



Comparative Analysis of Marketing Terms in English and Uzbek Languages

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Annotation: English marketing terminology began to take shape much earlier than Russian and Uzbek. English terminology is multiplied compared to Uzbek. There are a lot of monolexic units in it, and polylexemic units prevail in Uzbek terminology.

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An analysis of the factual material showed that in English simple marketing terms refer to the following parts of speech: noun (account, advertisement, advertiser), gerund (advertising, addressing, branding, canvassing, brainstorming), adjective (alphameric, active, alphanumeric, classic, abnormal, commercial, advertorial, delinquent), past participle (associated, allotted), verb (to bill, to break, to cannibalize, to dub, to inspire), present participle (detailing, absorbing, floating, breathing).

Polylexemic combinations in the compared languages have a diverse internal structure. So, English compound terms-phrases are two-word (accordion fold, account conflict, acquisition cost), three-word (address coding guide, address correction requested, Advertising Checking Bureau), four-word (American Association of Advertising Agencies, American Guild of Musical Artists, Audit Bureau of Marketing services) and even five-word ones (American Society of Composers, Authors and Publishers; American Television and Radio Commercials Festival).

In the Uzbek language, the compound terms-phrases of marketing are two-word (authorized banks, currency dumping, currency market, venture companies), three-word (advertisement of vacancies, currency exchange points, alternative types of currency, currency conversion, currency gold reserves), four-word (without intermediaries) direct sales, anti-dumping legislation, dealer support materials, the Economic Union of European States), five-word (currency exchange agreement for a certain period, strategies for entering world markets, selection of materials for distribution to journalists), seven-word (European regional public opinion and marketing research society, Sigmund Freud's theory of the direction of human desire), eight-word (illegal acquisition or transfer of currency values).

Among the terms-phrases of marketing in the Uzbek language, two-word and three-word ones prevail, built according to the following structural models:

- 1) noun + action name: assortment expansion, assortment management, information search.
- 2) adjective + noun: real consumer, basic data, basic funds, basic strategy, interbank transactions.
- 3) adjective + action name: anonymous testing.
- 4) noun + noun: Ansoff model, assortment policy, information agency, information industry, book value.
- 5) adverb + action name: move together.



- 6) adjective + noun + noun: cheap market goods
- 7) adjective + adjective + noun: significant potential customers.
- 8) noun + noun + action name: census, custody of banks, appointment of checkpoints.
- 9) noun + noun + noun: bank payment card, stock trading participants, license of the customs body, amount of customs fee, market communication policy.
- 10) noun + adjective + noun: official customs mark.

Composite terms-phrases of marketing in English are built on the basis of the following structural models:

- 1) noun + noun: **accordion insert, account conflict**
- 2) adjective + noun: **active buyer, active member**
- 3) noun + gerund: **advocacy advertising**
- 4) noun + preposition + noun: **affidavit of performance, agency of record, analysis of variance**
- 5) past passive participle + noun: **advertised price, affiliated chain**
- 6) present participle + noun: **advertising agency, advertising appropriation**
- 7) real present participle + real present participle + noun: **Advertising Checking Bureau**
- 8) noun + noun + noun: **Address Change Service, airport mail facility, area distribution center**
- 9) noun + present participle + noun: **address coding guide**
- 10) noun + noun + passive past participle: **address correction requested**
- 11) present participle + noun + preposition + noun: **Advertising Federation of America**
- 12) present participle + noun + noun: **advertising record sheet, Advertising Research Foundation**
- 13) adjective + noun + noun: **Agricultural Publishers Association, allowable order cost**
- 14) adjective + present participle + noun: **American Advertising Federation, American broadcasting company, analytical marketing system**
- 15) adjective + adjective + noun: **American Statistical Association,**
- 16) past passive participle + present participle + noun: **assigned mailing date**
- 17) noun + adjective + noun: **assistant art director, associate creative director**
- 18) adjective + passive past participle + noun: **average paid circulation.**

From the above examples, we can conclude that in both compared languages there are the following structural types of compound terms-phrases. For comparison, see the table below.

Similarity of structural types of compound terms-phrases in English and Uzbek languages

Table 3.

English language	Uzbek language
noun + noun (<i>action program, address correction</i>)	noun + noun (news agency, book value)
adjective + noun (<i>affordable method, adequate sample</i>)	adjective + noun (<i>active member, interbank operations</i>)
adjective + noun + noun (<i>allowable order cost</i>)	adjective + noun + noun (<i>cheap goods market</i>)



adjective + adjective + noun (<i>American Statistical Association</i>)	adjective + adjective + noun (<i>important potential customers</i>)
Noun + adjective + noun (<i>associate creative director</i>)	Noun + adjective + noun (<i>official customs mark</i>)
noun + noun + noun (<i>area distribution centre</i>)	noun + noun + noun (<i>customs authority license</i>)

From the above examples, we can conclude that the structural types of terms-phrases coincide to some extent, but when transferring terms-phrases from one language to another, there is often a mismatch of parts of speech.

For example: address coding guide (noun + present participle + noun) - directory of address codes (noun + noun + noun), advertised price (passive past participle + noun) – advertising price (noun + noun), advertising agency (real participle present tense + noun) - advertising agent league (noun + noun), advertising allowance (real participle of the present + noun) - advertising discount (noun + noun), etc.

English terms-phrases of marketing are generally more compact compared to the Uzbek language.

For example: Absorption pricing (2 components) - absorption pricing (3 components), Brand equity (2 components) - brand equity (3 components), Brand awareness (2 components) - brand awareness (3 components), currency convertibility (2 components) - currency conversion (3 components), Direct selling (2 components) - direct sales without intermediaries (4 components), antidumping legislation (2 components) - anti-dumping legislation (4 components).

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