



Structural-Semantic and Linguo-Cultural Features of Commercial Terminology

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Abstract: This article about structural-semantic and linguo-cultural features of commercial terminology. Terms make up a significant part of the vocabulary of the national language; therefore, terminological studies occupy one of the leading places in domestic and foreign linguistics in recent decades. The study of the set of terms in specific scientific areas is the science of terms - terminology - one of the important areas of lexicology.

Key words: Literature, theory, terminology, the phenomena, scientific term, the definition.

Since ancient times, a person has possessed various knowledge, day by day, replenishing their stock. Any knowledge that an individual possesses must find practical application, and therefore must be transmitted in some way. To do this, knowledge needs a linguistic representation. The linguistic representation serves to give form to the non-material knowledge that is in the head of a person. In order to materialize knowledge in the scientific field, terms were invented. It is they who create the possibility of communication and exchange of information in the scientific field, speeding up and simplifying the process of communication. When discussing the concept of a term, it is necessary to turn again to the fact that the terms are used in a professional language, which, of course, differs from the common one. At present, due to the development of technology and knowledge about the surrounding world, the level of integration of terms into the literary language is extremely high, but this does not give the right to combine the literary and professional languages. For a long period of time, the study of terms has been of genuine interest on the part of linguists. In modern science, there are different points of view on the concept of the term. Of course, they all carry a similar meaning, but, nevertheless, they differ somewhat from each other, because. represent different approaches to their study. It is also worth noting that the term is in the focus of the study of technical sciences, as a result, representatives of each science give the definition of the term, which reflects the specifics of their field of activity.

Terms make up a significant part of the vocabulary of the national language, therefore, terminological studies occupy one of the leading places in domestic and foreign linguistics in recent decades. The study of the set of terms in specific scientific areas is the science of terms - terminology - one of the important areas of lexicology [Golovin 1987: 9].

The vast literature is devoted to theory, systematization, ordering, standardization, translation and borrowing of terminology. Numerous studies that touch upon the problem of the term consider: phenomena of the content plan (semantic models); phenomena of the expression plan (term-formation models, methods of term-formation); principles for distributing units of the content plan between units of the expression plan (synonymy, duplication); principles of distribution of units of the plan of expression between units of the plan of content (polysemy, homonymy) [Kandelaki 1977:

4]. This work is devoted to the consideration of the phenomena of the plane of expression. It attempts to explain why some concepts of a computer sublanguage are named as a result of the creation process, the names of others are translated, and others are borrowed. In addition, a scientific concept can be realized not only in a single word, but also in a group of words.

Works in the field of terminology demonstrate the diversity and uncertainty of the term, which leads to the emergence of a large number of its definitions. Definitions by A.A. Reformatsky [1961], A. Ye. Gerda [1981], V. P. Danilenko [1977], T. L. Kandelaki [1970], F. A. Tsitkina [1988], Ya . professional field of knowledge or activity.

“A term is a word (or phrase) whose linguistic sign is correlated (associated) with the corresponding concept in the system of concepts of a given field of science and technology” [Klimovitsky 1969: 35].

“A scientific term (including here scientific and technical terms) is a unit of any particular natural or artificial language (most often a word or phrase) that existed earlier or was specially created and has a special terminological meaning, which is expressed either in verbal form, or in one or another formalized form and quite accurately and fully reflects the main, essential at a given level of development of science, signs of the corresponding scientific concept” [Gerd 1981: 11-12]. At the same time, it is indicated that the term, whether it be a word or a phrase, is one sign, which corresponds to one concept. “Possessing a complex internal semantic structure, the term is a single, separate independent unit of name” [Danilenko 1977: 35].

In some definitions, terms are opposed to non-terminological vocabulary: term and word, terms and nomenclature, term and common vocabulary, term and non-nominative idioms [Golovin 1987; Reformatsky 1968: 103]. A.A. Reformatsky writes: “Terms are special words, limited by their special meaning: words that tend to be unambiguous as an exact expression of concepts and names of things” [Reformatsky 2006: 115]. G. O. Vinokur’s definition, on the contrary, states that terms are “not special words, but only words in a special function” [Quoted in: Komarova 1991: 14]. V. A. Sobyana also adheres to the functional approach when considering terms: terms differ from other words of the general literary language only in their special application, function [Sobyana 2004].

