THE USE OF ONLINE BUSINESS TERMS IN ENGLISH AND UZBEK LINGUISTICS

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Annotation. This article examines the conditions for the emergence and functioning of borrowed Internet and business vocabulary in the Uzbek and Russian languages in the modern period. Despite the vast linguistic literature on borrowings, there is a need to reconsider the essence, causes and consequences of such an essential channel for replenishing vocabulary as borrowing. The article examines the main trends in semantic-word-formation and syntactic derivation in the assimilation of English borrowings. The sources of the study were periodicals, electronic media, explanatory and bilingual dictionaries of the Uzbek, Russian and English languages, new industry dictionaries, and colloquial speech.

Keywords: term, terminological system, borrowing, tracing, word-formation derivation.

The latest wave of English-language borrowings in all countries of the post-Soviet space has extremely significant consequences both in extralinguistic and in linguistic terms. A full elucidation of these consequences is a matter for the future, however, even now it is possible to summarize some results in the aspect of linguistic worldviews (LWW), lexicographic practice, as well as changes in the borrowing process itself, which require theoretical understanding.

The English language has now become not only a generally recognized and effective means of international communication, but also the main source of borrowed lexemes of the latest wave of borrowings for Uzbek, Russian and other languages of the post-Soviet space. It is clearly the leader among foreign languages in terms of relevance and prevalence of study in the Republic of Uzbekistan. "The English language, having overcome all state borders, has penetrated into various spheres and has become the main language in business and culture, education and science, and in the media. It is called the language of intercultural communication, international, world (global), multicultural and multi-ethnic."

Currently, the question is being raised not just about lexical borrowings, not only about expanding and changing the lexical composition of recipient languages, but also about the exchange of world categorization systems, cognitive spaces, and the decisive influence of some LCMs on others.

We should not forget that the last wave of borrowing for the CIS countries coincided with a period of radical disruption of the socio-political system, with profound transformations of the economy and production, with a period of almost universal computerization. The conceptual picture of the world has changed, which could not but be reflected in the JCM, although social, gender and age

factors, of course, influence the degree and depth of change in the JCM among different "users" of the language.

The process of borrowing in previous centuries of language development, as a rule, took place in several stages; even in the middle of the twentieth century. E. Haugen, considering the process of borrowing English lexemes into the Norwegian language, focused specifically on direct language contacts between speakers of English and Norwegian. He considered the process of borrowing as gradual, long-term, including a period of peculiar bilingualism or mixing of languages, and borrowing through the reading process was considered as an insignificant, additional process.

Currently, the processes of borrowing have changed to the extent that information technologies have changed, and the processes of assimilation of borrowings have also accelerated extremely. It is generally accepted that with the advent of the personal computer, a new stage in the development of information technology began, which coincided with the last wave of English borrowings.

The traditional classification of borrowed lexemes is based on the degree of assimilation, on the one hand, and on the other, the degree of awareness of the "alien" in the borrowing. According to the understanding of assimilation from the point of view of different language levels, they distinguish between phonetic, graphic, grammatical (morphological), and lexical-semantic assimilation; however, these types of assimilation, as a rule, do not act separately, but together. Thus, in the newest borrowed words browser - browser, chat - chat, host - host, traffic - traffic in the Russian language the following types of assimilation are implemented: graphic, phonetic (since the English sound system is not reproduced accurately), morphological (since in Russian everything the given nouns became inflected and classified as masculine as lexemes with the stem ending in a solid consonant).

The modern world of online business covers a huge number of terms and concepts that become key in understanding and successfully implementing business processes on the Internet. From creating websites to promoting products and services in a digital environment, every aspect of online business requires understanding and using the appropriate terminology. In this context of interaction between English and Uzbek languages in online business, special attention is paid to using the correct terms in both languages to ensure effective communication and understanding.

A detailed study of the basic terms used in online business in English and their corresponding translations into Uzbek language helps professionals and entrepreneurs communicate and interact effectively in this field. For example:

1. "E-commerce" (electronic commerce) is the concept of trading goods and services over the Internet, which has become the basis for many business models in the online sphere.

2. "SEO" (search engine optimization) is the process of optimizing a website to improve its visibility in search engines, which is a key factor in attracting organic traffic.

3. "Digital marketing" is a marketing strategy based on the use of digital communication channels to promote products and services.

4. Social media are online platforms that allow users to create profiles, share content and interact with each other.

5. "Website analytics" is the process of collecting and analyzing data about website visitors in order to optimize its performance and efficiency.

These key terms are just a small part of the vast terminology used in online businesses. Understanding and using them in both languages - English and Uzbek, contributes to successful business in the online environment.

In addition, it is important to take into account not only the linguistic, but also the cultural characteristics of each language when using terminology in online business. Each term may have different connotations and meanings in different cultural contexts, which requires special attention when communicating in an intercultural environment.

Therefore, using the correct terminology in online business is a prerequisite for effective communication and understanding between participants in the process. This not only facilitates communication and collaboration, but also contributes to the successful development and promotion of business in the global digital environment.

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