

Economic Terms As An Object Of General Language And Comparative Linguistics

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Abstract: *With the development of a market economy, there is a need for new economic thinking, new approaches to economic management, at the head of which is the satisfaction of human needs and requirements. It was the new market environment that gave rise in the United States in the second half of the 19th century - the beginning of the 20th century to a new philosophy of entrepreneurial activity called marketing, which later spread to many countries of the world.*

Keywords— marketing, methods and techniques, non-profit organizations, companies, theory and practice.

1. INTRODUCTION

Marketing as a philosophy that forms the style of production and commercial life of a company, and as a system of specific measures, methods and techniques that allows enterprises to more or less accurately navigate the difficultly predictable elements of the market, emerged and developed in countries with developed market economies by summarizing countless empirical data obtained through trial and error by a huge number of companies that have achieved commercial success or failed in a very difficult world of market relations. These methods and techniques of doing business have been repeatedly tested in practice, weighed and evaluated by theorists - they have found recognition all over the world.

In the creation of the term "marketing", most likely, two English words participated: market - market and getting - mastery (although in translated and domestic literature, both educational and scientific, only one of them is often referred to, namely market, attention to the ing-ovoye ending of the English language). But if we proceed from the etymology of two English words, then marketing should be understood as such a concept of enterprise management, which is focused on mastering the market. Leadership in the market - this is the main, the original raison of enterprises in a market economy and this should be the most important purpose of marketing. The main component of the market in marketing is the buyer. There is a buyer - there is a market.

2. MAIN PART

Today marketing has become an integral part of the activities of not only commercial enterprises, but also non-profit organizations. The whole society is involved in marketing activities, and the quality of society's life depends directly on the ability to master marketing information, which requires a comprehensive study and mastery of the terminology serving this scientific industry. The study of marketing terminology in English made it possible to trace the processes of origin, formation and development of terms in this scientific field. On the basis of the diachronous-synchronous

approach, three periods were identified in the formation of the terminological system of marketing in the English language.

The first period refers to the years 1857 - 1900. During this period, for the first time, there is a transformation of the intuitive knowledge of entrepreneurs and industrialists about the market environment into scientific knowledge, which is accompanied by the involvement of commercial terms and concepts in the studied terminology.

The second period, from 1900 to 1950, is associated with such significant events in the history of marketing as the beginning of training at US universities for marketing specialists, who made the first attempts to develop marketing concepts based on existing economic theories. This fact explains the use of the terms of political economy and economic theory in the terminology of marketing.

Concepts, methods, and therefore terms of sciences such as psychology, statistics and sociology have also been brought into marketing. During this period, there was an awareness of the importance of optimization and unification of marketing terminology and the first steps were taken in this direction, and it was the practical needs of marketing as sociolinguistic factors that influenced these linguistic processes.

The third period in the development of marketing terminology, which lasts from 1950 to the present, is characterized by the use of social and ethical terms, the use of which is caused by sociolinguistic factors and is associated with a change in the basic concept of marketing. In the same period, since the 90s of the XX century, marketing has attracted the latest information technologies for the purpose of maximum interaction with consumers and, as a result, the terminology of information technology is incorporated into the terminological corpus of marketing. As a result of work on the unification and inventory of terms, it was possible to identify the main scientific areas - sources of replenishment of marketing terminology, as well as to determine the most productive functional types of lexemes, which are general and intersectoral lexemes. The data obtained as a result of identifying the functional types of lexemes in the studied terminological system allow us to regard marketing as a synergistic science, which organically combines methods, techniques, models, laws, concepts and terms drawn from

various scientific fields, in particular, economics, military art, sociology, psychology, computer science, mathematics, management, mechanics, patent science, logistics, statistics, ecology, agronomy, jurisprudence, pharmaceuticals, linguistics. Despite the fact that there has been a lot of research on financial and economic terminology, the terms “marketing” has not yet been studied comparatively, especially in the English, Uzbek and Russian languages. Similarities and differences of financial and economic terms used in the field of marketing in English, Uzbek and Russian languages, as well as their derivative-semantic, derivational, linguistic-statistical features in these scientific studies show that the terminology in this social sphere of activity is diverse.

When translating marketing terms into comparable languages, avoiding stylistic and phraseological units, expressiveness turned out to be the most appropriate way to adequately translate terminological units in a given area using scientifically grounded figurative alternative translation methods to overcome difficulties with euphemizing and contextualization.

3. CONCLUSION

Analysis of the effect of economic extra linguistic factors shows that the modern Russian terminological field "Marketing" has developed in the context of accelerated development of the theory and practice of marketing, starting from the late 1980s to 2000, and was formed mainly due to the development of the eponymous English language terminological systems. The accelerated passage of the stages of development of the theory and practice of marketing characteristic for foreign countries was accompanied by their mixing, which influenced the formation of the Russian marketing terminology system and its composition, provoked the emergence of inaccurate definitions of borrowed terms, a significant number of cripples and half-cages, the operation of marketing nominations, reflecting its various concepts. Each step in the development of marketing during this period was characterized by the comprehension of its new concept, which in turn led to the emergence of new types of marketing, the emergence of new special nominations in this terminological field [Serbinovskaya, 2008]. Despite the fact that some of the terms (market, product, analysis, import, etc.) are of borrowed origin, their entry into the sphere of special marketing nominations occurred in the Russian language, where before that they were used as common words or units of other terminological fields.

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