

Uzbek Commercial Business Terms And Their Linguocultural Characteristics

Kholisova Gavharoy Mannobjon qizi

Associate Professor of Andijan State Institute
of Foreign Languages, Doctor of Philological Sciences (PhD).

Samatqulova Musharraf Sadirbek qizi,

Group 203, English Philology Department.

Abstract

This article examines the commercial and business terms used in the Uzbek language from a linguocultural perspective. It analyzes the origin of these terms, the ways they entered the language (from Arabic, Persian, Russian, and English), their cultural meanings, and their connection with national values. In addition, the article discusses the adaptation of modern economic terms in Uzbek, focusing on their phonetic, lexical, and semantic adjustment.

Keywords: terms, technological commerce, commercial, cultural exchange, honesty, integrity, blessing, abundance, ethical standard.

Globalization and technological development are rapidly transforming the world economy. At the same time, terms and concepts in the fields of business and commerce are becoming increasingly harmonized at the international level. In recent years, new terms such as marketing, startup, branding, and investment have become widespread in the Uzbek language. However, every language preserves its own cultural and social context: terms not only express concepts but also reflect the values, moral norms, and worldview of the society.

A linguocultural study of Uzbek commercial terms shows that these terms have been shaped over long historical periods, reflecting the evolution from ancient trade traditions to modern global business concepts. The purpose of this article is to comprehensively study the linguocultural features of Uzbek commercial and business terms, as well as to determine their place and significance within cultural, historical, and social contexts.

It should be noted that almost all scholars who have dealt with the issue of terminology have tried to define this concept. If we were to cite not all, but even some of them as examples, it would take up many pages.

Therefore, summarizing their views, the concept of “term” can be defined as follows: a term is a word or phrase that denotes a professional meaning, expresses and forms a professional concept, and is used in the process of understanding and mastering certain objects and the relationships between them from the perspective of specific professions. Indeed, this is the case. Because every field or branch has its own terminology that is used within that particular sphere; more precisely, it shapes the speech of professionals and creates conditions for verbal communication within that sphere. It should be noted here that individuals with certain professions or specializations often work with the specific terms characteristic of their field. For example, in the written or spoken language of businessmen and traders, it is natural to find terms used within a narrow scope such as cartel, clearing, trade turnover, petty property ownership, fund allocation, and rent.

Throughout history, languages have adopted words and concepts from other languages. The Uzbek language, too, has borrowed numerous economic terms from various sources — Arabic, Persian, Turkic, Russian, and in recent centuries, English.

For example, words such as mag‘aza and savdo trace back to ancient trade traditions; there are also lexemes and expressions related to “trade” that originated from Arabic and Persian. During the Soviet period, many terms were borrowed from Russian into Uzbek commercial terminology. Terms such as товарищество (tovarishchestvo – partnership), кооператив (cooperative), and госплан (gosplan – state plan) came into wide use. During this time, a part of the traditional commercial terminology lost its significance, as private entrepreneurship was almost completely eliminated.

The distinctive features of the Soviet economic system led to the emergence of new terms such as хозрасчёт (khozraschyot – economic accounting) and пятилетка (pyatiletka – five-year plan). These terms entered not only official documents but also everyday language, adapting to the lexical structure of the Uzbek language. During the Soviet period, economic terminology was mainly translated from or directly borrowed from Russian, including words such as active, passive, fund, and strategy.

During this time, Uzbek terminology — especially commercial and business terminology — was significantly enriched and expanded with Russian loanwords. After 1991, with the formation of the market economy, the influx of international economic terms accelerated. Words such as purchase, marketing, brand, startup, and investment gradually entered Uzbek from English. This process sometimes involves changes in the original meaning of the words, their abbreviation, or adaptation to technical contexts.

The adoption of words occurs through two main channels: Through technical and scientific translation (for example, official documents and economic literature); Through cultural and commercial exchange — that is, via advertisements, the internet, and television programs, which spread

them to the general public. Uzbek commercial terminology also reflects deep roots of national culture. Terms such as halol daromad (honest income), mehnatkash (hardworking person), and pokiza ish (clean or honest work) express the Uzbek people’s respect for labor and honesty. The word halol (honest) represents not only a religious concept but also a general moral notion, closely associated with ideas such as trust and sincerity in the field of commerce.

The term “mehmon” (guest) in Uzbek culture can refer not only to a person visiting someone’s home but also to a client or business partner. The broad usage of this word reflects the influence of the Uzbek tradition of hospitality on commercial relationships. Similarly, the concept of “hurmat” (respect) holds an important place in business negotiations and partnership relations.

Uzbek terminology is rooted in ancient trade traditions. For example, terms such as savdogar (merchant — a person engaged in traditional trade), bozor (market — not only a place of trade but also a cultural center), and choyxona (teahouse — a place not only for relaxation but also for conducting business meetings) can be mentioned.

It can also be emphasized that Uzbek terminology differs from that of other languages in that it reflects the national culture. Terms used in trade such as halol daromad (honest income), baraka (blessing), fayz (prosperity), mehnat (labor), ter to‘kish (to work hard, literally “to shed sweat”), peshona teri (the sweat of one’s brow), savob (good deed), rozilik (consent), and mehmon-mezbon (guest-host) serve as vivid examples. The religious influence on the inclusion of such words in trade terminology is quite significant.

It is evident that the original meanings of these terms come from Arabic and are considered important in Islam. The

morphological structure of such terms can be studied in two main types. The first and primary method of formation is compounding, i.e., combining two words: savdo-sotiq (trade), halol-xarom (permitted and forbidden), bozor-iqtisod (market economy). The second method is affixal derivation, as in sherikchilik (partnership), halollik (honesty), barakali (blessed), hamkorlik (cooperation), and so on.

