 424]. Based on the economic unity of the peoples, language, territory, and ethnic units are formed. The economic and political unification of the nation leads to the emergence of a single national literary language based on the approach of the people's vibrant language. Languages are replaced by a national literary language. His elevation to the level of official language status is a symbol of the independence of a country named after the nation. "The position of the monetary union in the world market is a symbol of its economic power." [Mamzazarova A. Mamzarath M. 2012, 4]. Therefore, the development of each industry will not affect the development of the country, including the economy and language. These two areas are the two pillars of each other. Paydevori is also moving with the stability of a strong, bright state economy and the richness of the official language.

It is no secret that almost all countries and peoples of the world participated in the development of concepts and terms related to the economy in general. For example, the terms "end" and "commodity" specific to Turkish peoples, including Uzbeks, have entered from Arabic to English and Russian." [Abdurahmanov B. 1986, 99-100.] .

Economic terms used in English display their own linguistic characteristics and forms of making. Morphological elements of the Uzbek language are added to words that are not related to trade relations in Arabic, Arabic, and Russian and make a number of terms. These include



chewing gum, buddhism, marketer, jewelry, newspapers, attorism, etc. Active vocabulary supplements such as *-lik*, *-chi*, *-li*, Arabic-Tajik-language *-furush*, *-paz*, *-dor* are also used equally in both language derivatives. After a certain period of time, the launch of new commercial institutions set the stage for the emergence of new names and terms in the terminology of trade in the Uzbek language. Through Russian and Russian, the terms "magazines, cassettes, cafes, buffets, restaurants" from Western European languages have been adapted by means of a combination of terms such as magazines, cassettes, cafes, buffet, restaurants, and semiconductors, such as farm goods magazines, industrial goods magazines, cancer departments, perfume departments, and monument magazines.

Today, most uzbek marketing terms are derived from English-language words. Cache, advertising agent, accelerator (authorized product), auction, export, banner, business, businessmen, spectator, motivator, business partner, unit, supermarket, server, offer, demand, product, competition, bonus, etc. We face terms like this almost every step of the step today.

About 1990, a study of the dictionary content of Uzbek commercial terminology found that between 60 and 70% of the terms of this area belong to other languages (Arabic, Arabic, and Russian). For example, Arabic-Tajik and Arabic translations include terms such as base, attor, paysa, botmon, packaging, sahhof, baggage, kalob, sarrof, dallol, aslijallob, hezumkash, allof, and jewelry. Here are some of these words: "Bazzoz" (Arabic) is a gas dealer, gas dealer, and gas merchant; "attor" (Arabic) is a person who trades in upa-elik, various medicines, fragrances, and so on; "paysa" (Persian+Hindi) is a baby, money, small coins. a weight measurement unit in India and Pakistan equal to about 50 grams; "botmon" (Arabic+Arabic - a unit of measurement weighing 898.5 grams). A unit of measurement of weight (from two to ten pounds) in different regions of Uzbekistan, with different criteria and saliva (from two to ten kilograms); "hezumkash" (Arabic) is a fireplace, a fireplace, a fireplace, a fireplace; "allof" (Arabic) is a merchant who sells hay, hay, and trades flour wheat; A "sarrof" (Arabic) is a person who exchanges money, a cashier, a tax collector, a money separator, a large-scale coin, or a foreign currency exchange for a country's money, and benefits from it.

The origin and improvement of marketing terms depends on its structural terminological layers. In this sense, "the specifics of the terminological system, its structural dependence, are clearly and clearly reflected in the models of the making of vocabulary and vocabulary units based on linguistic factors." [Реформатский А А, 1967 – 42]

Vocabulary is considered one of the most productive methods of enriching the vocabulary of the vocabulary . As L.S. Peysikov notes, the process of vocabulary is one of the most fundamental ways in which terms are formed. One of the most productive methods of making the term is the adoption of a terminological system as a scientific term or nomen of joint words in the public. (Matthew 24:14; 28:19, 20) Today, many joint terms that arise in various fields of science and technology serve to describe two concepts in one word. Like a combination of words and other language materials , the terms are born in a combination of both sources .

Terms are not always stable, they are as dynamic as other units of the language. Because they too are subject to the existing contradiction of the language. Changes in some terminological units, outdated consumption, and the emergence of new ones occur on the basis of



extralinguistic factors. This issue is highlighted in the studies of B.N.Golovin and R.N.Kobrina to a certain extent, a process called a "terminological explosion." [Goliath B.N. 1987.– 235] It can be noted that marketing has become much more stable for terminological systems than another so-so-far terminological system. This is a natural process, and as L.S. Badxudarov pointed out, "as our knowledge of science and technology develops, our need for new terms increases regularly." [Badkhovarov L.S.A. 1970.-142.]. Such linguistic views on terminology and terminology will play an important role in studying the base of lectures, which are widely used in a special language vocabulary. The above analysis shows that marketing terminology is being developed and improved as a major component of economic terminology in direct connection with the development of society and the development of socio-economic relationships. Marketing terms have also been able to maintain their activity steadily at all times, as there is always a need for an economic sector at various stages of human history. Marketing terms consist of their own and integrated layer lectures based on linguistic laws and display their own ethical characteristics.

