



LINGUISTIC CONCEPTUALIZATION OF ENTREPRENEURSHIP AND
BUSINESS SPHERES IN ENGLISH AND UZBEK LANGUAGES.

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Annotation: *The article shows, based on numerous examples, the presence of synonyms, antonyms, polysemy in the dictionary of business and commercial compounds, and the development of these phenomena is due to various reasons. As a rule, the system-semantic relations of terms based on the unity of extra-linguistic and linguistic factors are coordinated with appropriate lexical means.*

Keywords: *linguistic conceptualization, metaphors, terminology, polysemy, affixation, borrowing.*

Аннотация: *В статье на многочисленных примерах показано наличие синонимов, антонимов и полисемии в словаре деловых и коммерческих словосочетаний, а также показано, что развитие этих явлений обусловлено различными причинами. Как правило, системно-семантические связи терминов, основанные на единстве экстралингвистических и лингвистических факторов, координируются соответствующими лексическими средствами.*

Ключевые слова: *лингвистическая концептуализация, метафоры, терминология, полисемия, аффиксация, заимствование.*

Annotatsiya: *Maqolada tadbirkorlik va tijoratga oid birikmalarni ko'plab misollar asosida sinonimlar, antonimlar, polisemiya lug'atida mavjudligi va bu hodisalarning rivojlanishi turli sabablarga ko'ra yuzaga kelganligini ko'rsatiladi. Qoida tariqasida, tildan tashqari va lingvistik omillarning birligiga asoslangan atamalarning tizim-semantik aloqalari tegishli ravishda lug'aviy vositalar bilan muvofiqlashtiriladi.*

Kalit so'zlar: *lingvistik kontseptualizatsiya, metafora, terminologiya, polisemiya, affiksatsiya, o'zlashma birikmalar.*

INTRODUCTION

Linguistic conceptualization refers to how languages structure and represent abstract domains such as entrepreneurship and business through metaphors, lexical choices, and semantic frameworks. Drawing from cognitive linguistics, particularly Lakoff and Johnson's Conceptual Metaphor Theory, these concepts are often mapped from concrete experiences onto intangible ideas. In English, a global lingua franca for commerce, business discourse is rich with dynamic metaphors emphasizing competition and innovation. In Uzbek, a Turkic language influenced by Persian, Russian, and increasingly English borrowings, conceptualization reflects post-Soviet economic transitions, cultural collectivism, and Islamic ethics. This article explores these spheres in both languages, highlighting metaphors, terminology, and cultural nuances, before offering a comparative perspective.

Conceptualization in English



English conceptualizes entrepreneurship as an individualistic, risk-laden adventure, with the term “entrepreneur” deriving from French roots meaning “to undertake.” This evokes agency and innovation, often portrayed as a heroic pursuit. Business, stemming from “busy-ness,” implies organized activity for profit, encompassing trade, management, and strategy.

Metaphors dominate English business discourse, making abstract processes vivid. For example, The business is a journey - metaphor is prevalent, framing entrepreneurship as travel with terms like “road to success,” “milestones,” “pivoting,” and “launching a venture.” This suggests progression, obstacles, and goals, as in “navigating market challenges.”

Similarly, Business is war conceptualizes competition through militaristic language: “hostile takeover,” “price wars,” “target market,” or “capturing market share.”¹⁵ Other metaphors include Business is a machine (e.g., “well-oiled operation,” “gearing up for growth”), Animal metaphors (e.g., “cash cow” for profitable assets), and Game metaphors (e.g., “level playing field,” “game-changer”).

Entrepreneurship-specific metaphors extend this, such as “finding your flow” for seamless operations or “getting the right people on the bus” for team-building. Historical interpretations introduce concepts like the “entrepreneurial multiplier,” where innovation cascades like a stream or gale, amplifying economic impact. Semantically, terms exhibit polysemy (e.g., “capital” as finance or symbolic value) and are direct, assertive, reflecting individualistic, tech-driven cultures.¹⁶ Globalization has enriched this with acronyms like ROI (Return on Investment) and idioms like “thinking outside the box.”

