

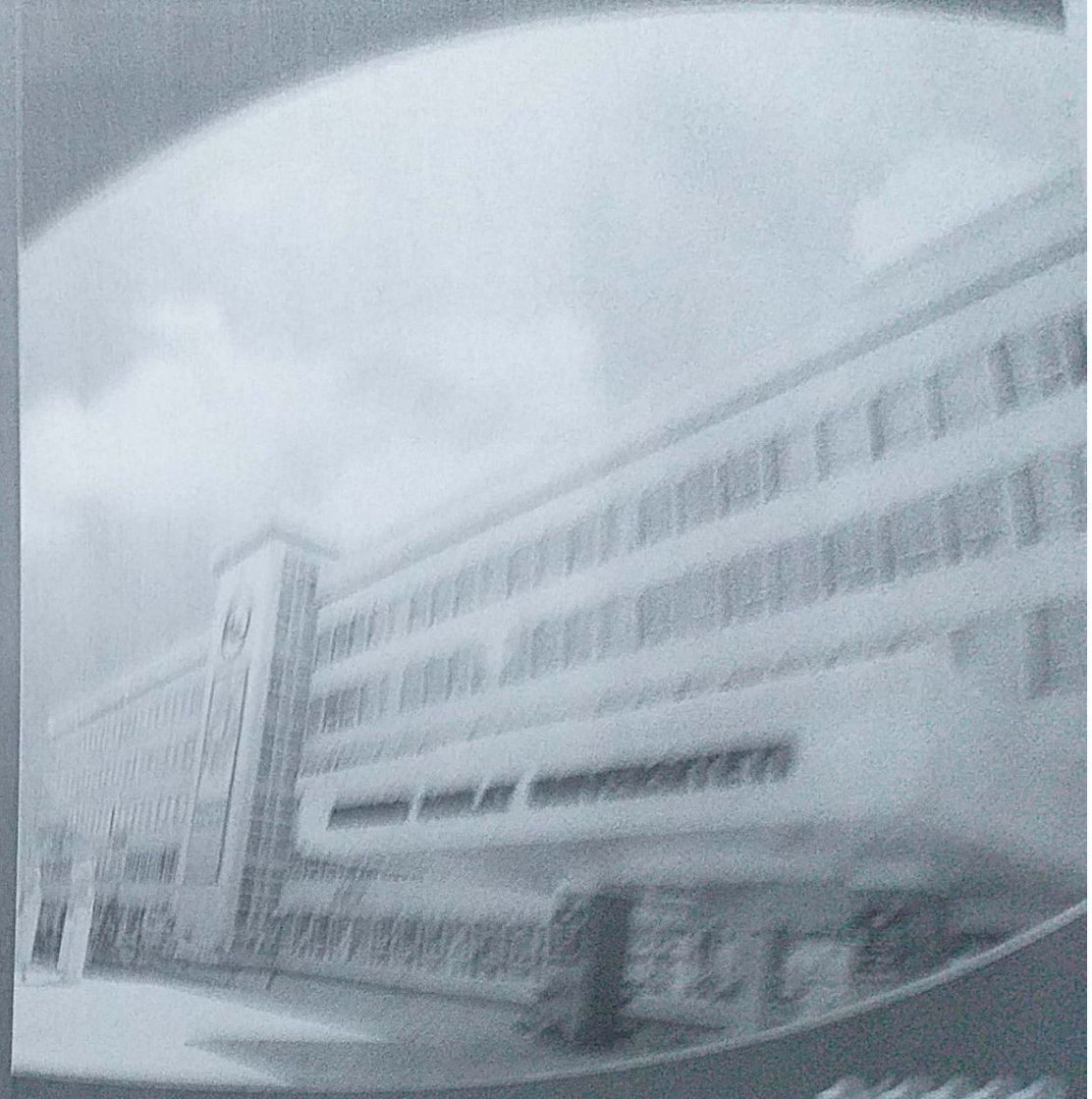


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THE STRUCTURAL-SEMANTIC CHARACTERISTIC OF MODERN ENGLISH
ECONOMIC TERMINOLOGY AND ITS IMPLEMENTATION

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Abstract. *The introduction substantiates the choice of the topic, its relevance and scientific novelty, formulates the goals and objectives of the work, characterizes the material and methods of analysis, determines the theoretical significance and practical value of the study.*

