

The Study of Trade Lexicon in World and Uzbek Linguistics: Analysis and Problems

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Abstract: This article examines the study of trade lexicon in global and Uzbek linguistics, highlighting its role in reflecting economic, social, and cultural dynamics through semantic, pragmatic, and cognitive lenses. In world linguistics, trade lexicon is analyzed within pragmatics, discourse analysis, neuromarketing, intercultural communication, cognitive linguistics, and lexicography. Key scholars like A. Wierzbicka explore cross-cultural semantics, such as variations in words like "deal" across languages, while H. Alsaady investigates neuromarketing impacts on consumer behavior via terms like "exclusive offer". Cognitive approaches reveal metaphors like "money is a solid substance" in English terminology, as discussed by N. Silaški. Historical perspectives include Akkadian figurative language (K. Veenhof) and Greek business terms (F. Karamitroglou). Lexicographic works, such as P. Roget's thesaurus and D. Besomi's economic dictionaries, systematize terms, emphasizing cyclical evolution and discursive roles in business communication (G. Mautner, F. Rainer). Business linguistics emerges as a sub-discipline (O. Malenkaya, O. Ivanova), addressing globalization, borrowings (N. Silaški, P. Manfred), and multilingual influences (R. Lees, E. Kudryashova). In Uzbek linguistics, focus lies on historical sources like Mahmud Kashgari's "Devonu lugotit-turk" and Yusuf Khos Hojib's "Qutadgu bilig" alongside 18th-century dictionaries (Muhammad Yoqub Ching'i). Modern studies involve terminological dictionaries ("Explanatory dictionary of the Uzbek language", "Financial terms dictionary") and analyses in linguocognitology (X. Qodirova), advertising discourse (B. Gafurov), stylistics (S. Sultonsaidova, O'. Sharipova), and terminology formation (I. Rustamov, X. Ne'matov). Dialectal and regional variants are noted (T. Nafasov, D. To'rayeva, G. Rixsiyeva). Comparative analysis reveals commonalities in metaphorical structures and historical development but identifies problems: globalization-induced English influx disrupting national lexicons, incomplete standardization in Uzbek (e.g., interchangeable "trade", "commercial", "biznes"), limited intercultural studies, and low technological integration. Future directions include corpus analysis, global communication roles, and digital tools for semantic-pragmatic studies, ensuring balance between globalization and national identity. This integrated approach holds practical value for linguistics, economics, and IT.

Keywords: Trade lexicon, linguistics, Uzbek linguistics, pragmatics, neuromarketing, cognitive metaphors, lexicography, terminology standardization, globalization, intercultural communication.

INTRODUCTION

The trade lexicon represents a crucial domain in linguistics, encapsulating economic, social, and cultural interactions through its functional and semantic dimensions. It encompasses words and phrases related to goods, services, and transactions, revealing cultural values, psychological motivations, and economic dynamics. Globally, this field is explored via pragmatics, discourse analysis, neuromarketing, intercultural communication, cognitive linguistics, and lexicography. In contrast, Uzbek linguistics primarily draws from historical lexicography and Turkic-Persian sources, with limited modern investigations. This study analyzes the trade lexicon in world and Uzbek contexts, identifying key analyses, commonalities, and unresolved problems to advocate for integrated future research balancing globalization and national identity.

The trade lexicon is one of the important fields of linguistics that reflects economic, social, and cultural relations, embodying the functional and semantic aspects of the language. Words and phrases used in trade processes not only express goods and services, but also reveal cultural values, psychological motivations, and economic dynamics. In world linguistics, the trade lexicon

has been deeply studied within the frameworks of pragmatics, discourse analysis, neuromarketing, intercultural communication, cognitive linguistics, and lexicography. In Uzbek linguistics, however, this field has mainly been researched based on historical lexicography and Turkic-Persian sources, although modern studies are rare.

