

STYLISTIC FEATURES OF TERMS AND THEIR FUNCTIONING IN ECONOMIC THEORY LANGUAGE

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Abstract: *This article discusses a comprehensive overview of the intricate relationship between economics and linguistics, emphasizing the importance of language in understanding and shaping economic processes.*

Keywords: *economic lexicon, culture, language, business communication, corporate, synecdoche, metaphors.*

It is widely acknowledged that modern civilization is through a period of increased consumption. In this sense, a unique view of the world of economics should be used as a methodological instrument to drive the development of current economic processes as well as scientific study into them. One of the most important is that a country's economic successes, culture, and language are all inextricably linked. All of this necessitates treating the economic lexicon metaphor as a unique linguistic sign that is both an essential component of the linguistic semiotic system and a language construct that correlates with the signs of this and other semiotic systems. [1, 46]

The possibilities for the growth of Economics as a science are primarily dependent on the rationalization, ordering, and unification of current ideas and terminological systems, according to a growing meta-theoretical study of economic knowledge. The study of the meaning of individual units of term systems, i.e. terms, is the basis of semantic analysis. In Economics, shifting from one conceptual scheme to another results in a change in the meaning of economic words, as well as the creation of new terms in the context of research programs; in disciplinary units of knowledge, there is also a shift and the formation of new terms. As a result, the meaning of all subject concepts in economic theory is established by the theory's overall context, which evolves as that context changes under the impact of practice. Economists use notions like the revolutionary process, competitive selection, entrepreneur functions, equilibrium state, and optimum distribution is not just define analytical tools, but also a method of understanding and connecting to reality.

The contemporary economy is defined by processes related to the increasing depletion of the possibilities of employing conventional resources to maintain economic expansion, which is caused by the approaching of physical resource limits and a fall in resource efficiency.

In this sense, the scientific knowledge system in the sphere of innovation processes and new technologies should be a key component of the current economic growth model. [2, 37]

Economics and linguistics are two spheres of science that unite people-acting and thinking. There is a clear correlation between a country's economic achievements, culture and language. This fact allows scientists to talk about a new scientific discipline of linguoeconomics, the development of which takes place in two directions – from language to reality and from reality to language. At the same time, the motivation for economic activity of the population is clearly observed in the advertising discourse, which, in the fair opinion of N.D. Arutyunova, there is a speech immersed in life.

Economic speech may be divided into two broad categories: business communication (eng. business communication, corporate; communication; uzb. biznes muloqoti, korporativ; muloqot; and advertising (eng. advertising; uzb. reklama). We may employ a variety of advertising methods. Monologue advertising, i.e. outdoor advertising (posters, banners, advertising on public transportation), advertising, radio advertising, television advertising, and Internet advertising are all examples of this style of advertising. In addition, direct mail includes direct advertising, in which potential consumers take action on their own will. It's important to remember that the dialogical types of advertising appeal and corporate purchase conversations are not the same.

On the basis of a thorough examination of all processes related to the integration and interaction of Economics and Linguistics, as well as an examination of their respective dictionaries, a prediction is made about the prospects of studying the economic field in modern advertising, which is based not only on knowledge from previous eras, but also on domestic economic, political, and other models that are correct in relation to the formed conceptsphere. The relationship of language with the extra-linguistic context of its use is particularly obvious in economics, without which it is difficult to address concerns of meaning as usage and other problems related to contextual theory of meaning.

The cognitive function comes to the fore in the language of economic theory, which is designed primarily for the fixation and transfer of scientific information. Words and concepts are the reality of cultural and professional awareness; they are the level at which information is first fixed, then understood and interpreted. In thinking, a first layer of contradictions emerges - "words" and "things," the resolution of which leads to an important condition for knowledge accuracy - the formation of word-terms with a specific semantic structure (as unequivocal as possible), empirically verified, and theoretically well-grounded. [3, 39]