Materials and methods. *If the term has a foreign origin, is a borrowing or is formed on the basis of Greek or Latin roots, the possibility of association of terms with the words of the main vocabulary is practically excluded. But in any term system, along with terms of foreign origin, we find units formed by morphological, lexico-semantic and other methods from commonly used words: 'knock down prices - lower prices (cf. reduce prices), merger - consolidation of companies (cf. consolidation), put money is a premium for the right to sell a financial instrument within a certain period at a predetermined price (cf. put premium).*

Results. *A characteristic feature of the economic terminological system is its proximity to the general literary language. Newspapers, radio, television - this is what surrounds a person constantly, and is a powerful source of information, including on economic topics. This distinguishes the term system of economics and business from many others, for example, from the term system of medicine, where most terms are delimited from common speech, and esotericism is extremely developed.*

Discussions. *The number of terminological units included in the common language is growing and often even educated native speakers are unable to understand this or that term. This led to the emergence of a number of reference publications that set themselves the goal of eliminating gaps in the thesaurus of recipients. These publications can be attributed to "interstyle formations" due to the fact that they combine the characteristic of several types of text: textbook, reference book, encyclopedia, manual.*

Conclusion. *So, the analysis of the functioning of economic terms in reference books aimed at the general reader showed that, acting as an important component of the content of these publications, it occupies a fairly strong position in the cultural competence of modern man. Nevertheless, passing into common usage, economic terms undergo a number of qualitative transformations. This is evidenced by the content of the terms disclosed in the publications under consideration. So, their conceptual plan is simplified, the meaning becomes more blurred compared to the original one.*

Keywords: *term, professionalism, phenomoen, economic terminology, determinology, cultural literature, delimited terms.*

Introduction. *The approaches to the interpretation of the concepts of "term", "professionalism", "common word" are considered, the connotation properties of the term are discussed, the place of professional vocabulary in the lexical system of the language is determined, the terms are considered as a component of cultural competence. Further, the structural and semantic characteristics of modern English economic terminology are given, systemic connections of terminological units of the economic sphere are described.*

There is no single understanding of the phenomenon of professional language. Professional language is defined by German linguists as a functional variety (W. Schmidt, L. Hoffman), and by Czech and British scientists as a functional style (functional style variety) of the general

literary language (Prague Linguistic Circle, J. Lyons, D. Crystal). In the domestic linguistic tradition, discussions about the essence of a professional language are conducted in several directions: traditional, functional, genetic, cognitive.

Representatives of the "traditional" direction come to the conclusion that professional vocabulary does not belong to the general literary language. This conclusion is made on the basis of the idea that professional words are special lexical units that have a number of specific features both in terms of content and in terms of expression. Linguists consider uniqueness, accuracy, definitiveness, independence from context, as well as the absence of synonyms and emotive charge as characteristic features of professional units (D.S. Lotte, V.A. Zvegintsev, V.M. Letchik). Functionalists define it as one of the functional styles or as a functional variety of the literary language, since its boundaries go beyond the general literary language, but it operates according to general language laws. That is, the term is considered as a means of studying the functional nature of the language itself (G.O. Vinokur, S.D. Shelov, M.I. Fomina, V.P. Danilenko). Followers of the "genetic" direction put an equal sign between the units of the professional and general literary language, recognizing the only difference between the terminological and non-terminological units of extralinguistic factors (E.M. Galkina-Fedoruk, B.Yu. Gorodetsky, V.V. Raskin). Representatives of the cognitive direction speak of professional language as a special cognitive-communicative space (M.N. Velodina, L.M. Alekseeva, S.L. Mishlanova, E.I. Golovanova).

Following the functionalists in our work, we attribute professional language to the rank not so much of a functional style, but of a functional variety of general literary language.

Professional language as a functional variety of general literary language is considered on a par with such concepts as the language of fiction and colloquial speech. (Shmelev 1982). Each variety of the general literary language has only its own functions and structurally separate means of expression, dictated by the scope of its use.

The peculiarity of languages for special purposes is the lexico-semantic system. The content organization determined its specific addressing, the forms of its functioning, genre and stylistic originality. The objectification of content, together with the communicative nature of scientific and other kinds of creativity, required appropriate means of expression (Shelov 1984).

Based on this, the work compares the terminology, professionalism and vocabulary of the literary language.

In works devoted to the essence of the term, many linguists point to the lack of clarity in the definition of the basic concepts of terminology. However, the main differences in points of view come down to defining the boundaries of the specificity of the formal and content structure of terms.

