SOME ISSUES OF BUSINESS TERMS BORROWED FROM ENGLISH

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Abstract: The article is devoted to the study of the problem of business terms in translation process from English into Uzbek. Moreover, it discusses some features of terms and terminology in English and Uzbek languages

Key Words: term, terminology, business terms, loanwords.

Introduction

Today, the study of language and its stages of development cannot be called a new field. Because the language and its stages of development have been studied for several centuries. Each seeker gives their own views and theories in this regard, giving their own news and information. At the stage of construction and development of the current Uzbek literary language, terminology has a special place and position. We can say that there are two worldviews about the role of the field of terminology in the structure of the language dictionary. According to the first idea, terminology is recognized as an independent layer of the lexicon of the literary language, while according to the second theory it is separated from the vocabulary of the literary language, evaluated as a "separate" object, and types of speech (dialect, slang, live conversation). According to V. P. Danilenko, a wellknown scientist, terminology refers to an independent functional type of general literary language, i.e. traditional scientific language (language of science, science or technology) (Danilenko 1977; 8). Terminology is a science that studies special concepts and their linguistic symbols or terms. These special units of knowledge are the result of the development of cognitive processes and communication between specialists of a special language community (Sager 1997, 25). Terminology is used in various communicative contexts to describe domain-specific knowledge structures and what they are. It also includes organizing and listing, as well as the meaning and usage of terms in terminological resources such as terminologies, dictionaries, and dictionaries can also be used to decode text and create text.

Distinctive features of professional translation strategy is also assigned to the translator tasks are determined by the subject of professional activity. In this case, the object and subject of this activity is a professional orientation text which illustrates business terms.

MATERIALS AND METHODS

From a theoretical and practical point of view, it is necessary to mention the specialized translation that is closely related to the terminology, because the adequacy of the terms used in the text is also one of the factors that determine its compatibility with the level of knowledge of the recipients of the text, and of course the quality of the translation plays the main role in this. Plays in this sense, terminology is often seen as a translation problem, as it has to be solved in the translation process and a solution to the problem has to be found.[1.1] This means that translators must have specialized texts, as well as field terminology, have sufficient knowledge in this field, and must be able to perform terminological work. In addition, business terminology has a special place in this field, and management as a means of acquiring knowledge. For this reason, they also need extensive training in the use of translation technologies, computer tools and resources.

Here, it is important to distinguish between the concepts of term and terminological lexicon. The scope of use and distribution of terms is limited by a specific terminological system, and they are manifested in a specific style and method within the framework of human activity. The terminological lexicon includes words and phrases that are widely used in the context of non-professional speech,

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which has moved from the sphere of narrow specialization to the sphere of mass communication. The term that has entered the sphere of universal language is separated from its terminology, terminological field and system, and is separated from the characteristics of the term. Regarding to the definition of the term, there are many opinions expressed in the scientific literature, and in almost all definitions, the term is expressed as a word or a combination of words that expresses a special scientific and technical concept. According to O. Vinocur, the term - is always clear and obvious, because if the terms are studied separately, depending on the field, the study stage of this field will be fundamentally reformed. The language of the system of terms is formed consciously. In particular, the term does not appear by itself, spontaneously, but is created due to its necessity, the need for it in society.

RESEARCH AND DISCUSSION

There are two theories of terminology that have significant influence in different ways, namely, how terminology is described, analyzed and expressed in multilingual communication contexts. The first is the communicative theory of terminology proposed by María Teresa Cabre. the other is the Frame-based Terminology proposed by Pompeu Fabra University (Barcelona), a theory founded by Pamela Faber at the University of Granada. Both theories are complementary ways of imagining that express special knowledge concepts and relations, as well as their terminological signs and their activation in specific texts.

The introduction of business terms has been a reality since ancient times. Because our country has been trading with many countries of the world through the Great Silk Road since ancient times. This, in turn, can stimulate the comprehensive development of the state. Because as a result of trade relations, not only goods are exchanged, but also the way of life and speech characteristics of countries.

In ancient times, words such as broker, buyer, seller, and speculator (dallol, xaridor, sotuvchi, chayqovchi)were used as business terms in Uzbek, but today the range of words used in this field has expanded considerably. Some words and terms include many business terms such as business, marketing, management, online sales, delivery service, return, guarantee, bonus, buyer, seller, manufacturer, consumer, brand, logo, label. Most of these terms are words that have been adopted from English to Uzbek and cannot be translated. Such words include manager, business, marketing, etc. However, some words can be translated by their equivalents, such as seller, buyer, trade, market, stall, money, and many other words. This, of course, requires a special skill from the translator.

CONCLUSION

Today, in modern linguistics, various ideas, ideas, thoughts can be noticed regarding the appearance of new terms, obstacles in their implementation, principles and methods of creation. Substantial, functional, derivational, semantic and pragmatic principles of term interpretation are recognized. According to the representatives of the substantive point of view, a term is a special word or a combination of words, which differs from other nominative units by the same meaning, accuracy, systematicity, distance from the context, and emotional neutrality. According to the functional point of view, terms are not special words, but words with a special function; the role of the term can be replaced by any word. Certain requirements are imposed on the term, this aspect distinguishes it from ordinary words in the common language and dialects. Nomenclature is a new category of terminology. The nomenclature of any field includes all species names related to this field. When their amount reaches an excessive level, it requires a special structure. For example, trying to give a separate name to each of the more than 200,000 plant species today is useless, it is not even possible. From the nomenclature of natural sciences, which reflects the stages of human knowledge and understanding of nature, it is necessary to distinguish the technical nomenclature that is discovered and created by man (production nomenclature), as well as the commercial nomenclature, which is specially created for the purpose of providing and selling goods. Although all three nomenclatures

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are created by interested parties, they exist on the basis of different foundations, different goals and different principles.

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