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TRANSLATION PECULARITIES OF TERMS

IN THE SPHERE OFBUSINESS AND MARKETING.

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INTRODUCTION

As we know, President of the Republic of Uzbekistan Islam Karimov signed a decree "On measures to further improve foreign language learning system",December, 10, 2012. This decree foresee much scientific works in the of language. As we know, language is the means helps people to communicate.

The mission of translator is to put an inter lingual communication. Through the communication, a country puts a good cooperation in different fields with other countries of the world. We can say that, nations used to learn more about each other by translated books. It is important to note that, different nations speak with each other by the help of translated books. In the past, translations of literatursespecially, novels, stories, sonnets, dramas, films were used to be translated to other languages. In contrast, addition to this, international communication is increasing. The countries establish friendly mutual diplomatic relationships with each other more and more. Day by day the business economic relationship of the Republic of Uzbekistan with foreign developed countries is strengthening. Every country try to support its nation with recourses, they all are eager to develop their business economic system.

Business is the large term. It includes business economy, macroeconomy, microeconomy, as well as marketing. Marketing means managing markets to bring about profitable exchange relationships by creating value and satisfying needs and wants. Thus marketing is also a process by which individuals and groups obtain what they need and want by creating and exchanging products and value with others. Process such as product development, research, communication, advertising, pricing, economical services are core marketing activities. People face to marketing many times; consumers do marketing when they search for the goods they need at prices they can afford. Company purchasing agents do marketing when they track down sellers and bargain for good terms. The managers of market-

ing economy should know the terms of marketing and their meaning. Knowing and awaring of usage of marketing terms are required from the future translators.

As President of the Republic of Uzbekistan I.A. Karimov says, "Independent Uzbekistan is traveling along the road chosen by the nation, along the road of open and free market relations, along the road of building a just society and a strong law-governed democratic state. The state we are building belongs to the world civilization and is based on the experiences of other advanced nations in building their statehood and in common social values." [1]

In Sovereign Uzbekistan, which is following the path of a democratic lawful state, interest in financial-credit and monetary relations, activities of commercial banks, stock exchanges and other financial institutions has recently become more profound in the connection with the transition to a market economy.

Under these conditions knowledge of the English terms used in marketing and their Uzbek equivalents is one of the essential requirements. In this connection, the high demand to lingvistic analyse and finding appropriate Uzbek terms is increased. They would help experts, businessmen, economists as well as journalists in their work [2].

Creation of such kind of terminological dictionaries completely meets the requirements of Clause 4, (On Edition of Terminological Dictionaries for Science and Engineering Branches) of the Cabinet of Ministers' Decree No. 311 (on September 10, 1996) ; On Modification and Additions of State Programme on Realization of the Law on State Language and also the Cabinet of Ministers' Decree on Establishment of Public Scientific Edition "Uzbek Milliy Encyclopediasi (National Encyclopedy of Uzbekistan) accepted on March 25, 1997, which sets the task of "developing Uzbek terminology and creating dictionaries ".

- Transition of the Republic of Uzbekistan into a new economical system - to a market economy step by step;
- Declaration the Uzbek language as a State Language;
- Present incompleteness of Uzbek marketing terms make it necessary to develop

Uzbek terminology as a science in order to create new terms and give adequate interpretation of English marketing terms.

The topicality of the paper. The paper is an attempt to study the pecularities of translation of terms used in the sphere of Busines and Marketing, compile the dictionary of marketing terms and expressions which can alleviate the process of searching for an appropriate Marketing term or expressions in Uzbek.

Uzbek terminology has its own history as well as its famous scientists. Among them Ulug Tursunov, G' . Salomov, Q. Hojiev, A. Madvaliev and R. Mallin, E. Nazirov made a great contribution to develop of Uzbek terminology especially in natural sciences. As to the marketing and economy, the dictionaries by following authors are presently available:

1. M. Khalilova and Nils Scow [3]
2. T. Bedeladze, Sh. Niyazmatov and U. Uvatov [4]
3. Q. Musaev and M. Qudratov [2]

So, one may ask, what is the novelty of present research work? To answer this question, we briefly discuss each of above dictionaries.

The book by M. Khalilova [3] seems to be the first dictionary on marketing, including 2000 words. In our opinion, it has following shortcomings:

- The authors gave only Uzbek interpretation of a term, but not its equivalent.