S.V. Grinev offers the following system of basic requirements for the term:

- Semantic: consistency of semantics, unambiguity, completeness, absence of synonyms,
- Formal: compliance with the norms of the language, brevity, derivational ability, invariance, motivation (systematicity).
- Functional (pragmatic): implementation (common acceptance, usage), internationality, modernity, euphony, esotericism (Grinev 1993).

Summarizing these features, we can define a term as a nominative special lexical unit (word or phrase) of a special language, accepted for the exact name of special concepts.

Materials and methods. The boundaries between the concepts of "term", "professionalism" and "common word" in the works of linguists are very ambiguous, and sometimes they are completely absent. Nevertheless, we share these concepts, defining the term as "a nominative special lexical unit (word or phrase) of a special language, accepted for the exact name of special concepts", professionalism as "words and phrases that are characteristic of people of a given profession and are, in contrast to from terms, semi-official names of the

interactions. Such logical-conceptual relations determine the place of each concept in the system of a given branch of production or science. The logical structure that reflects the relationship between concepts is correlated with the system of notation for these concepts - terminological units.

Results. This provision can be illustrated by any terminological definition:

Inflation – [economics] a progressive increase in the general level of prices brought about by an expansion in demand or the money supply (demand-pull inflation) or by autonomous increases in costs (cost-push inflation).

In this definition, various types of connections can be observed. Firstly, a special concept is interpreted by means of other concepts of the same term system (general level of prices, demand, money supply), defining the place of the term in the general system of concepts. Secondly, in the definition one can also notice genus-species relations, correlating basic and more special concepts (demand - pull inflation, cost - push inflation).

Secondly, being inherently lexical units, terms and professionalisms exist and develop according to general language laws, and therefore are included in the lexico-semantic system of the language, occupying a certain place among other units of a given level based on their linguistic characteristics.

In support of this, we observe phenomena in the terminological systems that are inherent in general literary vocabulary: polysemy, synonymy, homonymy, etc. etc.).

We see that terminological units are primarily functional units, not structural units. If we contrast the words-terms with the words-non-terms, then we can find that in terms of expression, terminological units do not differ from the general literary word, and have all the linguistic features characteristic of common vocabulary. This confirms the fact that terminological vocabulary belongs to the general system of the language, in which it occupies a certain place among other units of this level.

The interaction of professional and general literary languages is very closely related to the concept of "cultural literacy" ("cultural literature"). In our opinion, a more accurate Russian correspondence to this concept would be the term "cultural competence". This concept implies a culturally determined mutual communicative competence of the participants in a communicative event.

A characteristic feature of the economic terminological system is its proximity to the general literary language. Newspapers, radio, television - this is what surrounds a person constantly, and is a powerful source of information, including on economic topics. This distinguishes the term system of economics and business from many others, for example, from the term system of medicine, where most terms are delimited from common speech, and esotericism is extremely developed.

The content of the minimum of cultural competence does not remain static. On the contrary, it changes all the time, replenishing with new nominative units (mainly from special areas of human knowledge), which is associated with the rapid development of science and technology.

Considering terminological units from the field of economics and business in terms of their significance for cultural competence, we can talk about two groups of lexical units: the first group is the "core vocabulary" (core lexicon, according to E.D. Hirsch). In particular, it includes lexical units of a special field of use, denoting concepts known to a non-specialist in this field (cf. "consubstantial vocabulary" in the works of S.V. Grinev); the second - lexical units, the semantics of which has national and cultural specifics.

The term, of course, differs from the common vocabulary. In particular, the consideration of definition (presence of a definition) as one of the criteria for terminology involves a comparison of definitions given by scientific (special) dictionaries and definitions given in explanatory dictionaries of a general literary language.

Discussions. Differences in these definitions can be demonstrated by the example of the word "inflation". The Dictionary of Economics gives the following definition: "reduction in value of a currency. Measured often by percentage increases in the general price level per year". In the Longman Dictionary of English Language and Culture, we find a completely different definition of the word "inflation" - a continuing increase in prices, or the rate at which prices increase, less detailed and more understandable to the layman. The Cultural Literacy Dictionary gives an even more concise definition: a general increase in prices. As you can see, the definitions of the term in different dictionaries vary significantly. The explanatory dictionary gives purely external signs of the designated subject: inflation is interpreted as a rise in prices; a special dictionary gives clear characteristics: the underlying cause of inflation is the depreciation of money. Comparing the definition of the term and the general colloquial interpretation of the word, we see that the difference between the term and the word reflects the difference between the concept and representation. This difference, according to S.V. Grinev, "objectively due to the fact that they reflect the phenomena of different levels of mental activity - scientific thinking and everyday operation of ideas."

