

COMPARATIVE ANALYSIS OF PHRASES RELATED TO BUSINESS
DISCOURSE IN BOTH LANGUAGES

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Annotation: *This research work deals with the problems of translating and finding equivalents of the phraseological units in the field of business discourse on the materials of Uzbek and English languages.*

Key words and expressions: *semantics, individual words, conceptual spheres, semantic group, phraseologism.*

Аннотация: *В данной исследовательской работе рассматриваются проблемы перевода и поиска эквивалентов фразеологических единиц в сфере делового дискурса на материалах узбекского и английского языков.*

Ключевые слова и выражения: *семантика, отдельные слова, понятийные сферы, семантическая группа, фразеологизм.*

Annotatsiya: *Mazkur tadqiqot ishida o'zbek va ingliz tillari materiallari bo'yicha biznes nutqi sohasidagi frazeologik birliklarni tarjima qilish va ekvivalentlarini topish muammolari ko'rib chiqiladi.*

Tayanch soʻz va iboralar: *semantika, individual soʻzlar, konseptual sohalar, semantik guruh, frazeologizm.*

It is obvious that a language's phonological and grammatical structure cannot be studied with the same scientific rigor and precision as the huge, erratic, and haphazard collections of words that make up vocabulary. This does not imply, however, that no structural treatment of any type can be applied to words. Additionally, efforts have been made to name and characterize the numerous lexical structures that our words are divided up into. These injuries, which are still in the early stages, are being undertaken at three levels that are superimposed: the level of individual words, the level of conceptual spheres, and the level of the entire vocabulary.

The aforementioned demonstrates the significant progress that has been done over the past three decades in the integration of structural viewpoints into semantics.

The fact that structural semantics was on the agenda of the most recent international congresses of -linguistics, held in Oslo and Cambridge, Massachusetts, is in fact indicative of the current interest in these issues. All of this makes it unexpected and disappointing that many structuralisms still lack the motivation to address meaning-related issues. Undoubtedly, some of this reluctance to address semantic issues stems from opposition to the promiscuous use of the term "meaning" and other "mentalist" concepts, but this is unquestionably not a good enough justification to disregard the semantics of language from the discipline of linguistics.

The general conviction that structural approaches are inapplicable to meaning-related issues is another reason why many linguists shy away from discussing semantics. This approach is no longer tenable in light of recent semantics advancements, as we've

shown, unless the term "structure" is synonymous with "formal structure," which is all too frequently the case.

Economic connections between financial-credit, commercial systems, and organizations take on a significant economic role as market relations grow. These relationships now exist on a daily basis on a global scale in addition to the territory of a given nation. It is important to pay attention to and place emphasis on the following characteristics while attempting to determine the differences between commercial words in various languages: There are new and universal terms that are used internationally that broaden the vocabulary of science in Uzbek. They are the following:

Acceptance- aksent, naqd pulsiz hisob-kitoblarning shakllaridan biri, to'lovni amalga oshirish bo'yicha rozilik berish

annuity- annuitet- yilda qiymati va foizlari to'lanadigan muddatli davlat zayomi.

audit-audit, taftish

bank marketing-bank marketingi

bankruptcy code- bankrotlik (kasodga uchrash) to'g'risidagi kodeks (nizom).

bank's creditor- bank kreditori (banka qarz bergan subyekt)

bank resources-bank resurslari-kreditlash va boshqa aktiv operatsiyalarni amalga oshirish uchun bank tasarrufidagi mavjud mablag'lar to'plami. Bankning o'z va chetdan jalb etiladigan mablag'lari.

costs of funding- bank tomonidan resurslarni jalb etish qiymati.

country bank- xar qanday Federal rezerv banki yoki o'ning bo'limlari joylashgan shaharda joylashmaydigan bank.

country risk- mamlakat riski credit agency-kredit agentligi- kredit ma'lumotlarini yig'ish va o'larni tarqatishni amalga oshiradi.

credit agreement-kredit kelishuvi (bitim), kreditlarning miqdori, shakli va berish shartlarini aniqlovchi kelishuv (bitim).

credit assessment-kreditni baholash

credit inquiry-kredit so'rovi (bankning, mol yetkazib beruvchilarga va mijoz bilan bog'longan boshqa shaxslarga yuboriladigan (jo'natiladigan) mijoz to'g'risidagi ma'lumot bo'yicha so'rovnomasi).

Such skewing between the grammar and semantic structure is a device, which counteracts monotony in the presentation of information. Each language has its own system for arranging concepts into different parts of speech, making it risky to seek one - to - one equivalents. One language may use the verb form more frequently, where another will seek to express the same meanings by means of a verbal noun or an adjective.

In specialized works dealing with the concepts of one or more branches of science, terms are largely and predominately utilized. As a result, it is possible to say that these are examples of scientific language. They can be used in other styles as well, though. They might just as well appear in other language styles, such as newspaper style, publicity, and pretty much all others that are already in use. The purpose of terms, if they appear in other genres, is to either point out the technical specifics of the subject being discussed or to allude to a character whose profession would naturally involve the use of specialized vocabulary.