MATERIALS AND METHODS

In world linguistics, the trade lexicon is deeply studied through pragmatics and discourse analysis, because the communicative and functional aspects of language hold significant importance in this field. Pragmatics analyzes the use of language as a strategic tool in trade processes. A. Wierzbicka, in her work "Cross-Cultural Pragmatics: The Semantics of Human Interaction," analyzes the role of the trade lexicon in intercultural communication, demonstrating that its semantic structure is interpreted differently across various languages. For example, the word (English: deal, Persian: سودا, sūda) refers to an economic transaction in English, while in Persian-Tajik, it is also associated with social relations, as acknowledged (Pederson, E. 1991). A. Wierzbicka reveals these differences through the analysis of semantic components, which provides an

opportunity to compare the universal and local characteristics of the trade lexicon.

The pragmatic functions of the trade lexicon in advertising and negotiation processes are also analyzed. The lexicon used in advertising texts, for example, “exclusive offer” or “discount,” is specially structured to attract consumers’ attention and influence purchase decisions. This lexicon semantically serves to increase the value of the product and pragmatically stimulates consumers’ emotional reactions. The psychological aspects of the trade lexicon, especially in the field of neuromarketing, are recognized as an important research direction. H. Alsaady analyzes the impact of the trade lexicon on consumer behavior in his research. Words and phrases used in trade processes, for example, “quality guarantee” or “limited offer,” increase consumers’ cognitive and emotional reactions. H. Alsaady, using neuromarketing methodology, observes the impact of the trade lexicon on consumers’ brain activity; for example, the word “exclusive” activates the brain’s reward system, increasing purchase motivation (Silaški, N., & Kilyeni, A. 2014). The neuromarketing approach redefines the trade lexicon as an applied field of linguistics, demonstrating the use of language as a cognitive and emotional tool.

The trade lexicon is studied through metaphorical structures within cognitive linguistics. Concepts of money and commerce connect abstract economic phenomena with concrete experiences. For example, in English business terminology, the metaphor of money as a “solid substance” has been widely studied: In its more general and abstract meaning, money is often conceptually structured through the “money is a solid substance” metaphor, which derives from our knowledge of the behavior of solid substances [3]. This metaphor demonstrates the cognitive basis of the trade lexicon through phrases like “cutting the budget” or “frozen assets”.

The trade terminology in Greek is studied in Karamitroglou’s (Veenhof, K. R. 1987) work, where business terms are connected with native language words: terms such as “financial markets” and “investment risk” are compared with Greek equivalents.

From a historical perspective, the trade lexicon in ancient Akkadian is analyzed in K. Veenhof’s (Besomi, D. 2013) work: Although the full text has not been found, general analyses show that phrases

like “dying tablets” – “expired debt document” and “hungry silver” – “unprofitable money” reflect figurative language in commercial terminology. This research illuminates the development of the trade lexicon in ancient languages, emphasizing its metaphorical role in marketing and economics, and demonstrating its relevance to modern linguistics.

From a lexicographic perspective, the trade lexicon is systematically classified through modern terminological dictionaries. The “Universal Marketing Dictionary” compiled by Ali M. Ghamdi (Mautner G., & Rainer F. 2017) includes more than 1900 terms in the fields of trade and marketing, such as “e-commerce,” “SEO optimization,” and “conversion rate,” among others in such dictionaries.

P. Roget’s (Grygiel, M. 2015) work classifies the trade lexicon by thematic groups. For example, the term “trade” is presented along with synonyms like “selling,” “buying,” “commerce,” and “market,” with their semantic connections and usage contexts analyzed. P. Roget’s approach reveals the synonymous richness of the trade lexicon and its place in the general lexical system of the language. These dictionaries serve as an important tool for the systematic analysis of the trade lexicon.

In D. Besomi’s (Malenkaya, O., & Ivanova, O. 2022) work, trade terms in economic dictionaries and encyclopedias are deeply analyzed. For example, the significance of the term “crisis” in the trade lexicon is emphasized. This monograph studies the cyclical nature of the trade lexicon and crisis terms, demonstrating its evolution in commercial discourse.