S. V. Grinev notes that “the boundary between terminological and common vocabulary is very unstable” [Grinev 1993: 29]. On the one hand, special words can pass into the common language, while losing some of their properties, on the other hand, commonly used lexical units can be terminologized. “The proof of terminology can be considered the inclusion of a word in a mono- or bilingual dictionary in the specialty and its use in scientific speech to express special concepts” [Tsitkina 1988: 46].

The basis for the distinction between terms and ordinary words is the fact that "terms are always correlated with special concepts, in contrast to common words, which are correlated with non-special concepts" [Danilenko 1977: 16]. We agree with V. M. Sergevniyaya, who writes that “the term differs from the common word only in its correlation with a professional, and not with an everyday concept” [Sergevniyaya 1979: 83].

In contrast to the words of a common language, terms receive unambiguity not through context conditions, but through belonging to a given terminology. Unlike everyday words, a term does not need a context, “since the term is not associated with the context, but with the terminological field, which replaces the context” [Reformatsky 1961: 51]. So, for example, the Spanish word *viuda* widow in the term system " Windows and MSWord " has the meaning of a trailing line and is a term. Outside it, it loses its terminology and becomes a word of a common language.

The object of this study is the term system in the field of electronics, and the subject of this work is the structural and semantic aspect of this term system in Russian and English. The purpose of this work is to identify the structural and semantic features of terminology in the field of electronics in English and Russian in a comparative aspect. To achieve this goal, it is necessary to solve a number of tasks: 1) to carry out a terminological clarification of the concept of "term"; 2) determine the features of the term and the requirements that the term must comply with; 3) give a classification of

terminological units; 4) consider the general patterns of formation and development of terminology in the field of electronics;

A.A. Reformatsky, in his definition of the term, discussed the difference between terms and words or phrases and proposed the following interpretation: "terms are special words, limited by their special purpose; words tending to be unambiguous as an exact expression of concepts and naming things" [3.C.42]. In this study, the definition of the domestic linguist V.M. Leichik as the most fully reflecting the meaning of this concept: "A term is a lexical unit of a certain language for special purposes, denoting a general, specific or abstract concept of the theory of a certain special field of knowledge or activity" [4.C.21]. The First World War served as a powerful impetus to the development of scientific and technological progress. With the development of certain social spheres, the terminological apparatus also develops. This is the reason for the special attention of linguists to the study of terminology. Starting from the 20th century, theoretical aspects and problems of terminology were derived, which made it possible to single out a new scientific discipline "Terminology". O.S. Akhmanova defines terminology as "a science that studies special vocabulary in terms of its typology, origin, form, content (meaning) and functioning, as well as use, ordering and creation" [5.C.21]. The purpose of terminology is to describe the patterns of creation and functioning of term systems in general and individual terms. Speaking about term systems, it is necessary to mention that in any branch of knowledge it is almost impossible to observe the presence of separate terms that would not form a single developed term system. Thus, it can be argued that any scientific and technical field of activity has not just a certain number of terms, but a whole term system, which functions, subject to certain laws of this industry. Since today there is no single interpretation of the concept of a term that would fully characterize this concept, revealing in detail all the aspects that it contains, there are a number of approaches to the definition of the term. While some scientists strive to give a fairly simple and concise definition, others try to describe the many features and functions of the term under one capacious definition. Almost all scientists in their definitions oppose the term to the commonly used word, highlighting the difference between these concepts as a key aspect in characterizing the term. However, there are also such linguists as G.O.

Vinokur, who do not oppose terms to words, but endow words with a special property. The very statement of G.O. Vinokura sounds as follows: "Any word can act as a term ... Terms are not special words, but words with a special function" [6.C.5]. In addition to domestic dictionaries, the definition of the term "term" can also be found in foreign dictionaries. For example, the Oxford Advanced learner's Dictionary defines term as "a word or phrase used as the name of sth, especially one connected with a particular type of language: a technical/legal/scientific, 17 etc". [7.C.463], which in translation into Russian will mean "a word or expression used as a name for something, especially related to various areas of the language of technical / legal / scientific, etc.". To date, the key problem in the definition of the concept of "term" is that there is no single approach to the study of terms. Exploring the problems of terminology, scientists highlight various aspects of the concept of "term", highlighting, as it seems to them, its most important features and characteristics. For this reason, many linguists, such as B.N. Golovin, V.P. Danilenko, etc. there are several interpretations of the concept of "term", each of which considers different positions and properties of the concept. It can be stated that domestic researchers largely disagree on the definition of this concept. So F.P. Sorokoletov believes that "a term is a historically established unit of a terminological system, a unit that denotes a concept and its place in the system, among other concepts: a term is a word or phrase that serves to communicate people united by a common specialty, profession, therefore its scope use is usually narrower than the scope of the use of non-specialized words" [8. S.127].

