

LEXICAL UNITS OF ENTREPRENEURSHIP: A COMPARATIVE
ANALYSIS BASED ON ENGLISH, RUSSIAN, AND UZBEK LANGUAGES**Rakhmonova Sardora Muminjanovna**

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Abstract

This article provides a comparative analysis of lexical units related to entrepreneurship based on the English, Russian, and Uzbek languages. The study examines the formation of terminology, semantic features, borrowing processes, and functional aspects of these lexical units. In addition, special attention is given to the influence of English as a global language and the mediating role of Russian in the transmission of business terminology.

Keywords: entrepreneurship, lexical unit, terminology, comparative analysis, English language, Russian language, Uzbek language, neologism, borrowing

Introduction. In the era of globalization, the field of entrepreneurship is rapidly developing, and its terminology is constantly expanding. The lexical system of entrepreneurship is formed and enriched through the interaction of three major languages — English, Russian, and Uzbek.

English serves as the primary source of international business terminology, while Russian has historically functioned as an intermediary language in the transfer

of terms into Uzbek. As a result, many lexical units in Uzbek have been formed through a two-stage borrowing process.

Main Part

1. Sources of Formation of Entrepreneurial Lexicon

Entrepreneurial terminology is formed through the following sources:

- **English language (primary source):**
marketing, startup, management, investment
- **Russian language (intermediary):**
маркетинг, менеджмент, инвестиция
- **Uzbek language (national adaptation):**
marketing, menejment, investitsiya

It is evident that many terms have entered Uzbek either directly from English or through Russian.

2. Comparative Lexical Analysis

Concept	Concept	Russian	Uzbek
Market	market	рынок	bozor
Investment	investment	инвестиция	investitsiya
Management	management	менеджмент	menejment
Entrepreneur	entrepreneur	предприниматель	tadbirkor
Income/Profit	profit	прибыль	foyda/daromad

This table clearly demonstrates the similarities and differences among the three languages.

3. Semantic Features

Within the three languages, the following semantic phenomena are observed in entrepreneurial lexicon:

- **Polysemy:**

The English word *market* can refer both to a physical marketplace and an economic system.

Similarly, the Russian *рынок* has multiple meanings.

- **Synonymy:**

In Uzbek, *daromad* and *foйда* may function as synonyms in certain contexts.

- **Narrowing and broadening of meaning:**

The term *startup* has a broader meaning in English, while in Uzbek it is mainly understood as a newly established business.

4. Borrowing and Transliteration Processes

Lexical units are transferred between the three languages through the following processes:

- **Direct**

startup → *startap*

borrowing:

- **Borrowing**

through

Russian:

management → *менеджмент* → *menejment*

- **Translation:**

market → *bozor*

These processes illustrate the adaptability and dynamic nature of language development.

5. Neologisms and Modern Trends

New lexical units continue to emerge in modern business discourse:

- *digital marketing*
- *e-commerce*
- *fintech*
- *freelancing*

In Russian: *цифровой маркетинг, электронная коммерция*

In Uzbek: *raqamli marketing, elektron tijorat*

These neologisms are largely driven by technological advancements.

6. Functional Features

Entrepreneurial lexical units perform several important functions across all three languages:

- **Communicative function** – facilitates business interaction
- **Informative function** – conveys economic concepts
- **Pragmatic function** – influences audiences in marketing and advertising

For example, the term *premium* is used in English, Russian (*премиум*), and Uzbek (*premium*) to indicate high quality and exclusivity.

Conclusion. Lexical units of entrepreneurship are formed and enriched through the interaction of English, Russian, and Uzbek languages. English plays a dominant role as the global language of business, while Russian has historically served as a mediator in the transmission of terminology into Uzbek. In Uzbek, these terms are adapted to national phonetic and morphological norms. In the future, the

standardization and localization of entrepreneurial terminology will remain an important issue.

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