

## SEMANTIC AND CATEGORIAL STRATIFICATION OF THE LANGUAGE OF THE ENTREPRENEURSHIP AND BUSINESS SPHERE

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### ANNOTATION

The article provides a comparative analysis of the forms of entrepreneurial activity in the Uzbek and Anglo-American systems of law; reveals significant differences in the volumes of meanings of legal concepts in two languages, provides translation recommendations. In a contrastive way, the terms that are used to describe such subject areas as: various forms of entrepreneurial activity, the constituent documents of the company are considered. It is noted that the greatest problems for translation and understanding of the text are caused by non-equivalent and partially equivalent vocabulary.

**Keywords:** forms of entrepreneurial activity, translation of legal terminology, comparative analysis, partially equivalent vocabulary.

### Discussion

The study of modern English is aimed at exploring various aspects of professional strata and subject areas. This allows you to identify the development of the linguistic structure, explore genre characteristics, highlight terminological units and determine the stylistic features of the functioning of the communicative units used in this subject area. Also, the analysis of the specifics of the professional field provides a study of the conceptual and categorical structure, which affects the understanding of the organization of the linguistic picture of the world and the place of the language of a particular professional sphere in it. Indeed, each subject area is characterized by special aspects representing its originality in comparison with other language strata. This applies both to linguistic characteristics proper - genre, terminological, stylistic features, and its functional features in modern English and the influence of extralinguistic factors on them, which determine the development of the professional sphere itself and the language that reflects specific professional aspects of the subject area. First of all, it concerns its conceptual categorical structure.

The language of entrepreneurship and business is the object of our research. As you know, this sphere is considered as an integrative category linking various subject areas: economics, production, trade, banking, etc. Of course, this is reflected in the language of the sphere of

entrepreneurship and business. In addition, this area is one of the leading factors in the development of the economy and the socio-cultural development of society. Its influence on the progress of modern technologies is also of significant importance, which is determined by the constant search for more effective ways of doing business and providing better services and goods to customers. Thus, we come to the conclusion that the language of business and entrepreneurship reflects these characteristics of the sphere itself and affects the development of modern institutions of society, as well as of society as a whole. In addition, we draw attention to the fact that the choice of material for studying the language of the sphere of entrepreneurship and business is associated with a high frequency of terminological units of this group, with their ability to penetrate different stylistic levels of the language - from the everyday to the political tier.

Analyzing the specific conditions for the functioning of the language of the sphere of entrepreneurship and business, we consider it appropriate to consider the role of the extralinguistic factor that we mentioned above. We draw attention to the two-way relationship of the studied language layer and the conditions, factors, trends in social life that have a direct impact on it. Communication is bilateral, and not unidirectional, since not only is the impact of changes in economic conditions, technology development, etc. on the functioning of the language of entrepreneurship and business, but also the opposite effect, when the appearance of a terminological unit and its use in a narrowly limited context is gradually expanded and a transition to wider use is observed. This fact indicates that the language of the sphere of entrepreneurship and business should be considered as a dynamic category, accompanied by the emergence of new terminological units and, on the contrary, the extinction of obsolete ones.

Thus, extralinguistic factors have a significant impact on the formation and development of this subject area. We consider extralinguistic factors as a complex of technological, sociocultural and political-economic conditions. Extralinguistic factors can also be considered quite broadly and include, inter alia, historical events affecting the development of the language, political transformations that determine the use of certain lexical units, economic trends that influence the appearance of new terminological units, expanding contacts between representatives of different cultures speakers of different languages, which leads to integration, including borrowing terminology from one language to another. In this context, mention should be made of migration processes that affect the development of the linguistic sphere.

“Indeed, they all determine the linguistic situation and have a significant impact on the development of the language”.<sup>1</sup> Naturally, the ever more complicated forms of social being

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<sup>1</sup> Vorkachev S. G. Happiness as a linguocultural concept. M.: ITDGK "Gnosis", 2004. 22p

influence the processes of continuous enrichment and improvement of the language as the main means of communication in all spheres of human life. Note that extralinguistic reasons are directly dependent on the social nature of the language. We emphasize that the language of entrepreneurship and business as a subject area is characterized by the influence of extralinguistic factors considered above. And all of them, one way or another, form the studied linguistic subject area.

The study of the language of entrepreneurship and business is aimed at analyzing the semantic-categorical stratification of the studied professional language field. This task correlates with general trends in structuring complex language strata as integrative categories. The integration of various subject areas was mentioned above. At the same time, it should be emphasized that this research toolkit is defined as the most effective for analyzing language subject areas characterized by breadth of coverage and constant dynamic development. As you know, stratification as a tool for studying the language allows you to analyze various language phenomena and identify social, territorial, age, etc. aspects of using language tools. First of all, stratification is determined by the multifunctional nature of linguistic phenomena, the needs of native speakers and the processes of interlinguistic development. The study of the semantic-categorical stratification of the language of entrepreneurship and business allows us to distinguish the vocabulary of this area according to the leading attribute - semantic characteristics and categorical relevance.

