

**ANALYSIS OF THE CRITERIA OF ADAPTATION AND CODIFICATION OF ACQUISITIONS IN OUR LANGUAGE ON THE EXAMPLE OF THE WORD "BUSINESS".**

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**Abstract:** *This article analyzes the process of studying the word "business" in the Uzbek language, as well as the lexemes found in this language and their meanings.*

We begin with a brief history of how business was introduced into our national language. This word, which is a product of the English dictionary, has long been known to our people. It first appeared in our newspapers after the October Revolution (1917) split the world's countries into capitalism and socialist regimes. It was originally thought to be a phrase that denoted an imperialist worldview. By the way, at this time, our country established a proletarian dictatorship, radical changes occurred in our people's social lives and economic ties, the poor were revered, the affluent were scorned, and this was not politically acceptable. The wealthy, vast landowners, factory and plant managers, feudalists, and capitalists (businessmen) were all considered as political opponents. Similarly, business lexemes (businessmen) had a negative meaning and were mostly used to define the capitalist way of life, in the sense of "entrepreneurial action for personal gain, entrepreneurship," and even such activities were seen as flaws in our way of life:

*"Bazar Urinbaevich, the vices of the capitalist world, which we have been criticizing so far, such as business, efficiency, entrepreneurship, are entering our lives more and more rapidly." People's Word, March 7, 1992*

If the issue is understood more generally, efforts that benefit the public are praised, while those who seek personal gain and profit are labeled enemies of the

nation, jailed and deported, or executed. As a result, these terms have no place in reflecting and expressing the socialist way of life in our national language. They were used in the media and the press to criticize capitalist and imperialist approaches to material life. The words "business (businessman)" were regarded as foreign to spiritual and cultural life, as well as foreign to our national language and communication. After all, the vital issue of personal gain and income contradicted the communist worldview. Our opinion can be supported by the 1981 commentary (*In capitalist countries: personal wealth, profit-making work; speculation, commerce, high-income enterprise, etc.*) on the "Uzbek version of the Business Dictionary".

The attainment of our country's national independence, the socio-political changes that have occurred in our country, and the complete rejection of the communist society have all contributed to the word's reintroduction into our language, albeit with a small alteration in connotation.

The importance of the person (people), partnership (business), and joint-stock companies in the development of tangible wealth was highlighted, and collective production relations (collective farms, state farms, communist-style factories and plants) were eliminated. Whether for the benefit of the common man or the partner community has become the motto of our fledgling civil society. As a result, the pursuit of profit and wealth through human (individual and society) physical and mental work is a phenomena that does not require explanation or proof. As a result of the uniqueness of our way of life, some adjustments in the meaning and content of this assimilation in the process of entering our language were necessary. For example, the Uzbek Dictionary of the Uzbek Language, 2006, interprets this appropriation as: (*any organizational, economic activity that generates income, is for profit, and does not violate the law; commercial; business*).

Ordinary people, on the other hand, initially understood *business* as "*making money*" or "*living well*":

*"The words 'business' and 'leisure' are very important here."* People's Word, October 20, 1992

*"-you can't live well if you're not in business right now", he says*

People's Word, November 4, 2000

This means that our people's interests will be considered, and everyone looking for a method to make a living will look for honest ways to do it. The business was

gaining popularity. As a result, one of the most commonly used words in expressing freshly developed industrial ties in our country, representing the modern life of the Uzbek people, is "assimilation." It is noteworthy that the word "business" in the Uzbek language has significantly expanded its lexical meaning, and now it has its own meaning - *entrepreneurship, business, profit (money)*. Among them, it has a general character and means *engaging in a creative activity, profitable activity in the production and sale of goods, services (household), transport and other areas*.

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At the same time, it should be noted that the large, medium, small adjectives used in the process of business development indicate not only the characteristics of the manufacturing enterprise, but also its number. For example, depending on the size of the business, this includes large businesses (employing more than 500 people), medium-sized businesses (20 to 500 people) and small businesses (up to 20 people).

The great interest of our people in "business", the wide openness of the state to the "business" movement, which has led to the creation of many new language units through the word.