The most important role in terminology is played by the classifications of terms, thanks to which it becomes possible to discern the logical-conceptual structure of certain terminologies. Classification implies a hierarchical division into classes and subclasses, which in turn allows you to systematize the material. Thanks to classification, it becomes possible to see the structure of the system, the relationship between elements and how the system functions in general. A.V. Superanskaya defines scientific classification as "an ordered way of association and dissociation, as well as the mental organization of ideas that are represented in the human brain in the form of concepts. The sum of all

individual objects that have certain properties is called a class. The characteristics of individual typical objects help to understand the essence of the class as a whole and, classifying concepts, combine them as a whole" [1.C.137]. Due to the fact that scientists are always trying to systematize those and the structural -semantic analysis consists in a component assessment of the number of words or phrases of a term that determine its semantic core, that is, the main meaning. Semantics is considered to be a branch of linguistics that studies the semantic meaning of language units. When discussing semantics, that is, the meaning of a term, it is worth mentioning its content structure, which includes the meaning and meaning of the term. According to B.N. Golovin, the meaning of the word is the basis of the concept and the method of its formation; as well as the meaning of the word - this is a semantic form in which the concept is born and exists, this is the ability of the word to recreate any information in memory [14.C.62]. Semantic analysis is used as a learning tool. Structural-semantic analysis consists of evaluating terms based on their structure and semantics. In general, the formation of new terms can be divided into two general ways. The first of them is to choose the most suitable language sign among the already existing language units, while the second is to create a new sign based on the existing language units. Modern linguists identify several particular ways of forming new terms [16,17]. 24 The first way is semantic, based on the fact that words of general meaning have turned into terms, and explain the designated concepts according to some common features, that is, endowing commonly used vocabulary with a special meaning. The main methods of semantic formation of terms are generalization (extension of meaning), narrowing of meaning, transfer of meaning [18.C.144]. The second way of forming terms is morphological, which is based on the formation of new words from existing ones [19.C.59]. There are two types of term formation in a morphological way: firstly, affixation, that is, attachment to the root of affixes - morphemes that serve to form new words, for example, electronics (suffixal method) and substation (additional method). Secondly, the addition of roots. An example is the term, "thermometer" from Lat: thermo - heat, meter - to measure. The third way distinguished by linguists is syntactic. It is associated with the creation of stable terminological phrases [20.C.105]. An example is the term "voltage drop". The words "fall" and "strain" are often used in everyday speech, but in the context of science they are considered as a single term. The fourth way that linguists consider is called eponymy . Eponymy refers to the naming of any objects or discoveries in honor of real people who made any discoveries, most often by means of a surname [21]. For example, "ohm" - a unit of measurement of electrical resistance, got its name after the scientist who deduced this unit, Georg Simon Ohm. The fifth way of term formation is called an anagram. This method of term formation is associated with the transfer of letters in a word, as a result of which a new word is formed [21]. For example, the term Lobivia is a genus of cacti growing on the territory of the state of Bolivia . 25 The final, sixth way of forming terms is to borrow words from a foreign language. According to V.P. Danilenko borrowing is the process of assimilation by one language of a word, expression or meaning of another language, as well as the result of this process is the borrowed word itself [13.C.17]. Most of the terms in the field of electronics, as well as in many other scientific fields, came into Russian from Latin, Ancient Greek and English, for example, nucleon, from lat. Nucleus - core; generator, from English. Generate - produce.

Commercial trading activity is used by companies that actually need to take delivery of the commodity to use in their production processes. Examples of commercial users include car manufacturers that need to take delivery of steel or oil refiners that need to take delivery of crude oil to produce gasoline. Non-commercial trading activity, on the other hand, relates to speculative positions where traders are looking to make profits from short-term price variations. These traders do not actually need the commodity they are trading and can even close out all their trading positions at the end of the trading day.

Most of the terms (up to 70%), formed as a result of narrowing the meaning or metaphorical, metonymic transfer, are semantic tracing papers of the corresponding English terms. As a result of the coincidence of direct nominative meanings, similar figurative meanings of English and Spanish terms develop in each pair, i.e. there is a process of semantic tracing: navegador navigator; internet user, red net for catching fish, mesh fabric; two or more computers connected to each other.

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