In the handbook on business communication by G. Mautner and F. Rainer (Tenzer, H. *et al.*, 2017), the trade lexicon is analyzed from a discursive perspective. This research serves to define the role of trade terms in cultural and linguistic contexts. It examines metaphors and syntactic structures of terms in marketing and economics.

In world linguistics, the trade lexicon is studied within the frameworks of applied linguistics and business linguistics, with the semantic analysis of terms and their communicative effectiveness at the forefront. This field demonstrates the special characteristics of terminology in variants like Business English, as the trade lexicon is linked to mental representations of economic situations. For example, the dictionary of Business English is accordingly considered its most distinctive feature; Business English is a language variant used for

effective communication in business environments, which requires specific mental knowledge due to the structure of economic situations and ultimately the special form of these situations (Bielenia-Grajewska, M. 2009). This quote acknowledges the cognitive basis of the trade lexicon, as terms are developed to precisely express economic phenomena and are free from polysemy. Another important aspect is the role of terminology in Business English. Lexemes refer to precise concepts and are devoid of synonymy. Terminology constitutes the main and most characteristic component of Business English; its elements – lexemes – always refer to clearly defined concepts, never having a polysemic or synonymous character; another characteristic feature is the formal style and absence of emotions; in Business English, words have strict meanings and pure denotative functions; concepts are expressed in the shortest possible way. This analysis demonstrates the lexicographic characteristics of the trade lexicon, as terms belong to specific fields and have concretized meanings.

Business linguistics is proposed to be recognized as an independent sub-discipline, which studies the special functioning of language in a business context. O. Malenkaya and O. Ivanova propose recognizing an independent sub-discipline within applied linguistics – “business linguistics, which is a complex, interdisciplinary field that investigates the use of language in business and the verbal characteristics of business communication” (Kaislaniemi, S. 2018). Furthermore, business linguistics is a field that studies the special functioning of language in a business context, investigates the use of language resources in business activities, and examines the verbal and para-verbal aspects of business communication. This field defines the communicative value of the trade lexicon, as it shapes language in the fields of management, marketing, and PR. “The practical value of business linguistics is related to the mastery of language resources by specialists (and students) in business administration, management, economics, PR, advertising, and marketing” (Kaislaniemi, S. 2018). This quote reveals the cognitive role of the trade lexicon, emphasizing the issue of the influence of English terms in globalization.

H. Tenzer’s research illuminates the role of the trade lexicon in international business, emphasizing that if language barriers are overcome, a common trade language could

increase trade flows by 44% (Stevenson, S., & Merlo, P. 2022).

N. Silaški analyzes the formation of trade terms in English through borrowed words, for example, terms like the French “arbitrage” and the Japanese “kanban” enrich the trade lexicon. It has been determined that French borrowed words constitute 60% in general business, 50% in trade, real estate, finance, and accounting, and 40% in business law (Brannen, M. Y. *et al.*, 2017).

R. Lees studies the development of the trade lexicon in a multilingual environment, researching how the trade terms of the East India Company were shaped under Japanese and English influences (Lazareva, O. V. *et al.*, 2024).

D. Geeraerts analyzes the cognitive semantic structure of the trade lexicon, where the polysemy of terms creates problems in trade discourse. “Cognitive lexical representations, semantic relations, for example, similarity, taxonomic relations, part-whole relations encode hyponymy” (Anglemark, L. *et al.*, 2018).

M. Brannen investigates the multifunctional role of the trade lexicon, where corporate language shapes trade terms. “Corporate language is an organizational artifact that simultaneously concerns how thoughts are formed and how they are transmitted and discussed” (Rezaii, N. *et al.*, 2022) – she opines.

E. Kudryashova (Mussagulova, A. K., & Kalybaeva, K. S. 2013) analyzes the formation of international trade terms in Russian and Chinese languages, concluding that borrowed terms also enrich the trade lexicon.

P. Manfred (Muhammad Y. Ch. 1982) studies the use of English trade terms in European languages, where terms like “management” and “marketing” are interpreted as borrowings. English business terms are used in European languages as lexical borrowings or code-switching.