It's a form of synecdoche to grasp metaphors in a wide sense, which covers metaphor and metonymy. Metaphor, as a sign construct, has limitless possibilities for information generation, preservation, and transmission, while metaphor, as a component of the whole – a linguistic semiotic system – serves as the foundation for applying the semiotic method to the metaphorical representation of economic concepts. For example, the ideas are food metaphor enables to understand the similarities between the abstract concept of idea and the concrete one of food. The similarities are laid out as follows:

Food	Ideas
We cook it	We think about them
We swallow it or refuse to eat it	We accept them or reject them

We chew it.	We consider them
The body digests it	The minds understand them
Digested food provides nourishment	Understanding provides mental well-being

In the 18th century Adam Smith, the founder of modern economics, mentioned the invisible hand. It is perhaps the earliest use of metaphor in economic contexts. He argues that the invisible hand of the market manipulates prices so as to efficiently allocate scarce resources according to consumer preferences and production costs. [4, 19]

In 1982, Henderson, a famous economist, in his book *Metaphor and Economics* formally began to discuss the metaphorical use of language in economic discourses. Then in 1983 McCloskey, in *The Rhetoric of Economics* recognized the importance of metaphor in economic contexts. McCloskey argues that economics is metaphorical in nature. He sees metaphor as the most important example of economics rhetoric, essential to economic thinking and states that “To say that markets are represented by supply and demand ‘curve’ is no less a metaphor than to say that the west wind is the ‘breath of autumn’ being. He also points out that mathematical reasoning and economic modeling in economics is metaphorical, even the lines, curves, points on the diagram and graphs are used metaphorically to represent economy or economic variables. He summarizes that economics is adrift in metaphors and that they are an empirical reality. Another economist, Krugman (1985) also points out that metaphor plays a heuristic role in economics modeling in terms of conveying economic ideas.

In a nutshell, several economists and linguists have studied metaphor in economic situations in the last decade, including McCloskey (1983), Henderson (1982), Charteris-Black (2000), and Boers (1997). They believe that metaphors in economic contexts serve a critical and indispensable role in understanding abstract economic theories and complicated economic occurrences, according to the research. In economic circumstances, metaphors may get ingrained in people's minds and become an integral part of their mental framework. Employees as human capital, foreign capital inflows, equities indexes falling, stock market rebounding, and other economic metaphors have progressively been ingrained in people's minds and have become an integral part of their mental framework. [5, 25]

Many terminology in the language of Economics are produced by transferring meaning from particular disciplines of knowledge: science and technology, religion and mythology, card games and sports (dismantling, shift, outsider, impasse "dead end," enfer "hell"), according to research at the syntactics level. The markings are used in conjunction with several signs, e.g.; "colloquial", "humorous", "negative" "disapproving" "slang", "vernacular", "high", "ironic", "contemptuous" (shark, feeder, mavrodiki (onoma - Mavrodi), pilot, vertebrate law).

The "avalanche" word formation characterizes the new life of words, which is shown not only in the number of new meanings in "old" words, but also in the construction of "nests" of derivative words, reflecting current notions of the new period and susceptible to trends unique to the studied languages. The Uzbek language exemplifies this process the greatest. The activation of word-forming affixes is active in this instance. Simultaneously, aggressive democratization of the language is gaining traction, with reduced terminology

being neutralized and permitted in normative vocabulary dictionaries: *taxta-taxtakash-taxtako`prik* (wooden-woodenness) and other. [6, 31]

Globalization and interactive augmented reality help to expand current beliefs about the role of the economy in life as well as the linguistic picture of the human world. Furthermore, the examination of economic words' "inner substance" in daily and professional language consciousness allows the term to be presented as a multifaceted linguistic reality rather than a "emasculated phrase." We propose that the semantic field of the economic term be thought of as the sphere of existence of the economic term in the subjective lexicon, and through it, in the unified information base of a person as a carrier of language consciousness, which is an integral part of the individual's worldview and is formed by the complex interaction of his knowledge.

Thus, we emphasize that understanding the language of economics is vital for grasping its concepts and processes. By exploring the connections between language, culture, and economic activity, scholars can better analyze and influence economic phenomena in contemporary society.

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