Economic science has always been an important factor for mankind. This science is considered the key to solving problems related to all aspects of society.

(Matthew 24:14; 28:19, 20) It is well-known that since the second century B.C.E., trade and trade relations have emerged between nations. Trade played a major role in strengthening socio-political, cultural and economic ties between nations. Just as trade relations are ancient, the emergence and development of Uzbek-language trade lectures has long been a thing of the past.

Terminology of the history of terminological lectures formed on the basis of the laws of Uzbek literary lexicism in the ancient Turkic language (VII-X), the terminology of the old Turkic language (XI-XIX), the terminology of the old Uzbek language (early the nineteenth and early 20th centuries), the terminology of the Uzbek language of the shoal era, and the era of independence in the form of Uzbek terminology, the processes that took place on the basis of intralinguistic and extralinguistic factors in the terminological lecture system for at least fourteen centuries and allows you to understand .

The origin and improvement of marketing terms depends on the kneeling of its structural terminological layers. It should be emphasized that all of the terms analyzed in the observations are keywords widely used in marketing and trading practices, mainly in the form of single and combination. Choosing these terms also requires special attention to the frequency criterion in their consumption. It should also be noted that the different terms available in the marketing terminological system are linguistically interconnected or not, as well as that lectures with a characteristic character have their place in accordance with the principle of a holistic term.

The formation and development of any subject cannot be imagined without terms. Linguistics regulates and unifies terms of various fields in accordance with the nature and laws of the language. Therefore, there is always a great necessity and natural need for terminological and linguistic work in science. The history of the origin of terms in English is known to have been studied by R. Danielov and H.Dadaev. For example, H. Dadaev contributed greatly to the study of historical lectures of the Uzbek language. His monographic study on "Old Uzbek Language Military Lecture" generally studied military lecture and used military terms and



military lecture terms. This terminologist's research on "Social political and socio-economic terminology in old Turkish language sources of the 11th and 14th centuries" is based on the first study of Turkish in a diachronous aspect. [Deabovav U. 1991,94]. A. Madvaliyev's book "Issues of Uzbek Terminology and Linguistics" [Madveliev A. 2017. - 136] dedicated to studying lexicography and terminography is significant in its focus on the current issues of terminology and dictionary. It includes research on such topics as the development of Uzbek language lecture and terminology, the history of the Uzbek dictionary, its development today, vocabulary, and the regulation of terms.

Sources covering the history of Central Asia show that Turon had a high need and demand for material blessings not only in the early Middle Ages but also in those before it. This aspect, on the other hand, in itself has led to the production, separation, and market of items. Although marketing elements also originated and began to evolve from that time, the name of the industry did not exist. They were studied in the terms economics, commerce, and sales.

Let's also consider the combination of the Great Silk Road, which plays an important role in the economic terms system. This compound is about 2,000 years old compared to the time this trading system began. The history of the silk road designation is associated with the name Paul Wilhelm von Rixtgofer. Rixtgofer relied on sources based on ancient manuscripts, in 1877 his "China".published by Jehovah's Witnesses. [Ershev N. Uamedova U. 2015, 82]. It provides interesting information about the start of the international trade route from China, and it speaks extensively of China's dignity and lack of position in trade. Therefore, the author calls this road the "Great Silk Road". Of course, the name "Silk Road" is not viewed in Rixtgofer's research as the only way in which Chinese silk was transported, but rather that Chinese silk was a leading tool for connecting the Orient and the Western world.

When it comes to the history of the development of Uzbek language marketing terminology, it is necessary to refer to Mahmoud Khashgari's "Devoni Dictionary Turkish" in the first gallery. This dictionary plays a special role in the cultural life of the Turkish peoples, especially linguistics. As a major dictionary, the author fully demonstrated the vocabulary of the nineteenth and tenth centuries B.C.E. Overlooking "Devon" shows that some of the terms related to the economy used in it are also used in modern English (with some drastic phonetic changes). It should be noted that some of the lectures that are reflected in the poem have fallen out of consumption over time and have now become archaeological. To illustrate: Imagine that a man who is walking on a suddenly finds that it becomes two diverging paths. [To'xliyev B. 1960-1963-450]

The 11th and 12th centuries are a special milestone in the history of the Turkish peoples. During the Koranites' time, financial relationships and trade flourished, along with social sectors. Changes in the economy and trade relations are also reflected in the language of the Koranites, especially in his essay "Knowledge of God, " a vivid example of the language of that era. Trade invaders used in the text of the pandemic include tavar (goods, things), satiy (trade), ayiči (treasurer), sart (merchant), jarmaq (money), darb (account), saqış (account), scientist-berim (oldi-berdi), ayir (expensive), ink (cheap), kebit (stores). [To'xliyev B 2014.- B-52.]