Considering the Uzbek people's skillful use of proverbs and sayings in speech, it can be noted that they also use commercial and business terms beautifully in such expressions. For example, to emphasize that someone needs to learn the rules of the market, the proverb "Bozorning o'zi o'qituvchi" ("The market itself is a teacher") is used; while to highlight that trade is quite a complex field, the saying "Savdoning boshi savdo, oxiri talovo" ("The beginning of trade is trade, the end is loss") is commonly quoted among people.

Linguoculturology is a field that studies the interaction between language and culture. When analyzing commercial terms from a linguoculturological perspective, attention is paid to the following aspects:

1. In Uzbek culture, the concepts of honesty (halollik), diligence (ishchanlik), and blessing (baraka) are considered important factors in evaluating economic activity. For example, while the word foyda (profit) is economically significant, its cultural value is viewed together with the concept of halol daromad (honest income).

During the process of adapting the English word brand into Uzbek, several variants emerged: brend (transliteration), mahsulot imiji (product image), and tovar belgi (trademark). Each variant has its own degree of certainty and sphere of use — for instance, brend is mostly used in the field of marketing, whereas tovar belgi appears in legal documents. It is also important to

examine the contexts in which commercial words are used in everyday speech. For example, the term investitsiya (investment) is widely used in official documents and financial reports, while more traditional words like sarmoya (capital) are more common in small business and public discourse. Some terms carry specific connotative meanings. For example, skidka — a Russian word — sometimes conveys the idea of a bargain to the consumer; chegirma, its Uzbek equivalent, is perceived as more formal and neutral. Today in Uzbekistan, there exists a dual lexical environment in the business sphere: traditional Uzbek vocabulary and global terms borrowed from English and Russian. This situation manifests differently in scientific, commercial, and mass communication contexts. The term startup (startup) is widely used among young researchers and entrepreneurs. Since there is almost no full Uzbek equivalent, it is often used in its original form. This reflects the vitality of the language — new words are adopted for new concepts. Terms such as marketing, branding, and target audience are generally used in English, especially in professional settings. This indicates that education and practice in the field are often developed in English. In many cases, adapting English terms into Uzbek creates terminological challenges: a single word may have multiple translations, or subtle nuances may be lost in translation. Uzbek commercial terminology also reflects family values. The term biznes-oil (business family) represents not only a business run together with family members but also a tendency to view the business itself as a family. This concept emphasizes the importance of teamwork and mutual trust. Phrases like "O'z ishining ustasi" ("master of one's craft") reflect respect for professional skill and expertise. These concepts originate from the traditional craftsmanship

culture and continue to hold significance in modern business.

For example, the English term stakeholder can be translated into Uzbek as foydalanuvchi tomonlar (beneficiary parties), manfaatdor tomonlar (interested parties), or ishtirokchilar (participants), but each variant functions differently depending on the context.

Below are some contemporary examples:

Advertising banner: “Yangi brend – 50% chegirma!” — here, the word brend is used in English form, conveying modernity and an international quality perception to the consumer.

Official document: “Kompaniya investitsiyalarni jalb qilish to‘g‘risida qaror qabul qildi.” — in this sentence, the term investitsiya demonstrates its appropriateness in formal and technical texts.

Discussion: “Biz startapni ro‘yxatdan o‘tkazmoqchimiz va marketing strategiyasini ishlab chiqamiz.” — in this expression, multiple English terms are integrated into Uzbek speech.

Uzbek commercial terminology includes synonymic series: “biznesmen” – “tadbirkor” (entrepreneur), “kompaniya” – “shirkat” (company), “menejer” – “rahbar” (manager). These synonyms sometimes carry nuanced differences in meaning, and their usage depends on the context. Antonymous relationships are also observed: “import” – “eksport”, “aktiv” – “passiv”, “daromad” – “xarajat” (income – expenses). These terms express opposite concepts, helping to better understand economic relations. In Uzbek, the creation of new commercial terms reflects an effort to harmonize national traditions with modern needs: “Xalqaro bozorga chiqish” – entering the global market
“Mahsulotni joylashtirish” – product positioning
“Brend yaratish” – creating a distinctive trademark

These terms preserve the uniqueness of the Uzbek language while simultaneously expressing international concepts. The development of the digital economy has led to the emergence of new terms: “Elektron tijorat” – online trade
“Raqamli marketing” – marketing through digital tools

“Bulut hisoblash” – cloud computing
These terms reflect the integration of modern technologies into the business sphere. Uzbek commercial terminology thus represents a balance between modernity and national values.

Terms emerged as a result of cross-linguistic contact and economic-social changes. A linguoculturological approach to analyzing these terms considers not only the lexical aspects of the language but also their cultural, moral, and pragmatic meanings. It should be emphasized that the standardization and enrichment of Uzbek terminology can be achieved through scientific and technical translation, education, and mass communication.

In the future, the development of Uzbek commercial terms is expected to continue along two main directions: on one hand, preserving and developing the national cultural heritage, and on the other hand, adapting to the processes of globalization. Balancing these directions allows Uzbek business culture to maintain its uniqueness while actively participating in the international community.

Studying Uzbek commercial terms is important not only for linguistics but also for cultural studies, sociology, and economics. Conducting deeper scientific research in this field enables us to better understand not only the laws of language development but also the transformation processes of Uzbek society.

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