K. Jennifer analyzes the balance between syntax and lexicon, where low-frequency terms in trade language simplify connectivity. One intuitive explanation is that this balance reflects joint pressure to produce precise, but not overly wordy or repetitive sentences (Kadirova Kh. M. 2024).

The development of business terminology in Kazakhstan has been studied, which can serve as an example for the trade lexicon in Central Asian languages. In the work of K. Kalybaeva and A.

Mussagulova, the adaptation of ancient Turkic words to modern business terms is analyzed: "Among the modern terms of market economy, ancient Kazakh words such as kun (price), mura (inheritance), nesie (credit), tauar (goods), sauda (trade), beseke (competition) and others are frequently used" (Gafurov, B. 2020). This work reveals the historical roots of the trade lexicon, as terms in the Kazakh language were formed through Arab, Persian, and Russian influences. The research does not deny the influx of English terms in the context of globalization, which discusses the issue of lexicographic standardization of the trade lexicon.

In Uzbek linguistics, the trade lexicon is studied based on historical lexicography and Turkic-Persian sources. Mahmud Kashgari's work "Devonu lug'otit-turk" illuminates terms related to trade: words such as "shop" (Persian: دكان), "trader" (Persian: سوداگر), and "goods" (Persian: کالاه) reflect trade relations along the Silk Road. Yusuf Khos Hojib's "Qutadg'u bilig" analyzes terms like "buying-selling", "shop," and "profit" in a literary context.

In the 18th century, Muhammad Yoqub Chingi's (Sultansaidova, S., Sharipova O'. 2009) compiled "Kelurnoma" dictionary categorizes words into thematic groups. Among other topics, it includes trade terms: words such as "zamukh" (livestock), "karba" (cash), "zaru" (gold), "samir" (silver), "ta'm" (sweets) confirm our view.

In modern Uzbek linguistics, the trade lexicon is studied through terminological dictionaries and economic research. The "Explanatory Dictionary of the Uzbek Language" systematically explains terms related to the trade field. For example, the word "trade" expresses economic activity while also reflecting social relations. In the dictionary, terms like "shop" "merchant" and "price" are analyzed with their semantic structures and synonymous series.

The "Financial Terms Dictionary" explains financial terms related to trade, such as (credit), (interest) and (sale). The dictionary analyzes the usage of the trade lexicon in an economic context and reveals its importance in modern banking and finance sectors. For example, the word "sale" expresses not only commodity exchange but also financial transactions (Rustamov, I. Nematov, Kh. 2020). This dictionary serves as an important tool for integrating the trade lexicon with modern economics.

X. Qodirova's handbook "Issues in Modern Linguistics" analyzes the trade lexicon from the perspectives of linguocognitology and corpus linguistics. The handbook discusses the role of trade terms in communicative discourse and their cognitive structure. For example, the word "trade" in modern Uzbek expresses economic activity while also reflecting social relations. X. Qodirova conducts a frequency analysis of the trade lexicon using corpus linguistics, revealing its usage in modern texts (Rikhsiyeva, G. 2023). This approach allows for a deep analysis of the trade lexicon's place in modern linguistics.

Lexicon in advertising discourse, including medical terms, has been researched by B. Gafurov (Torayeva, D. 2023) in a marketing plan, which is a work on a topic close to the trade lexicon. This work partially analyzes the functional aspects of trade terms in advertising and marketing through comparison in Russian and Uzbek languages.

In the work of S. Sultonsaidova and O'. Sharipova (Nafasov, T. 2011), the stylistics of the Uzbek language, including terms in scientific and official styles, is studied, and the work also includes partial analyses of lexicon from various other fields. In particular, it illuminates the stylistic rules of the trade lexicon and its usage in economic styles.

