

BUSINESS TERMINOLOGY FROM LINGUISTIC AND CULTURAL PERSPECTIVES

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ABSTRACT

This study explores the significance of business terminology from a linguoculturological perspective, emphasizing the interrelationship between language, culture, and economic activity. Drawing upon the theoretical foundations of the anthropocentric paradigm and contemporary linguoculturology, the research examines business terms as culturally marked linguistic units that encode historical, social, and ideological meanings. The study argues that business terminology is not merely a system of technical lexical items used in professional communication, but a dynamic repository of socio-economic experience reflecting cultural values, power relations, and institutional development. Through diachronic and synchronic analysis, the research investigates the evolution of business lexicon from early mercantile discourse to modern globalized economic communication. Particular attention is paid to semantic shifts, borrowing processes, conceptual metaphors, and the role of professional language in constructing economic identity and social hierarchy. The findings demonstrate that business terms function as instruments of conceptualization, professional differentiation, and cultural transmission within economic discourse.

The linguoculturological approach adopted in this study contributes to a deeper understanding of how economic knowledge is verbalized, structured, and disseminated through language, and how business terminology reflects broader socio-cultural transformations in contemporary society.

Keywords: *linguoculturology; business terminology; economic discourse; anthropocentric paradigm; cultural semantics; professional language; conceptualization; socio-cultural identity; semantic evolution; globalization and language.*

Linguoculturology emerged as a relatively new interdisciplinary field in the 1990s, when the necessity arose to distinguish cultural studies as a separate branch within linguistics. This field encompasses a broad and semantically rich range of concepts. According to scholars in the discipline, the formation and development of linguoculturology owe much to the intellectual legacy of Wilhelm von Humboldt. By the beginning of the twenty-first century, linguoculturology had become one of the leading domains in global linguistic scholarship. The study of the relationship between language and culture plays a crucial role in understanding the interdependence of language, society, and cultural practice. V.N. Telia emphasizes that linguoculturology investigates the human factor, more precisely, the cultural factor inherent in human beings. In this sense, the core of linguoculturology lies within the anthropological paradigm, which places the human being as a cultural phenomenon at the center of scholarly inquiry. Similarly, V.V. Vorobyov defines linguoculturology as a complex, synthesizing field of knowledge that examines the interrelations and interdependencies between language and culture through systematic methods oriented toward contemporary cultural priorities and universal values. V.A. Maslova further notes that the text constitutes the genuine point of intersection between linguistics and culture, as it is simultaneously the highest manifestation of language and a form of cultural existence. Linguoculturology, therefore, studies language as a cumulative repository of cultural values. In Uzbek linguistics, research in linguoculturology has gained increasing prominence in recent years. Professor N. Mahmudov's article "*In Search of Comprehensive Approaches to the Study of Language...*" provides an in-depth analysis of linguoculturology and the anthropocentric paradigm. This work may be regarded as one of the earliest systematic contributions to linguoculturological research in Uzbek linguistics.



It is well established that any idea is verbalized through language and discourse. Linguoculturology examines culture in its inseparable connection with language. In both oral and written communication, specific features of national and professional culture are manifested. Consequently, linguistic research enables scholars to analyze culturally marked units and realia characteristic of particular societies or professional communities. The names of **business terms**, which constitute the object of the present dissertation, represent an essential component of professional culture and embody significant linguistic and cultural markers. As linguistic units denoting fundamental concepts of economic and commercial activity, business terms have preserved and transmitted rich etymological, historical, and socio-cultural information over centuries. Their evolution from early mercantile usage to contemporary globalized discourse reflects the dynamic nature of language and economic transformation.

Throughout human history, economic exchange and commercial activity have been central to social development. Consequently, the terminology associated with trade, finance, and entrepreneurship has continuously evolved. Initially emerging to denote basic economic transactions and material exchange, business terminology gradually expanded to encompass complex institutional, legal, and financial concepts as societies advanced. The study of business terms is closely connected with the investigation of a society's economic history, cultural development, and interactions with other nations. Business terminology often reflects historical trade routes, colonial encounters, technological innovation, and globalization processes. In this regard, the diachronic and synchronic analysis of business lexicon provides valuable insights into the economic worldview, value systems, and communicative practices of a given linguistic community.

Across different historical periods, societies have developed distinctive economic systems, and corresponding terminologies have emerged to conceptualize and regulate these systems. Advances in commerce, banking, industrialization, and digital technology have generated new lexical units, while older terms have undergone semantic shifts. Thus, business terminology serves as evidence of both linguistic creativity and socio-economic change. Business terms also function as markers of professional identity. Mastery of specialized vocabulary signifies belonging to particular economic or corporate communities. In this sense, business language operates as a form of symbolic capital, distinguishing experts from non-specialists and reinforcing professional hierarchies. Historically, economic terminology has frequently been associated with social stratification and power relations. Concepts related to capital, ownership, labor, and profit have not only described economic realities but have also shaped ideological discourses. In modern society, business terminology continues to influence perceptions of status, authority, and institutional legitimacy.

Moreover, business language reflects innovation and adaptability in response to technological progress and globalization. From traditional trade lexicon to contemporary digital finance and startup culture, business terminology demonstrates humanity's intellectual capacity to conceptualize increasingly complex economic phenomena.

In conclusion, business terms are not merely functional lexical units; they are dynamic and culturally embedded elements shaped by historical, social, and economic development. Their linguoculturological analysis enables a deeper understanding of how language encodes economic knowledge, professional identity, and cultural values within a given society.

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