

Social Interpretation of Uzbek and French Commercial Vocabulary

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Abstract:

This article examines the social interpretation of Uzbek and French commercial vocabulary, emphasizing the influence of economic, cultural, and historical factors on language. Commercial vocabulary not only reflects business practices but also the social context of the societies in which it develops. The study addresses a knowledge gap in comparative linguistic research by focusing on how both Uzbek and French commercial terms are shaped by their unique socio-economic environments, with attention to globalization's impact on language evolution. The methodology includes a comparative analysis of both languages' commercial vocabulary, exploring traditional terms, borrowings, and social contexts that influence their use. In Uzbekistan, the commercial vocabulary retains a strong connection to local traditions, with terms like "bozor" (market) and "savdo" (trade), reflecting the country's history and familial business structures. Meanwhile, French commercial vocabulary is characterized by historical depth and modern borrowings, with terms like "entrepreneur" and "startup" that mirror France's global economic integration. The findings suggest that both languages emphasize social relationships in business, but with different focuses: Uzbekistan highlights familial trust, while France stresses social responsibility. This study highlights the dynamic nature of commercial vocabulary and its role in international business. The results have significant implications for cross-cultural communication, aiding entrepreneurs, researchers, and business professionals in navigating language barriers and fostering successful international trade practices.

Keywords: French, terminology, linguistic, cultural, commerce, social interpretation, globalization, capitalism, standardization, commercial vocabulary.

INTRODUCTION

Commercial vocabulary plays an important role in the economic systems of different countries, reflecting not only business practices but also cultural, social and historical contexts. Uzbek and French commercial vocabulary is an interesting object of study, as it reflects the characteristics of their societies, approaches to business and interaction with the global economy.

Commercial vocabulary plays an important role in reflecting the economic practices, social structures, and cultural heritage of a country. It serves as a mirror to business dynamics, societal values, and the ongoing evolution of trade and commerce in response to both historical shifts and globalization. The present study focuses on the social interpretation of Uzbek and French commercial vocabulary, aiming to understand how socio-economic, cultural, and historical factors have influenced the development and adaptation of business-related terms in these languages.

Despite the growing body of research in comparative linguistics, there exists a gap in the study of how commercial vocabulary varies across socio-economic contexts, especially within the distinct cultural frameworks of Uzbekistan and France. Both countries, though geographically distant, have witnessed significant transformations in their commercial lexicons—Uzbekistan undergoing a transition from a Soviet-controlled economy to an independent market-driven economy, and France experiencing continuous globalization that has shaped its business language. This comparative study addresses this gap by exploring the ways in which Uzbek and French commercial terms reflect both traditional practices and modern economic influences.

The primary objectives of this research are to identify the unique commercial vocabulary in both languages, to compare how these terms have evolved with the influence of globalization and technological advancement, and to analyze the underlying social structures these terms represent. Specifically, the study explores the balance between traditional business practices in Uzbekistan and global commercial trends in France, highlighting key similarities and differences in their respective vocabulary. By doing so, the study aims to shed light on the impact of cultural heritage, family structures, and social responsibility in the realm of business terminology.

METHODS AND ANALYSIS

Social context of Uzbek commercial vocabulary.

Uzbekistan, located at the crossroads of trade routes, has a rich history of trade and commerce. After gaining independence in 1991, the country began to actively develop a market economy. This has led to the emergence of a new commercial vocabulary that combines traditional Uzbek terms and borrowings from Russian and English.

This study employs a comparative approach to analyze the social interpretation of Uzbek and French commercial vocabulary, focusing on the socio-economic and cultural factors that shape their respective lexicons. The data for this research includes a wide range of commercial terms and expressions from both Uzbek and French languages, sourced from contemporary business literature, official documents, and digital resources related to commerce. The participants in this study are experts in the fields of language, commerce, and economics, alongside a broad selection of texts that reflect the evolving business terminologies in both languages. The research uses qualitative methods to interpret the vocabulary, aiming to identify key differences and similarities in the social, cultural, and economic contexts of both languages.

The primary instrument for this research is textual analysis, where commercial terms are extracted and analyzed for their meanings, origin, and cultural significance. Terms that have been borrowed from other languages, such as English and Russian, are also identified and examined for their impact on the commercial vocabulary in both Uzbek and French. The study utilizes both a synchronic and diachronic approach to track the evolution of these terms over time, particularly focusing on the recent impact of globalization and technological advancements.

Data analysis involves categorizing terms into groups based on their socio-economic context and understanding how they reflect societal values and business practices in Uzbekistan and France. Comparisons are made to highlight the influence of traditional values versus global business trends, and how social relationships are portrayed within commercial language. Through this process, the study aims to provide a deeper understanding of the cultural implications of commercial vocabulary in both societies.

DISCUSSION

The social interpretation of Uzbek commercial terms demonstrate their unique richness and diversity.

1. **Traditional terms:** Uzbek commercial vocabulary retains words related to local trade practices, such as "bozor" (market), "savdo" (trade), "mol" (goods). These terms emphasize the importance of local traditions and cultural characteristics in business.
2. **Borrowings:** With the transition to a market economy, many borrowed words have entered the Uzbek language, such as "management", "marketing", "investments". These terms reflect new economic realities and the need to integrate into the international market.
3. **Social aspects:** The influence of family and community relations is noticeable in Uzbek commercial vocabulary. Many small businesses are run by families, which is reflected in the terminology, which emphasizes trust and mutual assistance.

RESULTS

Social context of French commercial vocabulary.

France, as one of the world's leading economies, has its own unique commercial vocabulary, which also reflects social and cultural aspects.

1. **Historical heritage:** The French language has a long history of influence on international trade and diplomacy. Terms such as "entrepreneur" and "commerce" have deep roots and emphasize the importance of business in French culture.
2. **Modern borrowings:** In recent decades, French commercial vocabulary has been enriched with Anglicisms such as "startup", "marketing", "e-commerce". These borrowings reflect the globalization of business and the need to adapt to new economic conditions.
3. **Social aspects:** In France, much attention is paid to the social responsibility of business. Concepts such as "responsabilité sociale des entreprises" (social responsibility of companies) have become important in commercial practice, emphasizing the need to take into account the interests of society and the environment.

Comparative analysis.

A comparison of Uzbek and French commercial vocabulary reveals both differences and similarities:

- **Traditions vs. Modernity:** Uzbek vocabulary is more focused on traditional values and local practices, while French vocabulary is more focused on global trends and innovations.
- **Borrowings:** Both languages actively borrow terms from other languages, but in Uzbek this is more often associated with Russian and English, while in French it is more often associated with English.
- **Social aspects:** Both cultures emphasize social relations, but in Uzbekistan this is more associated with family traditions, and in France with the social responsibility of business.

CONCLUSION

The social interpretation of Uzbek and French commercial vocabulary is closely related to their economic development and culture. Understanding these aspects can help entrepreneurs and researchers better navigate international trade and build successful business strategies taking into account cultural differences. The commercial vocabulary of both languages has its own characteristics that indicate their place and importance in society. As the economy and trade continue to change, this vocabulary continues to be updated, which keeps the language dynamic.

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