Words that are defined both in special and general literary dictionaries represent that boundary layer of vocabulary, which, being terminology on the one hand, also belongs to the commonly used vocabulary layer. Such words are an integral element of "cultural competence" (a component of general knowledge that includes special vocabulary). The number of such words with the development of various spheres of human activity, in particular the economy, is growing, and thus expands the concept of cultural competence.

In connection with the increasing degree of human involvement in economic processes, the economy becomes a component of cultural competence. This is one of the reasons for the migration of lexical units from one layer of vocabulary to another, that is, the transition of terminological units into the common language.

Following N.S. Valgina, S.V. Grinev, L.K. Gaudina, V.M. Leichik, D.N. Shmelev and other researchers, we believe that the specificity of the process of determinologization consists in the transformation of the semantic volume of a word from a terminology system by metaphorically transferring a name surrounded by commonly used phrases, which ultimately leads to the formation of a new meaning in the word.

The migration of terms into common usage occurs with the help of various media. It is thanks to the frequent use of terms in newspaper texts, on radio and television, the wide promotion of technical and scientific knowledge by all mass media, that terminological units are gradually assimilated by a wide readership, and, consequently, "words for specialists" turn into "words for everyone". Penetrating into the non-special register, this vocabulary enriches the common language, gradually becoming, along with this component of "cultural literacy". When studying the process of transition of terminological units into the general literary language, using examples of the economic vocabulary of the English language, it was established that two successive stages can be traced in the described process - despecialization and determinologization.

Under the despecialization of professional vocabulary, we mean the functioning of special units in the common language (in colloquial speech, the language of fiction, journalistic style as components of the general literary language) while maintaining the main terminological denotation (the denotation is understood as the main meaning of a language unit, in contrast to its connotation, or accompanying semantics - stylistic shades).

Here is an example of despecialization of the term deposit: the UK government said it had to step in to protect £4.5 billion of deposits after the Icelandic government said it had no money to refund saver's cash. [The Scotsman 19/03/09]

The term deposits is used in a non-scientific text in its main meaning: a deposit, a deposit in a bank - money or securities deposited by their owner mainly in financial and credit

institutions, as well as customs, judicial, administrative and other [Dictionary of economics]. In the process of despecialization, a professional lexeme expands the scope of its application, intellectualizing a non-specialized text.

Getting into the field of a field of functioning alien to them (journalistic style), special lexemes perform a number of functions:

The most frequent of the possible is the nominative function.

Because of their frequent job changes and departures from the workforce, women accumulate fewer credits for retirement income.

Retirement is used in its main meaning, income, meaning retirement income (the amount of pension a pensioner receives).

In this function, despecialized terminological units are used for their intended purpose and denote specific denotations. The choice of these units is due to the denotative structure of the texts themselves.

Another of the characteristic functions that economic terms can perform in the media is the evaluation function. The evaluation of the phenomenon occurs due to its inclusion with the help of a special word in a new system of relations, where the qualities of the object or the characteristics of the phenomenon are more fully revealed. The assessment has a pronounced authorial character, since it is the author who chooses a new thematic field in which he places the object.

1) The improvement in North American sales is encouraging because consumers have been buying less office and school supplies during the recession, dampening sales at retailers like Staples, Office Max and Office Depot. Also, in past recessions, retail sales have recovered before contract sales.

2) As a result, all had failed to spot the "big picture" of the looming banking collapse.

In the first example, we are talking about improving the financial situation in the process of economic recovery after the financial crisis. The text is structured in such a way that the author's assessment of the phenomena described becomes obvious. Thus, the word recession (recession, recession), also used in its main meaning, has a pronounced negative evaluative character, supported by such lexical units as dampening, less, and, on the other hand, being opposed to such words with a positive connotative component as recovery, improvement, encouraging. In the second example, the term banking collapse, where the word collapse means "collapse, collapse, collapse; failure", is also negative, reinforced by the participle with a negative connotation looming, meaning "assuming exaggerated, threatening dimensions, growing".

Often there is a situation when journalists deliberately use terms in the text even in cases where it would be possible to describe what is happening in a simpler language. This is due to the fashion for the intellectualization of the statement, the desire to give the article a touch of "scientific" and is intended to arouse the reader's increased confidence in the author, as a person with broad knowledge in the field of economics. Thus, cultural competence again comes to the fore, which becomes a tool for influencing recipients and has a pragmatic orientation. As a rule, in such cases, the term is not explained, it is thought by the author as understandable to the reader:

Speculation has indicated that the haircut taken on the first tranche of loans could be far higher than the initial 30% estimate made last September, with press reports suggesting they could go as high as 50% for both Anglo Irish Bank and Irish Nationwide, and between 35-40% for Bank of Ireland.