By verbalizing the existing semantic and associative complexes of the sphere of the language of entrepreneurship and business, potential opportunities are realized for studying the “semantic-structural distribution that determines the differentiation of the various types (types) of the signified ... identifying specific signs reflected at the derivational level in terms of specialization of not only derivational elements different statuses, but also in terms of the specificity of the choice of this or that derivational “design” of the corresponding conceptual segment”<sup>2</sup>

Categorization allows you to reconstruct the experience of a person represented as an aggregate of knowledge. The definition of the structure of individual categories determines the identification of hierarchy and taxonomy as a characteristic of the relations between the elements included in this specific area of the professional language. Categorization as a function of human consciousness lies at the basis of speech-thinking activity and the organization of language as a unique system.<sup>3</sup>

An analysis of the language of the sphere of entrepreneurship and business shows that this subject language sphere has a system organization characterized by a complex interaction of

<sup>2</sup> A large encyclopedic dictionary. SPb., 1998.

<sup>3</sup> The Great Soviet Encyclopedia. M., 1950.

various objects, their characteristics, properties and relations between them, as well as the integration of linguistic phenomena from other subject areas. The study of this sphere on the basis of semantic categorical stratification is a factor in the implementation of professional activity by systematizing the conceptual and terminological apparatus, which will not only reveal its organization, but also trace the dynamics of the development of the subject area as a whole. The systematic organization of the language of the sphere of entrepreneurship and business is based on a terminological component that conceptualizes the considered part of the world's picture as structured in a certain way the entire set of cognitive-semantic formations, concepts verbalized by means of language related to the field of economics (terms, professionalisms, professional jargonisms and concepts of all related and highly specialized economic disciplines, professional fields of activity and scientific directions).

Thus, as noted above, the basic component of the language of the sphere of business and entrepreneurship are terminological units. However, the analysis of the semantic-categorical stratification of the language testifies to their relevance not only to the linguistic layer of entrepreneurship and business due to semantic-structural distribution. Terminological units are inextricably linked with the conceptual field, reflect its specific phenomena, correlated with the realities of professional-business, scientific, and not everyday consciousness. According to P.A. Florensky, "a term is a variant of an ordinary word or a cultivated, specially created unit that has both the properties of its primary principle and new, specific qualities".<sup>4</sup> This quote largely explains the trends in the penetration of the language of business and entrepreneurship in various areas of communication. It is also associated with the breadth and prevalence of the phenomena under consideration. In this regard, the connection between the doctrine of the term and semiotics is relevant, since any professional, special or highly specialized word-term is not just a word (grammatical aspect) in a special scientific and professional context, but a unit of a specialized symbolic, code system that performs a dual function: nominations and "coding" of the nominated concept.

To conduct the study, we conducted an analysis of the language of business and entrepreneurship and identified the main categories explicating the conceptualized space under consideration, which include production, trade, finance and credit. In the framework of the study, we focused primarily on the two most developed language strata - the production and commercial areas as components of the language of business and entrepreneurship. Each of these categories can be classified into main and peripheral components, which cover, first of all, the terminological units of entrepreneurship and business, idiolect, sociolect of businessmen and entrepreneurs.

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<sup>4</sup> Karasik V. I. The language circle: personality, concepts, discourse. Volgograd: Change, 2002.

The information used in entrepreneurial activity and business is very diverse. We have carried out an analysis of the two most species that represent the most striking characteristics regarding the structure and organization of the subject area under consideration. This applies to the production and commercial types of information as subspecies of the language of entrepreneurship and business. The production includes information about the technology and production method, technical discoveries and inventions, know-how, design documentation, software, etc., which determines the presence of specific terminology, genre, communication styles. Commercial information - on the financial and economic situation of the enterprise (financial statements), loans and banking operations, on concluded contracts and counterparties, capital structure and investment plans, strategic marketing plans, analysis of the competitiveness of own products, customers, production development plans, business correspondence, etc. Thus, these aspects that make up a single subject area of the language of business and entrepreneurship create a single conceptualized space. The presence of special terminology that reflects the specifics of the above information aspects indicates, on the one hand, the specifics of this subject area, on the other hand, shows its active development as a consequence of the development of this particular area of social and economic life of society. Thus, the semantic-categorical stratification of the language of the sphere of entrepreneurship and business represents the components of this professional field as mental and socio-cultural formations of the human consciousness, which are classified into basic and peripheral fragments (components), including idiolect, text, sociolect of businessmen and entrepreneurs, terminological apparatus of the language of business and entrepreneurship. Their linguistic conceptualization is determined by the implementation by the components of the subject area of essential potential meanings in the field of a specific context (business documentation, speech of businessmen and entrepreneurs, an encyclopedic dictionary entry, explanatory dictionaries, scientific articles, monographs, etc.).

## Literature

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