In our research we will try to develop our own classification of phraseological units used in business communication. 200 units of this semantic field have been

involved into the study; this allowed us to distinguish the following semantic groups of phraseologisms: «person», «work / job», «business meeting», «profit», «loss», «success», «purchase» «sale», «product», «price», «bankruptcy / closure of business», «savings», «difficult situation», «loan», «financial support», «fraud», «bribing», «starting a business», «closing a business». The most numerous and worth mentioning in the article are the following semantic groups of phraseologisms:

Semantic group «person»

Phraseologisms belonging to this group characterize leadership qualities of a person in business sphere:

- movers and shakers- naming people who take active part in solving problems, initiating new projects;
- sleeping/silent partner- a partner, who having invested in some business wants to keep his name secret;
- top dog - leader, manager;
- big cheese - an important person;
- company man - a worker fanatically affiliated to his job;
- cog in the machine - a worker, who is not important in the process of work;
- yes-man - a sneak person, crawler.

Semantic group «work/job»

To this group belong PhUs denote hard work (by the sweat of your brow, work your fingers to the bone, break your back, back to the salt mines, get your hands dirty, use elbow grease), a person, engaged in many projects (to wear many hats, to have a finger in every pie, irons in the fire), time spent on some work (to wear many hats, to have a finger in every pie, irons in the fire) [3].

Semantic group «business meeting»

Phraseologisms from this group denote the semantics of the main topic of discussion, type of meeting, etc. (bottom line, to hold a meeting, to call a meeting to order, follow-up meeting, strictly business, to call on someone to speak).

Semantic group «profit»

Here the following units are worth mentioning:

- win-win- is used to denote the situation in business when both sides win;
- make hay while the sun shines- to make profit from any situation;
- finger in the pie- to have one's share in some business;
- bang for the buck- to get profit.

Semantic group «loss»

In our investigation we have defined numerous PhUs with the semantics of financial loss:

- down the drain - when we speak of the time, money and effort which were useless;
- to take a nosedive - collapse in price and value;
- bottom out - the lowest level of development;
- in the red - to lose all the money [4].

Semantic group «success»

Within this group we may speak about phraseologisms denoting successful beginning (up and running, a foot in the door), profitable business (going concern, roaring trade, blockbuster, in the black, deliver the goods).

Semantic group «sale»

This group unites phraseologisms with vast semantics:

- cash in your chips, sell out—to be on sale;
- sell like hotcakes, jump off the shelves — successful sale;
- on the market, on the block, in stock - available on sale;
- out of stock - not available on sale;
- take public - sale of shares of a company to a general audience of buyers.

Semantic group «product»

Phraseologisms belonging to this group combine units denoting various spheres connected with business; among them to roll out a product, to carve out a niche (for a product) — to launch the product on the market,- to generate lots of buzz — to make people react positively to a product or service, thereby encouraging potential buyers to buy it; to put a product on the map, to plug a product, to launch a product — to acquaint potential buyers with the products; cash cow - a product or a service that generates big profits for the company, without requiring large investments; to test market a product - scientific study of how successful the product will be on the market. Such a technique often includes the choice of a group of people who use the product for a specified period of time, and then give their comments on the product [5].

Semantic group «price»

To this semantic group belong units with the meaning of low or high price, e.g.:

- to come in high, to jack up - to be of too high price;
- to knock down the price of something, to slash prices - to drastically reduce prices;
- bottom fall out/drop out - lowering the level below the previous price;
- face value - par value.

Semantic group «difficult situation»

Here worth mentioning are PhUs with the semantic significance of the cruelty and pain of the situation that arose. This group includes dog-eat-dog world in terms of the cruel and aggressive world in which everyone survives as it can. This phraseologism arose in the 1500's when it was seen as dogs aggressively fought for a log. Such association in human consciousness has been verbalized in speech in the form of this phraseologism [6].

One more phraseologism that belongs to this group is the phrase to bite the bullet, which means to make a complicated and painful decision, a step in life.» This expression originated from a military affair, since during the Civil War in the United States, doctors did not always have a whiskey alcohol drink in order to be analgesic. Therefore, a very painful process was often used when, instead of an anesthetized wounded soldier, a bullet was put into the mouth so that he could bite it and not distract the doctor from work with his cry. The awareness of such a painful process was verbalized in the phrase to bite the bullet.

PhU to keep one's head above water means to try to survive without falling into debt; phraseologism tight spot has semantics of a difficult situation in business or economy without any development.

To denote the state of being in debt such phraseologisms as saddled with debt, to have red ink are used.

Semantic group «financial support»

This group is quite different in semantics:

to put money where your mouth is - financial support of the activity that will bring profits in the future;

to throw money at something - spending a large amount of money in order to solve a problem;

golden handcuffs - a large amount of money or a generous financial deal given to an employee as an incentive to stay at his workplace or to guarantee long-term cooperation after his departure from their responsibilities;

golden handshake - the generous amount of money that an institution allocates to its employee when he leaves his job;

golden parachute - an article in which it states that an employee will receive a fairly large benefit in case of termination of his employment contract without valid reasons

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