

## PRAGMATIC FEATURES OF COMMERCIAL TERMS OF ENGLISH AND UZBEK

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**Abstract:** *This article concerns with the problems of commercial terms of Uzbek and English pragmatically. The study deals with the terminological issues of both languages and their usage.*

**Key words:** *Words, context, phrases, business transactions, functions, luxury, premium, exclusive, guaranteed, trustworthy.*

English and Uzbek are two languages belonging to different language families. English is a West Germanic language, while Uzbek is a Turkic language. However, both languages are widely used in the commercial world, and commercial terms in these languages share certain pragmatic features. This article will explore the pragmatic features of commercial terms in English and Uzbek.

Pragmatics is the study of language use in context. In the context of commercial terms, pragmatics plays a crucial role in determining the meaning of words and phrases. Commercial terms are often used in a specific context, such as business transactions, negotiations, and advertising. Therefore, the pragmatic features of commercial terms in English and Uzbek are closely related to their functions in these contexts.

One of the main pragmatic features of commercial terms in both English and Uzbek is their ability to convey a sense of urgency or importance. Words like "limited time offer", "urgent," and "exclusive" are commonly used in both languages to create a sense of urgency and encourage customers to take action. These words are often used in advertising and promotional materials to attract customers and increase sales. Another pragmatic feature of commercial terms in English and Uzbek is their ability to convey a sense of prestige or exclusivity. Words like "luxury," "premium," and "exclusive" are commonly used in both languages to convey a sense of sophistication and exclusivity. These words are often used in high-end advertising and marketing materials to appeal to affluent customers who value luxury and exclusivity.

We will see pragmatic features of other terms in both languages through following examples:

Bid

In Uzbek: sotib olish narxi

In English: purchase price

Dividend

In Uzbek: dividend

In English: dividend

Stock exchange

In uzbek: aksiyalar birjasi

In English: stock exchange

Here are some commonly used Commercial terms in Uzbek and their English translations:

1.Narx-Price

2.Savdo- Trade

3.Savdo muddati- Trade term

4.To'lov- Payment

5.Chek- Invoice

6.Chek raqami- Invoice number

7.Valyuta- Currency

8.Sifat- Quality

9.Sifat nazorati- Quality control

10.Sotib olish- Purchase

11.Tovar- Goods and merchandise

12.Garantiya- Warranty

13.Yetkazib berish- Delivery

14.Muddatli to'lov- Installment payment

In addition to conveying a sense of urgency and prestige, commercial terms in English and Uzbek also often use persuasive language to influence customers' decisions. Words like "guaranteed", "proven" and "trustworthy" are commonly used in both languages to build trust and credibility with customers. These words are often used in advertising and marketing materials to reassure customers that they are making a wise decision by purchasing a product or service.

Terminological issues V.V. Vinogradov, G. Vinokur, A.A. Reformatsky, A. Gerd, V. Leychik, R.A. Budagov, D. Lotte, L.Yu. Buyanova, L.A. Kapanadze, K. Kageura, D. Sageder, S. Jakobson, M.M. Munoz, Ch.S. Abdullaeva, G. Abdurakhmonov, S.A. Azizov, I.J. Yuldashev, P. Nishonov, X.D. Paluanova, D.X. Kadirbekova and others studied in their work. Though there are many studies in the field of terminology, there are still unexplained problems with the nature of the terminology, and their study and resolution suggests a new approach to modern linguistic approaches [1].

Commercial terms in English and Uzbek share several pragmatic features that are closely related to their functions in specific commercial contexts. The ability to convey a sense of urgency, prestige, and credibility is essential for effective advertising and marketing. By understanding the pragmatic features of commercial terms in these languages, businesses can create persuasive and effective advertising and marketing materials that appeal to customers and increase sales.

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