Conceptualization in Uzbek

In Uzbek, entrepreneurship is conceptualized through “tadbirkorlik,” from “tadbir” (plan or measure), emphasizing strategic planning and resource management over risk. “Biznes” is a direct borrowing from English, while native terms like “savdo” (trade) or “ishbilarmonlik” (business acumen) highlight practical, community-oriented endeavors. Post-Soviet reforms have introduced many borrowings from Russian and English, such as “investitsiya” (investment), “marketing,” and “strategiya,” adapting to a market economy.¹⁷

Metaphors in Uzbek economic discourse are often literal or adapted, influenced by cultural contexts. Shared with English, Economy is a flow appears in “pul aylanishi” (money circulation) or “pul oqimi” (money flow), portraying finance as fluid movement. Unique cultural mappings include Economy as a living organism (e.g., “iqtisodiyotning o’sishi” for economic growth, like plant cultivation) and relational metaphors like Business as marriage (e.g., “ikki kompaniya o’rtasida nikohga o’xshash” for mergers, implying harmony or divorce for splits).¹⁸ These reflect collectivist values, where business fosters social ties rather than conquest.

Semantic features involve affixation (e.g., “tadbirkor-lik” for entrepreneurship) and borrowing to fill lexical gaps, with terms like “sarmoya” (capital, from Persian) carrying

¹⁵ Kimmo Hyrsky. “Entrepreneurship: metaphors and related concepts” *Journal of enterprising culture*. 1998 vol.06.No.04 391-412p.

¹⁶ M. T. Qodirova “Sociolinguistic analysis of business discourse in English and Uzbek languages” *Westren European Journal of linguistics and education*. Vol 2, Issue 10, 2024. 92-96p

¹⁷ Jabborov I.A. “Business terms in English and Uzbek languages: Comparative overview” “Zamonaviy dunyoda ijtimoiy fanlar: nazariy va Amaliy izlanishlar” nomli ilmiy, masifaviy onlayn konferensiya. 160-163b

¹⁸ N.T. Narziev “Dressing the market, judging the economy: conceptual metaphors in cross-cultural economic discourse” *International journal of artificial intelligence*. Vol5 No 06 2025. 1673-1682p.



ethical connotations influenced by Islamic finance (e.g., avoiding interest-based “foiz”).¹⁹ Discourse is indirect and respectful, prioritizing social harmony over aggression, with paremiological units (proverbs) underscoring acumen as communal wisdom. Emerging terms like “elektron tijorat” (e-commerce) are descriptive, showing ongoing evolution.

Comparative Analysis

English and Uzbek share metaphorical domains due to globalization, such as journey and flow metaphors, facilitating cross-linguistic understanding. However, English’s metaphorical density (war, machine) contrasts with Uzbek’s literalness and relational focus (marriage, organism), reflecting individualistic versus collectivist orientations. Terminology in Uzbek relies heavily on borrowings (e.g., from English via Russian), leading to hybrid systems, while English innovates natively. Cultural aspects amplify differences: English discourse is assertive and efficiency-focused, while Uzbek emphasizes ethics and community. Challenges in translation arise from lacunae, such as no direct Uzbek equivalent for “unicorn startup,” often rendered descriptively as “startap gigantlari.”

Conclusion

The linguistic conceptualization of entrepreneurship and business reveals how languages encode economic realities shaped by culture and history. English’s vibrant metaphors suit a competitive global market, while Uzbek’s adaptive, ethical framing supports emerging economies. As Uzbekistan integrates further into global trade, hybrid conceptualizations may bridge these worlds, enriching both languages.

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¹⁹ G.A. Asilova, E.T. Shirinova, G.T. Iskandarove “Economic terminology of the Uzbek language: sources and methods of development” e3s-conferences.org