

Linguistic and Cultural Foundations of Commercial Terms in French and Uzbek

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Abstract

The French language, rich in history and culture, plays an important role in international trade. Trade terms not only express economic processes but also reflect the cultural context. This article analyzes the linguistic and cultural characteristics of French and Uzbek trade terms. This article examines the linguistic and cultural foundations of commercial terms in French and Uzbek. It analyzes the etymological development, semantic nuances, and cultural influences embedded in the commercial lexicons of both languages. The study highlights the role of language as a reflection of socio-economic structures, traditional trade practices, and modern globalization. Through comparative linguistic analysis, the paper seeks to uncover the similarities and differences in how each culture conceptualizes commerce and economic activity through language.

Keywords: French, Uzbek, terminology, linguistics, cultural, trade, commerce, culture, globalization, capitalism, economic.

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Introduction

Language and culture are intertwined in all areas of human activity, and commerce is no exception. Commercial terminology—terms related to trade, exchange, and business—encapsulates a society's economic experience, legal structures, and cultural practices. Understanding the linguistic and cultural foundations of commercial terms allows for deeper insight into how different societies perceive and manage economic transactions.

This article aims to explore the commercial vocabulary of French and Uzbek through a linguo-cultural lens. It investigates the origins, meanings, and contextual applications of commercial terms in both languages. As French has been influenced by Latin legal traditions and international business, and Uzbek

by Persian, Arabic, Turkic traditions, and Soviet-era economic models, the analysis will reveal the interplay of language and culture in shaping economic communication.

➤ Linguistic Foundations of Commercial Terminology

1. Etymology and Word Formation French commercial vocabulary is predominantly derived from Latin. Terms like "entreprise" (from *entreprendre*), "bénéfice" (from *beneficium*), and "marché" (from *mercatus*) demonstrate the influence of Roman legal and mercantile concepts. The structure of these terms often reflects institutional frameworks, such as "contrat" (contract), "investissement" (investment), and "assurance" (insurance).

In contrast, Uzbek commercial terms often have roots in Persian (e.g., "bozor"), Arabic (e.g., "savdo", "hisob"), and Turkic languages (e.g., "olib-sotish"). The influence of Soviet Russian can also be observed in terms like "faktura" (invoice) and "magazin" (shop). Uzbek terms tend to emphasize the interpersonal and social aspects of trade, reflecting traditional bazaar culture and community-centric transactions.

2. Semantic Categories French commercial terminology is closely tied to legal-economic semantics. Terms are precise and formal, often used in legal documents, business negotiations, and financial reporting. For example, "capital", "chiffre d'affaires", and "recette" have exact fiscal implications.

Uzbek commercial terms are more context-dependent. Words like "foyda" (profit), "zarar" (loss), and "kelishuv" (agreement) are used in everyday speech and informal trade. The meaning of terms can shift based on context, tone, and non-verbal cues, indicating a greater reliance on pragmatic understanding.

3. Morphological Patterns French uses derivational morphology extensively. Prefixes ("re-" in "réinvestir"), suffixes ("-tion" in "transaction"), and compounding are common. Uzbek, on the other hand, uses agglutinative morphology. Affixation in Uzbek allows for semantic expansion and nuance, as seen in "savdogar" (merchant), "savdohona" (marketplace), and "savdoli" (commercial).

In the 21st century, there has been an increasing incorporation of English commercial terms into the Uzbek language. This phenomenon is linked to Uzbekistan's opening up to international business and the influx of new technologies. Words such as "business," "marketing," and "startup" are now widely used, illustrating a growing integration into the global economy.

➤ Cultural Aspects of Commercial Terminology

1. Cultural Reflections in Vocabulary French commercial terms reflect Western capitalist values such as individualism, competition, and contractual obligation. The prominence of terms related to investment, liability, and insurance illustrates the institutionalization of commerce.

Uzbek commercial language, shaped by Central Asian trade history, highlights values like mutual trust, oral negotiation, and relational ethics. Terms like "halol savdo" (honest trade), "baraka" (blessing), and "narxni kelishish" (price negotiation) carry cultural significance that extends beyond their literal meaning.

2. Proverbs and Idioms French includes idioms such as "faire une affaire en or" (to strike a golden deal), or "être dans le rouge" (to be in debt). These expressions reflect attitudes toward risk and financial status.

Uzbek idioms include "savdo yurishdi" (business went well), "qozon to'ldi" (the pot is full – i.e., profits gained), and "foydadan bosh chiqmaydi" (always in profit). These idioms are rooted in everyday experiences and reflect a pragmatic worldview.

➤ Uzbek culture, on the other hand, is marked by values such as hospitality, respect for elders, and collectivism. These cultural traits are reflected in commercial practices where personal relationships and trust play crucial roles. Terms like "do'stlik" (friendship) and "ishtirok" (participation) highlight the significance of interpersonal connections in Uzbek business dealings.

The collective nature of Uzbek society means that many business transactions are based on recommendations and personal ties rather than purely contractual agreements. This cultural aspect fosters a sense of community and mutual support within the business environment.

Comparative Analysis A comparative look at both languages reveals key differences:

Feature	French	Uzbek
Lexical Source	Latin, Greek	Persian, Arabic, Turkic, Russian
Legal Terminology	Strongly institutionalized	Emerging legal vocabulary
Pragmatic Use	Formal, documented	Oral, context-sensitive
Cultural Metaphors	Abstract financial metaphors	Everyday, community-based imagery
Morphology	Inflectional, derivational	Agglutinative
Commercial Ethos	Contractual, risk-aware	Trust-based, relationship-oriented

In the globalized world of commerce, understanding the linguistic and cultural nuances of different languages is essential for effective communication and successful business transactions. Commercial terms not only reflect economic realities but also embody the cultural values and historical contexts of the societies in which they are used. This article explores the linguistic and cultural foundations of commercial terms in French and Uzbek, highlighting their similarities and differences.

Comparative Analysis

When comparing the linguistic and cultural foundations of commercial terms in French and Uzbek, several key differences and similarities emerge:

1. **Lexical Diversity:** The French language tends to adopt more Anglicisms compared to Uzbek, which retains a larger number of Turkic roots while also incorporating foreign terms.
2. **Cultural Values:** French culture places a premium on quality and tradition, while Uzbek culture emphasizes trust and collectivism in business practices.
3. **Formality:** The French business culture typically demands a more formal approach to communication, whereas Uzbek culture can be more flexible, allowing for personal connections to influence business interactions.

Conclusion

The commercial terms used in French and Uzbek are not merely linguistic constructs; they are deeply intertwined with the cultural identities of their respective societies. Understanding these linguistic and cultural foundations is crucial for establishing successful business relationships across different cultures. In an increasingly interconnected world, recognizing both the lexical nuances and cultural contexts will enhance communication and foster collaboration between diverse business partners.

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