

A COMPARATIVE TYPOLOGICAL STUDY OF BUSINESS TERMS

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Abstract

A comparative study of business terms involves analyzing and comparing various terms and concepts used in the field of business. This study can be conducted to gain a better understanding of these terms, their definitions, and their applications in different business contexts. It can also help identify similarities and differences between similar terms, leading to clearer communication and improved decision-making in the business world. The aim of this article is to research on some terms on business comparatively and find some differences as well as similarities in English and Uzbek languages.

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INTRODUCTION

In an increasingly interconnected world, businesses often transcend national borders and cultures, necessitating effective cross-cultural communication and understanding. One critical aspect of this understanding is the terminology employed in the business world. A thorough comparative typological study of business terms, spanning different languages and industries, is essential to unravel the intricate web of linguistic, cultural, and practical nuances that shape the global business landscape.

Terminology is a scientific and practical structure of speech that deals with the study of a word or a series of words, their meanings and their specific meaning, rules of their application and translation, explaining and defining them, and a set of rules. Also, terminology is a branch of speech that deals with the scientific and practical methods of studying, understanding and using terminology words. Terminology is historically earlier, but the formal study of them as a structured science began in the 19th century. Its founders were forced to understand the many ways of defining their discourses and contexts, which were used in the creation of private concepts in life history and literary studies.

Each language has its own terminology. For example, there are different types of terminology, such as

- A) chemical terminology,
- B) social scientific terminology,
- C) medical terminology,
- D) private machinery terminology and many others.

MATERIALS AND METHODS

The study of terminology, known as "terminology management" or "terminology science," is a

specialized field that primarily focuses on the systematic study and management of specialized vocabulary and terms used in various domains. This field is important in various professional and academic disciplines, including linguistics, translation, technical communication, and various specialized industries.

One of the most essential people in this sphere are terminologists who are specialists in terminology management. They work to identify, define, and standardize the specialized vocabulary used in specific domains, such as medicine, law, engineering, or business. They often work with subject matter experts to develop glossaries and terminology databases.

Another important one is linguists, particularly those specializing in semantics and lexicography, may study terminology to understand how words and phrases are used in specialized fields and how they relate to the broader language.

Moreover, translators and interpreters also rely on terminology management to ensure accuracy and consistency in their work, especially when dealing with technical, scientific, or legal documents.

A comparative study of business terms requires proficiency in both given languages and a good understanding of the culture and business ethics of the two languages. Because a comparative study of business terms relies on the history of the business field and the words used in it.

RESESRCH AND DISCUSSION

Here I would like to give some business terms in English and their meaning in Uzbek languages:

№	Bussines terms	Definition	Uzbek translation
1	Revenue	This is the total income a business generates through its primary activities, such as selling products or providing services. Studying revenue involves analyzing sales data, pricing strategies, and customer trends.	Umumiy foyda
2	Profit	Profit is the amount a business earns after deducting all its expenses from its revenue. It's a key indicator of a company's financial health. Studying profit involves understanding cost structures, profit margins, and ways to maximize profits.	Sof foyda
3	Market Analysis	This involves studying a specific market or industry to understand its trends, competitors, and potential opportunities. It includes researching customer behavior, demographics, and preferences.	Bozor savdosini o'rganish
4	SWOT Analysis	SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. This analysis is a strategic planning tool to evaluate a business's internal strengths and weaknesses and external opportunities and threats. It helps in devising strategies.	Biznesning yaxshi yomon, kuchli va kuchsiz tomonlarini ko'ra bilish
5	Marketing Mix (4Ps)	The 4Ps refer to Product, Price, Place, and Promotion. Studying these elements helps businesses develop effective marketing strategies and understand how to position their products in the market.	Maxsulot, narx, joy va yukalish
6	ROI (Return on	ROI is a measure of the profitability of an	Foyda va

	Investment)	investment. Businesses study ROI to determine the success of various investments, such as marketing campaigns, new products, or equipment purchases.	investitsiya
7	Business Plan	A business plan is a formal written document outlining a business's goals, strategies, and financial forecasts. It's an essential tool for both startups and established businesses.	Biznes reja
8	Supply Chain	This refers to the network of suppliers, manufacturers, distributors, and retailers involved in producing and delivering a product to the end consumer. Studying supply chain management involves optimizing the flow of goods and information to reduce costs and improve efficiency.	Ta'minot zanjiri
9	E-commerce or online shopping	The buying and selling of products or services over the internet. Studying e-commerce involves understanding online marketing, website design, payment systems, and logistics.	Onlayn savdo
10	Business Ethics:	The study of moral principles and values in the business world. It includes topics such as corporate social responsibility, ethical decision-making, and sustainable business practices.	Biznes etikasi

The above table clearly shows that a large number of business terms are translated from English to Uzbek, and some of them are borrowed from English in Uzbek. It is not difficult to find their meaning in the process of translation. However, it is necessary to give the definition of some words and phrases, because these phrases can express the peculiarities of English business and Uzbek business.

CONCLUSION

Overall, a comparative study of business terms helps in developing a comprehensive understanding of key concepts used in the business world. It enables professionals to communicate effectively, make informed decisions, and adapt to different business environments. The study of business terms plays a crucial role in facilitating effective communication within the business community. Understanding the typology of business terminology enables professionals to better comprehend and utilize specific terms related to their field. This research article aims to classify and analyze various business terms, shedding light on their typological patterns and structures.

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