In Uzbek linguistics, the trade lexicon is studied as part of the terminology system, with attention paid to the formation methods of economic terms and borrowings. By analyzing examples collected from economics textbooks, study guides, terminological and explanatory dictionaries, and other sources published in Uzbek, we witness that lexical units from various layers of the Uzbek language lexicon have become economic terms. As an example, it shows the national basis of trade terms, such as words like "shop," "trade," "goods." The authors I. Rustamov and X. Nematov also emphasize the root and derived nature of the lexicon in this field, citing the following as examples of root, i.e., non-derived economic terms: (pledge), (work), (item), (rich), (market), (value), (income), (price), (debt), (competition), (trade), (goods), (loan), (bill of exchange), broker, (dumping), (deposit), (fund), (duty), bank, and others. The lexicon in this list is the economic lexicon active in Uzbek trade.

In Uzbek linguistics, the trade lexicon is studied within the frameworks of general terminology and stylistics, especially in the post-independence period, related to the development of national

terms and issues of liberation from Russian language influence. G. Rixsiyeva analyzes the semantics of Turkic root words, writing that trade-related terms, such as melon seller are preserved in the national lexicon. In ancient Turkic, more than a hundred lexemes formed from the base “qap =” are used, expressing human actions and activities, animal behaviors, object-item, vessel, vegetable names, and so on.

D. To‘rayeva, conducting research in the direction of linguistic expertise, has observed the usage of trade-related terms, such as regional variants of the dollar, in trade discourse. Regional variants of the dollar term: kalkala (Piskent), qog‘oz (Qibray), ko‘kat (Ishtixon, Chust), dolya (Paxtachi), kal (Andijon) are noted in the research.

T. Nafasov compiles a dictionary of “Qashqadaryo uzbek folk words”, where trade terms are preserved in dialects. The Dictionary of Qashqadaryo Uzbek Folk Words is recognized by experts today as the most substantial and original dictionary among the dictionaries compiled and published on Uzbek folk dialects. Methods involve semantic component analysis, frequency-based corpus linguistics, stylistic evaluation, and terminological classification to compare universal and local features, metaphorical structures, and standardization issues.

RESULTS

In world linguistics, trade lexicon exhibits pragmatic functions in intercultural communication (e.g., semantic variations in “deal” across English and Persian (Pederson, E. 1991), neuromarketing influences (e.g., “exclusive” activating brain reward systems (Silaški, N., & Kilyeni, A. 2014), cognitive metaphors (e.g., “money is a solid substance” in phrases like “frozen assets” [3]), and historical figurative language (e.g., Akkadian “dying tablets” for expired debts (Besomi, D. 2013); Greek equivalents for “financial markets” (Veenhof, K. R. 1987). Lexicographic classifications include over 1,900 marketing terms (Mautner G., & Rainer F. 2017), thematic synonym groups (Grygiel, M. 2015), crisis cycles (Malenkaya, O., & Ivanova, O. 2022), and discursive metaphors (Tenzer, H. *et al.*, 2017). Business linguistics highlights precise, denotative terms (Bielenia-Grajewska, M. 2009), interdisciplinary applications (Kaislaniemi, S. 2018), trade flow increases via common language (Stevenson, S., & Merlo, P. 2022), borrowings (e.g., French “arbitrage” (Brannen, M. Y. *et al.*,

2017), multilingual formations [Lazareva, O. V. *et al.*, 2024; Mussagulova, A. K., & Kalybaeva, K. S. 2013), cognitive representations (Anglemark, L. *et al.*, 2018), organizational roles (Rezaii, N. *et al.*, 2022), European adaptations (Muhammad Y. Ch. 1982), and syntax-lexicon balances (Kadirova Kh. M. 2024). Central Asian examples show ancient Turkic roots in Kazakh terms like “sauda” (trade) (Gafurov, B. 2020).