The highlighted words are terminological units used without explanation, thus creating an "intellectualized" atmosphere, often making it difficult to understand the text, since the situation could be described in simpler language.

Thus, in the process of despecialization, the term adapts to new contexts, and they, in turn, affect the initial semantic capacity of the term. The semantic possibilities of a specialized unit

are realized, which turn out to be the most convenient for common use; at the same time, a limited set of semes is updated, which is sufficient for a non-specialist to understand the text.

In the process of determinologization, a special unit, receiving a new meaning, creates additional images of an object, phenomenon, process in an unusual meaning for it and reflects events taking place in the surrounding reality:

He made capital from his rival's failure and advanced in his political career immensely over a very short period of time.

The term "capital" is used in this sentence in a figurative sense: the phrase "make capital from/out of something" means "to use a situation or event to help you get an advantage". Such a semantic formation is possible only if the process of despecialization of the terminological unit has already ended, that is, its penetration into the commonly used language without changing the basic meaning.

The use of terms in an indirect sense is one of the main and constant sources of replenishment of the language of the media, the development of its own newspaper lexical fund. The figurative meanings of such determinologized special words, as a rule, are fixed in dictionaries; they are part of the common language. But many word-terms are at the stage of figurative rethinking, they are used quite often in a figurative meaning that is not recorded in dictionaries.

The range of topics in which metaphors based on economic terms are used is quite wide. They include reflections of the state structure, the moral, ethical and moral state of society, the educational level of the population, political consciousness, etc. Let us give several examples of such metaphors: moral failure terrorism, mental equipment, storehouse of knowledge, ownership behavior.

A terminological unit with a metaphorical meaning, used in a non-professional register, performs three functions:

- 1) informative;
- 2) creating an additional image;
- 3) transfer of the author's attitude.

Determinologization occurs in several directions. Along with the traditional creation of a figurative meaning (with the help of metaphorical transfer), it is also possible to single out cases in which, as a result of determinologization, the formation of a phraseological unit occurs.

We have found 203 determinologized terms, of which 86 percent were units with metaphorical transfer, and 14 percent were units as part of phraseological units.

Consideration of the processes of migration of professional units into the common usage showed that 1034 units penetrated into the English language, retaining their denotation (83% of the total), and 203 special words, expanding their semantic scope and forming a new non-terminological meaning. We see that the stage of despecialization is much more widespread than the stage of determinology. This is due to the relatively recent surge in economic development and the fact that the media have gained global coverage also relatively recently.

The reasons and conditions for the transition of special lexemes into the common language were identified. Thus, among the extralinguistic reasons, first of all, the belonging of this terminology to the information-priority and information-relevant fields, as well as the recognition of the professional unit as an effective infonomic means of the general literary language, are noted. Intralinguistic conditions, in addition to the implementation of the linguistic law of speech economy, we include the expansion of the area of use of terminological units.

The third chapter "The functioning of special units in different styles" describes the features of the functioning of despecialized and determinologized units in various types of text. One of the reflections of the inclusion of the concepts of economics and business in the set of knowledge of the average carrier of linguistic culture is the widespread use of determinologized and despecialized units in texts that are not a typical environment for their

conclude that these neologisms and their similar interpretations are an important component of the English humorous discourse.

Conclusions. According to researchers, "the more significant this or that value is for society, the more likely is the variable specification of the norms associated with this value, and, accordingly, the appearance of various caricature images of these norms" (Karasik 1997). Indeed, in addition to being reflected in articles, humor on economic topics is quite widespread in the form of anecdotes, jokes and playful definitions. Jokes and anecdotes on the topic of money, credit, loans, insurance occupy a fairly strong position in the collections of jokes. So, in the book "5000 One-and-two-line Jokes" among 250 popular topics of jokes, we see such as banks, bargains, bills, budget, business, credit cards, factory, inflation, insurance, loans, money, real estate, etc. (that is, the main sections of the economy). This allows us to speak about a sufficiently high degree of detailing of the economic sphere of life in the language picture of the world of people who are not professionally engaged in economics, by which we can judge that it is an important value component of the English-speaking culture.

In conclusion, conclusions are given for the entire work, summarizing the results of the study, and prospects are outlined for the further development of problems related to the peculiarities of the functioning of terminology in non-specialized texts.

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