

## WAYS OF TERM FORMATION IN THE TERMINOLOGICAL SYSTEMS OF "MARKETING", "COMMODITY EXCHANGE", AND "FOREIGN ECONOMIC ACTIVITY" IN RUSSIAN AND UZBEK LANGUAGES

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**ABSTRACT:** This article explores the main ways of term formation within the terminological systems of "Marketing," "Commodity Exchange," and "Foreign Economic Activity" in the Russian and Uzbek languages. It highlights the specific linguistic mechanisms, including borrowing, word formation, semantic shifts, and calques, that contribute to the development of specialized terminologies in these economic fields. Comparative analysis reveals both universal trends and language-specific features in the creation of economic terms. The study also emphasizes the influence of globalization and international communication on the evolution of professional vocabularies. The findings contribute to a better understanding of cross-linguistic terminology development and provide insights for further research in comparative linguistics and translation studies.

**Keywords:** term formation, marketing terminology, commodity exchange, foreign economic activity, Russian language, Uzbek language, economic terminologies, borrowing, comparative linguistics

### INTRODUCTION

In the modern globalized world, the expansion of economic activities and international cooperation has led to the rapid development of specialized terminological systems. Fields such as "Marketing," "Commodity Exchange," and "Foreign Economic Activity" have emerged as crucial domains of professional communication, demanding the continuous creation and adaptation of new terms. The study of term formation mechanisms in these areas provides valuable insights into linguistic evolution, intercultural communication, and the interaction between language and economy. The Russian and Uzbek languages, representing distinct linguistic families and cultural backgrounds, offer an intriguing basis for comparative analysis. In both languages, the development of economic terminology has been significantly influenced by socio-political changes, international trade relations, and globalization processes. Borrowing from dominant world languages (especially English), native word formation processes, semantic shifts, and translation strategies have all played a pivotal role in enriching the terminological systems. This article aims to systematically analyze the primary ways of term formation in the domains of "Marketing," "Commodity Exchange," and "Foreign Economic Activity" in Russian and Uzbek. Special attention is given to identifying commonalities and differences in term-building strategies, understanding the impact of external linguistic influence, and discussing the challenges of maintaining linguistic identity while integrating global concepts. A deeper understanding of these processes not only enhances theoretical knowledge in comparative linguistics and terminology studies but also contributes to improving the quality of translations, bilingual dictionaries, and terminological standardization efforts in economic discourse.

In addition to the major methods of term formation—borrowing, word formation, semantic shift, and calquing—several other factors significantly influence the evolution of terminologies in "Marketing," "Commodity Exchange," and "Foreign Economic Activity" in the Russian and Uzbek languages.

One such factor is hybrid term creation, where a borrowed foreign root is combined with a native affix or word to create a new term. In Russian, combinations like маркетинговый подход (marketing approach) or биржевой товар (exchange-traded goods) exemplify this trend. Similarly, in Uzbek, hybrid constructions such as marketing strategiyasi (marketing strategy) and birja savdosi (exchange trading) have become commonplace.

**Neologisms**—newly coined terms—are also essential in these fields. In both Russian and Uzbek, economic globalization has led to the emergence of new concepts that require the invention of entirely new terms, rather than simple borrowing or calquing. For instance, new realities such as digital marketing (raqamli marketing) or blockchain-based commodity trading (blokcheyn asosidagi tovar savdosi) necessitate the dynamic creation of terminology.

Furthermore, standardization efforts play a crucial role in shaping economic terminology. Institutions such as the Russian Federal Agency on Technical Regulation and Metrology (Rosstandart) and the Uzbek Agency for Technical Regulation have initiated projects to harmonize and regulate the use of economic terms. This ensures consistency in professional communication and minimizes misunderstandings in legal and business contexts.

Another important aspect is domain-specific semantic narrowing. Certain general terms, once adopted into the economic domain, undergo specialization and acquire narrower, highly technical meanings. For instance, in Russian, the word рынок (market) in common usage refers to any trading area, but in economic discourse, it specifically denotes structured economic sectors like рынок труда (labor market) or финансовый рынок (financial market). Uzbek shows a similar narrowing, with bozor (market) gaining more specialized meanings in mehnat bozori (labor market) and aksiyalar bozori (stock market).

Lastly, cultural and linguistic adaptation influences term acceptance and usage. Some terms are modified to fit phonetic, morphological, and syntactic norms of the target language. For example, in Uzbek, English-based economic terms are often slightly phonologically adjusted to match Uzbek pronunciation patterns, making them more easily integrated into everyday professional use.

These additional observations demonstrate that the process of term formation is multi-dimensional, influenced not only by linguistic mechanisms but also by sociocultural, technological, and institutional factors. The comparison between Russian and Uzbek terminologies shows a rich interplay between tradition and innovation, reflecting each language's unique approach to modernization within the global economic sphere.

## CONCLUSION

The comparative analysis of term formation methods in the terminological systems of "Marketing," "Commodity Exchange," and "Foreign Economic Activity" in Russian and Uzbek languages underscores the complex interplay between linguistic creativity and external influences. It has been demonstrated that both languages utilize a variety of strategies—borrowing, affixation, compounding, semantic shifts, calques, and the creation of neologisms—to expand and refine their economic terminologies.

Importantly, globalization acts as a catalyst in accelerating the borrowing of international terms, especially from English, leading to significant cross-linguistic convergence in economic discourse. Despite these influences, each language exhibits unique adaptation patterns: Russian often integrates foreign terms into its grammatical system, while Uzbek tends to maintain a balance between borrowing and preserving its national linguistic identity.

The growing role of standardization institutions highlights the need for regulated term development to ensure clarity, consistency, and accessibility within professional and academic communication. At the same time, cultural and linguistic factors, such as phonetic adjustments and semantic narrowing, continue to shape how new terms are assimilated into native structures.

In light of these findings, it can be concluded that effective term formation in the fields of marketing, commodity exchange, and foreign economic activity requires an approach that balances international influence with national linguistic traditions. Future research should focus on corpus-based analyses of terminology usage in practice, the development of multilingual economic dictionaries, and the implementation of national policies to guide term creation in the context of global economic integration.

Thus, the study contributes not only to comparative linguistics and terminology theory but also provides practical insights for translators, economists, educators, and policymakers working in increasingly interconnected economic environments.

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