With its participation - in the literal sense of *"doing business", "understanding business", "learning business", "training businessmen"*; figurative expressions such as *"zero in business"*, - phrases such as *business world, business management, business center, business entity, business technology, business field, business course, business club, business seminar, business project, business leader, business school, business direction*, - copulative conjunctions such as *business fund, business partner, business forum, business plan, business class, business ethics, business ombudsman, business farmer, business internship*; attributive compound words such as *agribusiness, photobusiness and drug business*; a pair of words like *woman and business, bank and business* were made. In addition, our people have differentiated "business" and began to call it by such adjectives as *small business, large business, private business, convenience business, modern business, joint business*. It was even praised in some titles:

*"Business is business on its own, gentlemen!" Darakchi 23.08.2012*

Not only did this assimilation conform to the norms and codification norms of our language, but our people believed in the fate of the word in our language and even used it to create new phrases using unexpected adjectives for the public:

*"Living in a wild business environment requires adherence to the principle of 'one from you, another from me'"*Darakchi 23.08.2012

It is noteworthy that the word "business" in some syntactic combinations also acquires a figurative meaning.

In support of our opinion, we can cite an article published in the newspaper "People's Word" on May 24, 2003, No. 110, under the headline "Entrepreneur's backbone and advice." The article is about the Bukhara **BusinessIncubator**. The word "incubator" is a Latin word meaning "artificial hatching apparatus." At the beginning of the article, the author explains that the word "incubator" is figurative, preventing it from leading students to different opinions: *"The business incubator is a place where advice and assistance is provided to those who want to start a business, help start-ups to create business plans and other projects, obtain loans and grants from banking institutions, foreign language courses, marketing, and management secrets, study of accounting, new information about the product market from any country in the world .... "*

As we mentioned at the beginning of the article, in addition to the word "business", the English word "businessman" has also entered our language. The fate of the acquisition of this word in our language is almost the same as the word *business*, or its adaptation to our language is inextricably linked with the socio-political events and social relations in our country. The word is interpreted in the 1981 Uzbek Dictionary of Business in the former Soviet Union. The words "business" and "entrepreneur" are used interchangeably.

It is described in the 2006 glossary as *a person engaged in business, a businessman*. The positivity was achieved by dropping the negative word *entrepreneur* in the 1981 commentary. Nowadays, a *businessman* is always understood positively in communication (owner is generous).

*"Uzbek businessmen are uniting to help people in need."*Darakchi 26.03.2020

*"Alisher Usmanov, a businessman of Uzbek origin, has risen one place in the list of the richest people in the UK. The rating was compiled by the Sunday Times.*

*According to this source, Darya reported". Darakchi 17.05.2020*

The *businessman* also managed to change the English form of joint business+men into an artificial word business+chi in Uzbek:

" ...*The Uzbek president has not visited the United States, but has met formally and informally with many American businessmen, political scientists, and others close to the ruling elite*" People's Word, August 6, 1992

*"Didn't the professionals give up television to amateurs and show business people?"* Darakchi 24.07.2017

Another phenomenon that should be noted during the analysis is that the mentality of language speakers also plays an important role in the case of assimilation. Naturally, everyone works to make a living for himself (his family) and learns a profession to make his life better. Those who do not see this are on the trail of profit, which does not require comment or objection. Because it is the main criterion for a long and stable life, but our people are such a humble and tolerant nation that it is not fair to say that I pursue profit throughout my life, I love profit or counts. It is noteworthy that in order to fully express this feeling in the hearts of our people, our people have received "business". Consequently, when a person who is out of the profession or does not have a profession leaves his family with the intention of earning money, earning a living, his activity is called business (entrepreneur). The answer to the question "Where is that man?" is "He is in the market or abroad." To the question "What are you doing there?" the answer is simply "Business"; if he is making a lot of money, the answer is "Businessman." In such a conversation, the respondent does not shy away from the answer, and the listener is sincere and sympathetic to the given answer.

The popularity of business assimilation in communication has led it to squeeze out negative lexical units such *asspeculator* or *scammer* that have negative meanings in our language. Therefore, our people have always disliked the way of life of such people, and honestly included them in the list of people who do not earn money or income. The names "*Olibsotar*" and "*speculators*" (*ispKhorezm*) were an insult to those who had such nicknames.

If you ask anyone who is currently on the path to profit or income, they will say, "Business," and no one will feel negative about the answer, and its use in communication is not considered a departure from the norm of language.

The analysis shows that the "business (businessmen)" assimilated into our language and further expanded their meaning, they have lexical features such as concretization of meaning, generalization of meaning, evolution of meaning, depending on the place of communication were discovered. In addition, it is not difficult to understand the activities of our people, such as "useful advice, knowledge or assistance, development of projects and plans" for the purpose (business), not only "monetary or economically viable entrepreneurship". These, in turn, contribute to the activation and functional development of the Uzbek language.

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