- There are no any examples or sentences for better understanding and illustration.

The book by Bedeladze [4] is, in fact, a phrasebook, although it is claimed as a dictionary, judging by its title. It is useful for systematical learning of English situational phrases, but not good to use in fast practical translation.

And the third one, [2] is a large three volume dictionary book including more than 150000 words and phrases, which we used in the start up of the present research work. In our opinion, the authors limited themselves with only interpretations of English terms belonging to economics in general. They, made no

attempt to generate new Uzbek terms. Moreover, most of all those three books are rather old and need updating and revising.

It is interesting to note that, there are some master (magister) or doctoral works, concentrating on specifics of terms of textile industry, [5] or of terms of oil industry [6] in contrast, there is no enough research papers have been done on studying of Business and Marketing terms in Uzbek literature.

In the present qualification paper, we made an attempt to analyze English marketing terms and construct their Uzbek equivalents.

The aim of the work. The aim of the present paper is to research in the sphere of Marketing, work on the meanings of terms, find their Uzbek equivalence, analyze Business and Marketing terms and slogans, to find (or generate) their Uzbek equivalents.

The tasks of the research. The following tasks have been set:
1. To study modern approaches of terminology;
2. To study semantics of marketing terms (synonymy, antinomy, polysemy etc);
3. To study existing methods of translation;
4. Classification of main marketing terms by structure by their meaning;
5. To translate terms, mainly, not included in above mentioned dictionaries, by using methods existing in the literature,
6. To generate Uzbek business marketing terms.
7. To investigate translation pecularities of English Business and Marketing tems into Uzbek.

The object of the present qualification paper contains English marketing terminology.

The subject of the qualification paper includes structural, semantic and cognitive properties of English terminology and the ways of their translation into Uzbek.

Research methods. To perform these tasks we used following methods of linguistics : definition analyze, component analyze, elements of derivative analyze etc.

Material of the research. Scientific books, textbooks, dissertations, thesaurus and two-language dictionaries, encyclopedias, lexicographic manuals as well as web sites from the global internet are considered as the material of this dissertation paper (see section <u>References</u>).

Scientific novelty and practical novelty of research work:

- The theoretical research made by T. Rosyanova (Т. Росянова) [7] on "semantic and structural analysis of English marketing terms" has been developed.

- New Uzbek terms of Business and Marketing, adequate to their English partners, are proposed.

- Uzbek Equivalents of popular slogans of most popular brands and companies are given.

The theoretical value of the qualification paper is described by making a certain contribution to the resolution of translation peculiarities of marketing terms from English into Uzbek as well as the development of common topics of terminology in theory of translation.

The practical value . The paper thesis as a whole, may be used in economical Universities of Uzbekistan for a pedagogical purpose. The proposed Uzbek

terms as well as the Uzbek equivalents of brand slogans will be useful for Uzbek businessmen and marketing managers.

The structure of the research work.

This work includes two chapters, an appendix and references.

In the first chapter, the general theory of terminology, classification terms and methods of their translations are presented.

In the second chapter, we give the main meaning of the concept Business and Marketing terms, analyze their translation pecularities of terms, give their interpretation and Uzbek equivalents.

Clearly, it is absolutely impossible to discuss all terms of marketing. For this reasons, we choose only those terms which are mostly used, have big frequency of usage. Most of them are brought in modern books by S. Gore [8] and J. Reedy [9].

The last section of this chapter deals with slogans (*shiorla*r). As it is seen and expected, more and more well known brands and companies are penetrating to the market of Uzbekistan. Each of them has its own slogan. We shall make an attempt to find their Uzbek equivalence, by using methods of translation overviewed in the first chapter . It is understood that, our versions of slogans may not be final. Any way, such work is pleasant and interesting by itself.

In section Appendix a small glossary of frequently used marketing terms, in the spirit of "Everybody should know" , is presented. And at last, section "Conclusions" summarizes present research.

CHAPTER I. Theory of terminology and its application to English marketing terms.

1.1 General theory of terminology

1.1.1 What is a term?

In Terminology, the " term" is the meaning unit made up of one single words which is named a simple term, made up from several words named complex term and represents a concept in a univocal way in a specific semantic field. Terms are named also as "terminological units" in terminology. It is considered in that way when used in a certain context in which it takes the function of a 'term'.

