

**A COMPARATIVE LINGUISTIC STUDY OF LEXICAL  
UNITS IN THE FIELD OF ENTREPRENEURSHIP:  
EVIDENCE FROM ENGLISH AND UZBEK**

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**Abstract:** *This article presents a comparative linguistic analysis of lexical units used in the field of entrepreneurship in English and Uzbek. The study focuses on the structural, semantic, and functional characteristics of business-related vocabulary, including neologisms, loanwords, and phraseological units. Special attention is given to the processes of borrowing and adaptation, as well as the influence of globalization on the development of modern entrepreneurial discourse. The findings reveal both similarities and differences in the formation and usage of lexical units across the two languages.*

**Keywords:** *entrepreneurship, lexical units, neologisms, borrowing, English, Uzbek, business terminology, linguistic analysis.*

**Introduction.** The rapid development of global economic systems and the expansion of entrepreneurial activities have significantly influenced language, particularly in the domain of business communication. Entrepreneurship, as a dynamic and innovative field, requires a constantly evolving vocabulary to describe new concepts, practices, and technologies.

English has established itself as the dominant language of international business, contributing extensively to the formation of entrepreneurship-related terminology worldwide. Uzbek, as a developing language in the global

economic context, has actively incorporated English lexical units, especially in areas such as marketing, finance, and management.

The purpose of this study is to conduct a comparative linguistic analysis of lexical units in English and Uzbek within the field of entrepreneurship. The research aims to identify the structural, semantic, and functional features of these units and to examine the processes of borrowing and adaptation.

## **Literature Review**

Numerous scholars have studied the role of language in business and marketing communication. Philip Kotler and Kevin Lane Keller (2016) emphasize the importance of terminology in shaping marketing strategies and consumer perception. David Crystal (2003) highlights the global influence of English and its role in lexical borrowing across languages.

From a linguistic perspective, Jean Aitchison (2013) explores the formation and evolution of lexical units, while Peter Newmark (1988) and Mona Baker (2018) analyze translation and adaptation processes, including borrowing and calquing.

These studies provide a theoretical foundation for analyzing entrepreneurship-related vocabulary in English and Uzbek.

## **Methodology**

The research is based on a comparative linguistic approach. Data were collected from business dictionaries, academic literature, and real-world business communication materials in both English and Uzbek. The selected lexical units were analyzed according to the following criteria:

- structural features (word formation),
- semantic characteristics (meaning and usage),
- functional roles (context and purpose in communication).

The study also considers the influence of sociolinguistic factors such as globalization and digitalization.

## Analysis and Discussion

### 1. Structural Features of Lexical Units

Entrepreneurship-related vocabulary in English is characterized by diverse word-formation processes, including compounding (*startup ecosystem*), derivation (*entrepreneurship*), and abbreviation (*B2B*, *CEO*).

In Uzbek, many of these units are either borrowed directly or adapted morphologically:

- *startup* → *startap*
- *management* → *menejment*
- *branding* → *brending*

Additionally, Uzbek uses native word-formation strategies such as suffixation:

- *tadbirkor* → *tadbirkorlik*

This demonstrates a hybrid system combining native and borrowed elements.

### 2. Semantic Features and Neologisms

Neologisms play a crucial role in entrepreneurship discourse. English continuously generates new terms such as *fintech*, *crowdfunding*, *influencer marketing*. These terms often enter Uzbek through borrowing or partial translation.

In some cases, semantic shifts occur during adaptation. For example, certain borrowed terms may acquire narrower or broader meanings in Uzbek depending on usage context.

The semantic flexibility of these lexical units reflects the dynamic nature of modern business communication.

### 3. Borrowing and Adaptation Processes

Borrowing is a dominant mechanism in the development of Uzbek business terminology. Two key processes are:

- **Transliteration:** preserving the phonetic form (*marketing* → *marketing*, *startup* → *startap*)
- **Calquing:** translating components (*market share* → *bozor ulushi*, *customer loyalty* → *mijoz sodiqligi*)

While transliteration ensures quick adoption, calquing supports linguistic independence and clarity.

#### 4. Phraseological Units and Collocations

Entrepreneurship discourse frequently employs phraseological units and collocations, such as:

- *launch a business*
- *gain competitive advantage*
- *build brand loyalty*

In Uzbek, these are often translated or adapted:

- *biznesni yo‘lga qo‘ymoq*
- *raqobat ustunligini qo‘lga kiritmoq*

Such expressions enhance communicative effectiveness and reflect cultural and linguistic differences.

#### 5. Functional and Pragmatic Aspects

Lexical units in entrepreneurship serve multiple functions:

- **informative** (describing products and services),
- **persuasive** (influencing customers),
- **branding** (creating identity),
- **interactive** (engaging audiences).

In both English and Uzbek, marketing language often employs emotional and persuasive vocabulary to attract attention and build trust.

**Conclusion.** The comparative analysis of lexical units in English and Uzbek entrepreneurship discourse reveals a complex interaction between global and local linguistic processes. English plays a dominant role in introducing new terminology, while Uzbek adapts these units through transliteration, calquing, and native word-formation strategies.

The study demonstrates that entrepreneurship vocabulary is dynamic, multifunctional, and culturally influenced. Understanding these linguistic features is essential for effective business communication and translation.

Further research may explore the sociocultural impact of borrowing and the standardization of business terminology in Uzbek.

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