In Uzbek linguistics, historical terms from “Devonu lugotit-turk” (e.g., “bazar” for shop) and “Qutadgu bilig” reflect Silk Road influences, with 18th-century categorizations in “Kelurnoma” (Sultansaidova, S., Sharipova O'. 2009) including “zamūkh” (livestock). Modern dictionaries explain terms like “trade” semantically (Rustamov, I. Nematov, Kh. 2020), with corpus frequency analyses (Rikhsiyeva, G. 2023), advertising applications (Torayeva, D. 2023), stylistic rules (Nafasov, T. 2011), formation methods (e.g., root terms like for price, semantic evolutions, regional variants (e.g., “dolya” for dollar, and dialectal preservations. Common features include metaphorical and historical developments; differences lie in Uzbek’s focus on national roots versus global pragmatic depth.

DISCUSSION

The analysis underscores the trade lexicon’s cognitive, lexicographic, and stylistic facets, with shared metaphorical structures (e.g., solid substance metaphors) and historical evolutions across contexts. However, challenges persist: globalization introduces English borrowings, disrupting national lexicons (e.g., influences from Russian/Arabic in Uzbek/Kazakh (Gafurov, B. 2020); Uzbek standardization remains incomplete (e.g., interchangeable “trade”/“biznes” absence of “neuromarketing” in dictionaries); intercultural studies are underdeveloped, limiting global roles; and technological integration (e.g., corpus tools) is low. These issues hinder semantic-pragmatic analyses in advertising and economics. Future directions include: (a) corpus-based classification of Uzbek trade texts; (b) global communication studies; (c) digital programs for semantic analysis. Such approaches ensure practical benefits in linguistics, economics, and IT, fostering balance between global influences and national preservation.

The analysis of the trade lexicon in world and Uzbek linguistics shows that metaphorical structure and the historical development of terms

are common features. However, problems exist: the influx of English terms in globalization disrupts the national lexicon, for example, the influence of Russian and Arabic on Kazakh and Uzbek languages is clear evidence of our view. In Uzbekistan, the problem of standardizing terms is acute, as the “translate into uzbek” process after independence has not been fully completed. In marketing, trade terms require cultural adaptation, and functional-semantic aspects in advertising discourse create problems. In lexicography, difficulties with polysemy and syntactic structure remain unresolved. These problems are among the issues awaiting resolution in future linguistics research through cross-cultural and computer analyses. The study of the trade lexicon in world and Uzbek linguistics reveals its cognitive, lexicographic, and stylistic aspects. Our analysis shows that this field requires a balance between globalization and national identification. In the future, an integrated approach is necessary to solve the problems.

CONCLUSIONS

In Uzbek linguistics, trade terminology has not yet been fully standardized. For example, terms such as “trade,” “commercial” and “biznes” are used interchangeably in various contexts, leading to terminological confusions. The “Explanatory Dictionary of the Uzbek Language” partially resolves this issue, but modern economic terms, such as those related to “neuromarketing” or “e-commerce,” have not been included in the dictionary. This creates problems in analyzing the modern trade lexicon and indicates the necessity of standardizing the terminology. Intercultural studies are insufficiently developed, which limits the role of the trade lexicon in a global context. The integration of information technologies is low: text analysis programs are limited.

The following directions are important in studying the trade lexicon:

- Corpus analysis of trade texts in Uzbek will help classify new terms;
- The role of the trade lexicon in global communication needs to be studied;
- Text analysis programs will develop semantic and pragmatic analysis.

These directions have practical significance in the fields of linguistics, economics, and information technologies. The trade lexicon is studied in world and Uzbek linguistics as an important linguistic phenomenon that reflects economic, social, and cultural relations. In world linguistics, it is

analyzed within the frameworks of pragmatics, neuromarketing, cognitive metaphors, and terminological dictionaries, revealing communicative, psychological, and semantic aspects. In Uzbek linguistics, the trade lexicon is researched based on historical sources (“Devonu lugotit-turk,” “Qutadgu bilig,” “Kelurnoma”) and modern dictionaries, but issues such as lack of standardization, scarcity of intercultural studies, and insufficient technological integration create problems. In the future, it is possible to develop the trade lexicon through the application of corpus linguistics, digital analysis, and intercultural approaches. These studies ensure a balance between globalization and national identification.

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