

---

## CHARACTERISTICS OF BUSINESS TERMS IN LANGUAGES

Kamilova Durдона Kozimdzhanovna,  
State Customs Committee of the Republic of Uzbekistan  
Senior teacher of the Customs Institute

### **Abstract:**

The sources and methods of formation of business terms in languages are considered in the article.

**Key words:** entrepreneurship, communication, personality, terminology, linguistics.

The development of terms in the field of entrepreneurship continues to increase the interest of modern linguistics researchers. Of course, this interest is closely related not only to the growing economic relations and the developing business system, but also to globalization in general. It combines finance, communication and marketing to inform this terminological field of strategic trust-based relationships. The main question is still the definition of the term.

In other words, the uniqueness of entrepreneurship is, among other things, in the rapid development of entrepreneurship terminology. Business terms in languages are interdisciplinary: they include terms from such areas of activity as accounting, economics, management, law, etc.

Language is a sensitive tool that responds to any economic, social and political changes. Therefore, the scope of activity and use of business terminology goes beyond the economic context and communication of experts. Unlike most terminological systems, the units of the business terminological system are used not only by specialists but also in the speech of the general population.

The system of relations with investors is a relatively young sector in the economy of our country, which indicates the uncertainty of understanding this concept. Investor relations is a branch of corporate communications concerned with information management and disclosure in public and private companies. The main objective of investor relations is to establish and maintain long-term relationships with investors and shareholders, financial intermediaries, authorities and the media.

Uzbek terms are taken from the international lexical units of the English language related to the field of information technologies and electronic communications, which depends on the special status of the English language in the business environment (slot, provider, target, insider). A distinctive feature of the production of new terms in terminology is the process of involving units of the native language.

In the process of being used in Uzbek, the terms borrowed from the English language go through various stages of development: conducting conference calls, celebrating roadshows, targeting the market, analysts' pool.

On the contrary, borrowed words are underlined and English prototypes are written separately: business plan - business plan; roadshow - roadshow; conference call - conference call and more.

When the business is assimilated into the terminology system, the new terms are not fully assimilated, they operate in the status of barbarians. In most cases, the phenomenon under consideration is characteristic of joint terms: in the terminology meaning "analysis of the company's perception by investors", its English version is more often used. The term goodwill, which is widely known in English texts on financial statement disclosure, means "intangible assets, materially immeasurable capital of the company (reputation, technical competence)".

In the terminology of the business field, the phrase target report is often used, which means "a report for identifying potential investors." This is mainly due to the principle of saving language resources, as well as minimizing the use of the keyboard when entering relevant text. The research showed that in Uzbek and English, the term system of Investor Relations entrepreneurship is in constant development, with lexical units composed of different word formation methods (word formation) that later undergo semantic changes. will be done.

## **LIST OF REFERENCES**

1. Kamilova Durдона Kozimdjanoyna Features of borrowing economic terms in the Uzbek language // Integration into the world and connection of sciences International scientific and practical online conference. Азарбайжан. Баку. -January 2021. DOI [http://doi.org/10.37057/A\\_7](http://doi.org/10.37057/A_7). С.100-101
2. Kamilova Durдона K. Comparative analysis of the terms in the sphere of "business and entrepreneurship" in English and Uzbek // Novateur Publications Journal NX-A Multidisciplinary Peer Reviewed Journal ISSN No: 2581 – 4230 Volume 8, ISSUE 3, Mar. - 2022. Journal Impact Factor: 7.223. P.9-12
3. Kamilova Durдона K. Lexicographic Analysis of the Terms "Business and Entrepreneurship" in English and Uzbek International Journal of Discoveries and Innovations in Applied Sciences | e-ISSN: 2792-3983 | [www. openaccessjournals.eu](http://www.openaccessjournals.eu) | Volume: 1 Issue: 5//P. 57-59
4. Kamilova Durдона Kozimdjanoyna Important aspects of teaching business intercultural communication in a foreign language// Педагогика ва Психология инновациялар 2-сон, 4 жилд инновации// ISSN 2181-9513 DOI Journal 10.26739/2181-9513 № 2 (2021)//Б.19-24.
5. Комилова Д. Инглиз ва ўзбек тилларида "тадбиркорлик фаолияти шакллари" тизими ва уни таржима қилиш усуллари. О'zbekiston milliy universiteti xabarлари, 2021, [1/4/1] ISSN2181-7324.