



## THE FORMATION OF MODERN BUSINESS TERMS IN ENGLISH

Hilola Abdusalomova

Master's student

National University of Uzbekistan

Tashkent, Uzbekistan

E-mail: [hilolaxonabdusalomova99@gmail.com](mailto:hilolaxonabdusalomova99@gmail.com)

**Abstract:** This article provides a comprehensive overview of the formation of modern business terms in English, shedding light on their importance, formation strategies, and impact in the dynamic realm of business communication.

**Key words:** Term, terminology, expression, lexical unit, borrowings, methodology, phrase, acronym, abbreviation, concept.

**Аннотация:** Эта статья предоставляет всесторонний обзор формирования современных деловых терминов на английском языке, проливая свет на их важность, стратегии формирования и влияние в динамичной сфере делового общения.

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**Ключевые слова:** Термин, терминология, выражение, лексическая единица, заимствования, методология, фраза, акроним, сокращение, концепция

**Annotatsiya:** Maqola ingliz tilidagi zamonaviy biznes terminlarini shakllantirishning umumiy tavsifini va ularning ahamiyatini, shakllantirish strategiyalarini va biznes kommunikatsiya sohasidagi dinamik ta'sirini tadqiq qiladi.

**Kalit so'zlar:** Termin, terminologiya, ifoda, leksik birlik, o'zlashtirma so'zlar, metodologiya, fraza, akronim, qisqartmali so'z, kontsept

As the general language is formed and structured by words, the technical language contains terms and words. Without words we are entirely unable to communicate. The same applies to specialized environments. Terminology has different notions. It is a science that has terms as its subject matter. It is the practice and methodology serving the organization and analysis of terms. It is a set of specialized vocabulary (terms).

With the regard of business terms, language is a dynamic and ever-changing entity, constantly adapting to new contexts and innovations. Nowhere is this more evident than in the realm of business, where new concepts, technologies, and practices emerge at an astounding pace. As a result, the English language has seen the formation of numerous modern terms encapsulate these novel business concepts. In this article, we will explore the fascinating process behind the formation of modern business terms in English and the role they play in shaping the language of commerce. The formation of business terms arises primarily from the

need to articulate new ideas and phenomena that arise within the ever-evolving world of commerce. As businesses innovate, traditional vocabulary may fall short, necessitating the creation of new terms. These terms allow for concise communication and facilitate the understanding of complex concepts.

**Linguistic Adaptation: Borrowing and Blending:**

One prominent method of forming business terms is linguistic adaptation, which involves borrowing and blending existing words or phrases. Common sources include technical terms, acronyms, compound words, and portmanteaus. For instance, the word "Fintech" combines "financial" and "technology" to describe the intersection of finance and technology, a rapidly growing sector. Similarly, terms like "infopreneur," blending "information" and "entrepreneur," and "edutainment," merging "education" and "entertainment," demonstrate the linguistic creativity in adapting language to new business concepts.

**Verbing: Turning Nouns into Verbs:**

One linguistic phenomenon frequently observed in the formation of business terms is "verbing." Verbing involves transforming nouns into verbs to describe actions or processes. This linguistic strategy creates dynamic and concise terminology that captures the essence of business activities. Examples include "Google" (from the company name) becoming a verb meaning to search for information online, and "Facebook" transforming into a verb to describe the act of using the social media platform. Verbing not only reflects the influence of businesses on everyday life but also showcases the malleability of language.

**Here some more common examples:**

• Airbnb: The noun "Airbnb" is a company that provides an online platform for people to rent accommodations. The term is often verbed to mean renting out one's property or staying in accommodations booked through Airbnb. For example, "They decided to Airbnb their apartment while they were on vacation."

• Uber: The noun "Uber" is a transportation network company. It has been verbed to mean using the Uber service for transportation. For example, "I'll Uber to the office instead of taking a taxi."

• Slack: The noun "Slack" refers to a messaging and collaboration platform. It is often verbed to mean communicating or collaborating through the Slack platform. For example, "Let's Slack each other the updates."

• Skype: The noun "Skype" is a communication platform for voice and video calls. It is commonly used as a verb to mean having a conversation or meeting using the Skype platform. For example, "We can Skype tomorrow to discuss the project."

• PowerPoint: The noun "PowerPoint" is a software program for creating presentations. It is often verbed to mean creating or delivering a presentation using PowerPoint. For example, "She will PowerPoint the findings during the meeting."

• Email: The noun "email" is a method of sending electronic messages. It is frequently used as a verb to mean sending a message via email. For example, "Please email me the report."

**Acronyms and initialisms**

Both acronyms and initialisms are used extensively in various fields, including business, technology, medicine, and government in order to use to represent longer phrases or compound terms by taking the initial letters of the words in the phrase and combining them to form a shortened version. Acronyms are abbreviations formed from the initial letters of words that can be pronounced as a word themselves. They are typically pronounced as a single word and are often used to create memorable and concise terms. Initialisms are abbreviations formed from the initial letters of words, but unlike acronyms, they are pronounced as individual

letters rather than as a word. Each letter is usually pronounced separately. For example, "CEO" stands for "Chief Executive Officer," and "CRM" stands for "Customer Relationship Management." Initialisms are similar but are pronounced as individual letters, such as "HR" for "Human Resources."

Modern business terms often reflect societal and cultural trends. As business practices adapt to societal changes, new terms emerge to encapsulate these shifts. For instance, the term "workcation" combines "work" and "vacation" to describe a situation where individuals combine work and leisure while traveling. This term highlights the growing emphasis on remote work, flexibility, and work-life balance in contemporary society.

The formation of modern business terms in English is a testament to the linguistic creativity of professionals and the rapid pace of innovation in the business world. These new terms not only provide concise and efficient means of communication but also reflect the dynamic nature of commerce and society at large. As businesses continue to evolve, we can expect the English language to adapt and grow alongside them, giving birth to even more terms that shape the way we communicate about business concepts and practices.

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