Goods - demand, everything that provides for the need, product; Purchase and sale between sellers and buyers, the object of market relations, separation, and products manufactured for sale. This horse was pronounced in the ancient Turkish language in the form of a tavar. The thirsty one thinks it to be so: the thirsty one thinks it to be thirsty one thinks it to be so; Take two grandeurs of satisfaction, and they will trade with each other. In English, he exchanged a unit in the first joint and a unit in the second throat: tavar is tävār. The word initially meant "pets" and "cattle." (Matthew 24:14; 28:19, 20) Jehovah's Witnesses would be pleased to support more than the entities. [Абдушукуров Б. 2008. – 45.]

Today, the Word of Pure Turkish Tarvar, which is actively used in Russian, is used in the form of a pair of words in the poem "Knowledge of God": It states that treasurers who are civil servants must carefully master trade issues. To qualities of "tavar", the word uçuz, meaning "expensive", is used.

In addition to expressing the meaning of "valuable" to things that are the original Turkish word, it has been used in the sense of "valuable" toward valuable people: Qamuy nä n ?? tavarıy knowledge keräk, ayırın uçuzun uquyli keräk – must know a variety of goods and goods, and understand expensive and cheap.

(Matthew 24:14; 28:19, 20) In today's economy, goods are products produced for sale. A brand is everything that can be satisfied with your needs and is offered for purchase, use or consumption on the market. There are many invasions to convey the meaning of "market": trade, merchant, etc. The marketplace is Persian, and it first came in Tafsir: I went to the marketplace, I came again. In the same sense, my father is found in the Dictionary of Zam·a·ri'ah and in the historical sources of Khmer Rouge.

Studies show that words such as selling, buying, and the process that represents those words have long existed. It is difficult to imagine a society without the participation of this process. In ancient times, this process was in the form of separation or mutual agreement. Later, states were formed, copper, gold, and silver coins were attacked, and people gradually refused to separate things and switched to dealing with coins and money. In particular, the separation of money is much more common, that is, they sold and purchased goods, goods, and so on. During the purchase process, it or something was purchased that was exchanged only for money. On this basis, the vendor's profession began to evolve slowly. There has also been an increase in the number of people who regularly engage in the profession and live in a family and who are on a roller coaster. Individuals engaged in this area were among the richest, most respected people in society. Thus, the term marketing was included in the concept of "merchant."

The word trade is Arabic-Tajik, meaning "purchase and sale." In an Uzbek speech, this lecture is also used in the form of a soap: accordingly, the term trade in English also has a cooling style. The term merchant is derived from the addition of an Additive to an Arabic horse, which means "a person engaged in trade." The Persian-Tajik merchant horse was joined by an English-speaking supplement that "produced a word in the sense of a profession involved in trade." In Qisasi Rabshakeh, the seller, the merchant tojar, is a salesman: the fig is expressed in original Turkish and Arabic-Tajik invasions.

Today – in the ancient Turkish language, this verb, which initially began to mean "give for something" and "give it for money" after the advent of money, was originally pronounced in



the form of sat-sad; The outdated leather satire based on this lecture is used in the sense of "trading treatment, sale". Today, "the seller's word is reflected in the "Drevnetyurkskiy Slovar." . [Древнетюркский словарь. 1969, 490-491]. A scientist is what people get; Debt: This invasion also came in this sense: the scholar lion, the giver, the rat: the lender is the lion, the borrower is the rat (the lender (the moneymaker) is like a lion when attacking, and the debtor is like a rat that causes fear and panic). Weed is a loan, I have given it . It is appropriate to emphasize that in the old Turkish language, the meaning of "debt" is expressed in ontu and grassy invasions.

Summary

By combining the above ideas, you can make the following conclusions:

1. In studying terminology in any field, studying their skepticism and development in English, it has been shown that dictionaries that illuminate the language of historical sources are scarce. To demonstrate that the Uzbek language has a long past and is rich, it is always appropriate for us to take advantage of the internal capabilities of the Uzbek language in accepting words from foreign languages or vocabulary.

2. As a result of the influence of social and political processes that have been consumed in the past in Uzbek marketing terminology, terms of the historical and archaeological layer can be classified today from the point of view of belonging to a pure Turkish and distinguished layer. Whichever country is associated with the emergence and development of the industry, the language and names of that country occupy the primary position.

Studying the linguistic characteristics of terms related to the historical history, socialization and economy of the Uzbek people, marketing can closely promote the economic minds and marketing knowledge of the population and the rise of market culture. It is intended to study the use of marketing terms in public, historical and ethical characteristics, development, and consumption of newly entered terms.

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