



OLD AND CONTEMPORARY BUSINESS TERMS

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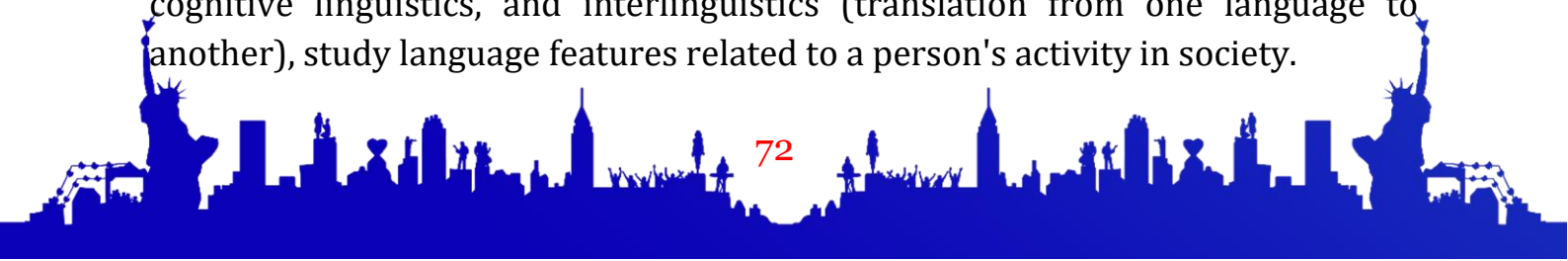
ABSTRACT:

KEY WORDS:

All over the world, the importance of business and business terms in people's daily lifestyle and activities is increasing. This, in turn, causes the development of new business directions and business lexicon in this area. As a result, it is not an exaggeration to say that business terminology with the characteristics of a national language has emerged in each country. The above factors created the need to study business terminology from the point of view of linguistics, to systematize and organize terms and lexical units. In world linguistics, the comparative-typological analysis of business terms and lexemes on the example of the English and Uzbek languages helps to determine the social factors affecting the development of these languages, as well as the different and similar features of the terminology of the two languages. This, in turn, requires finding a suitable solution to issues such as systematization, translation, and regulation of business terms and lexemes. Many educational institutions and research centers of the world are conducting scientific research related to business terms and lexicon. In the conditions of the current globalization, the emergence of new aspects of business, the direct introduction of new terms into the process of communication has stimulated the growing interest in the research of business terms and lexemes.

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Linguistics is known as the science of language, its function, internal structure, its social nature, classification, laws of application of certain languages, historical development, and according to its function, purpose, etc., it is general linguistics, comparative-historical linguistics. , linguistic and cultural studies, structural linguistics, neurolinguistics, paralinguistics, ethnolinguistics, psycholinguistics, sociolinguistics, Several fields, such as mental linguistics, cognitive linguistics, and interlinguistics (translation from one language to another), study language features related to a person's activity in society.





A word or a term that does not have unambiguous, clear, expressive characteristics, and then, clearly in the field of its terminological field, but at the same time, when it leaves this field, loses its basic characteristics. It is a word combination. The formation of the term takes place with the use of national language tools, including the word formation methods of the acquired words. A term can be transferred to the national lexicon or, on the contrary, from the national lexicon to a term, as well as to another term system (terminosystem).

Business terminology evolves over time due to changes in technology, globalization, cultural shifts, and emerging industries. Here's a comparison between old and contemporary business terms in various aspects:

Communication:

Old: "Telegraph" or "Telex" for long-distance written communication.

Contemporary: "Email," "Instant Messaging," or "Video Conferencing" for quick and efficient communication.

Marketing:

Old: "Print Advertising" or "Billboards" for advertising products.

Contemporary: "Digital Marketing," "Social Media Marketing," or "Influencer Marketing" using online platforms and social networks.

Finance:

Old: "Ledgers" or "Manual Accounting" for financial record-keeping.

Contemporary: "Accounting Software," "Blockchain," or "Fintech" for automated and digital financial transactions and record-keeping.

Management:

Old: "Hierarchy" or "Top-down Management" for organizational structures.

Contemporary: "Flat Organizations," "Agile Management," or "Remote Teams" emphasizing flexibility, collaboration, and adaptability.

Sales:

Old: "Door-to-door Sales" or "Cold Calling" for selling products directly to consumers.

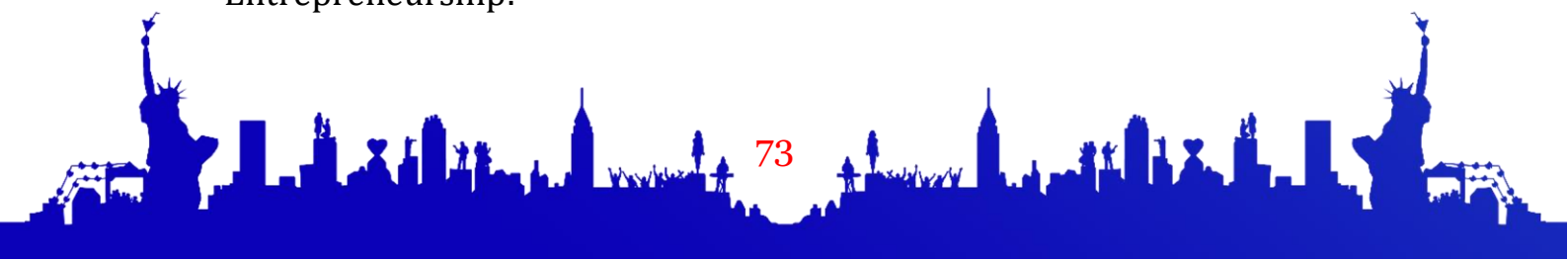
Contemporary: "E-commerce," "Online Marketplaces," or "CRM Systems" for digital sales and customer relationship management.

Human Resources:

Old: "Personnel Department" or "Employee Handbook" for managing staff.

Contemporary: "Human Capital Management," "Diversity and Inclusion Programs," or "Remote Work Policies" for modern HR practices.

Entrepreneurship:





Old: "Brick-and-Mortar Business" or "Mom-and-Pop Store" for traditional small businesses.

Contemporary: "Startup," "E-commerce Entrepreneurship," or "Disruptive Innovation" for new and innovative business ventures.

Global Business:

Old: "Import-Export" or "International Trade" for global business transactions.

Contemporary: "Global Supply Chains," "Offshoring," or "Multinational Corporations" for complex global business operations.

Technology:

Old: "Mainframe Computers" or "Fax Machines" for technological infrastructure.

Contemporary: "Cloud Computing," "Artificial Intelligence (AI)," or "Internet of Things (IoT)" for cutting-edge technology applications.

Sustainability:

Old: "Environmental Compliance" or "Waste Management" for environmental considerations.

Contemporary: "Corporate Social Responsibility (CSR)," "Green Initiatives," or "Circular Economy" for sustainable business practices.

The shift from old to contemporary business terms reflects advancements in technology, changes in consumer behavior, a more globalized economy, and a greater emphasis on sustainability, innovation, and flexibility in the modern business landscape.

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