Besides that, terms may be more or less complex lexical units are generated following several processes:

• The extension of the meaning of a word in the standard language. For example: "mouse" in computing terminology is a device that allows the user to interact with the computer.

• Generation of a phrase that functions as whole with one specialized meaning. For instance, superconducting magnet.

• Symbolic expressions, as chemical element symbols, for example, Na, SO.

• Abbreviations (NATO, from North Atlantic Treaty Organization) of names of organizations or terms can also be found among some formulas accord-ing to science.

It is interesting to note that, the difference between word and term is drawn by the use of lexical unit in specialized field of knowledge with a spe-

cial-ized meaning or not. Words and their lexical meanings are studied in lexicology. On the other hand, the meanings of terms are defined in terminological dictionar-ies. In order to recognize a term's meaning we must have special knowledge about this sphere. That is why, terminology is not an ordinary branch but it is also part of science.

It is necessary to note that, the term with another word, is a sign with triple dimension:

• **Linguistic dimension** : The signifier the formal aspect of term- symbolic aspect: this refers to a term as a symbol representing an object referent.

• **Cognitive dimension** : the meaning of the concept represented by a term- con-ceptual aspect: in relation to the concept that allows the human mind to keep the referent.

• **Ontological dimension**: the referent, the object from reality to be named- refer-ential aspect: the referent itself to be named and understood.

• **Communicative dimension**: The terms are used with the purpose of taking part in the message produced in a communicative event. From this communicative point of view, the sender of the message or the author of the text, uses each term with a sole meaning, regardless of whether it is the term's meaning, one chosen among the different concepts and referents represented by a single polysemic term, or modified meaning that the author assigns to a term accidently or intentionally.

The German scientist Gutierrez Rodilla mentioned the following main features of terms[10]:

1. The meanings of term has to be previously delimited. To delimit the meaning of a term, it is necessary to set a definition to establish a relation between the term and the concept. Such definition allows comparing the term with others already existing and defined in order to recognize the differences.

2. The meaning of terms has to be monosemic and there has not to be any synonymy. A term is monosemic when it has only meaning representing a sin-

gle concept. It can be possible that a term is monosemic in the field of science, but at the same time, several meaning in other science and in standard life.

3. The relation established among the terms of a system has to be the same as the one among the concepts. Terms, that are images of those concepts, are also related among themselves with the same relations as concept.

4. The meaning of a term must be precise or unchanging. The meaning of the terms doesn't depend on the context, the discourse in which it is inserted nor the sender of the message or any other factor of communicative event.

5. Terms have stability feature. Stability refers to the validity of a term over time. This desired stability is not always achieved, since as a research goes on, the concepts are modified and consequently, the meaning of terms can not be changed or erased in context.

If the term is heard in television channels or radio, it leads the term to be more popular among people. For example, coca cola is the name of the drink. As a result of seeing this name in advertisements, hearing on TV, on radio, it is becoming widely used by people.

Specialists of different branches create new scientific theories; give the support of developing of the branch by using and studying terms. One can not face to synonymy among terms but, terms can be homonyms with each other.

For example the word " wave" is homonym word and it has the following general various types of meanings:

• Wave - a long body of water curling into an arched form and breaking on the shore. Example: The strong waves of the ocean and the wind were leading the ship to the other side of the coast. This word is translated into Uzbek "dengiz to'lqini".

• To wave - Moving your hand from side to side in the air, usually in order to say hello or goodbye to someone. For example: The passenger waved his hand in order to catch a taxi. In this case, this word is translated "silkitmoq". • A wave - a sudden increase in the number of people moving

some-where.   Example:A wave of immigrants is washing over Western Europe. In this case it is translated in Uzbek " ko'payib ketmoq".

 But, as a term, the word " Wave" is widely used in physics branch.

1.1.2 The branch of Terminology and it's concept.

Terms are studied by terminologists. Strictly speaking, terminology is a branch of science that goals to study terms, which are lexical elements used in specialized fields and generated in such fields or modified from elements already existing in other fields. Terminology is not completely new field of study, but rather it has developed out of a basic human need, that of identifying and la-beling or naming things.

"Terminology" is a polysemantic word referring to three different as-pects related to compilation, description and presentation of terms:

1. **Terminology as a theory**: This is a collection of premises, argu-ments and conclusions on the relations between concepts of the words used to represent them and the nature of such words.

2. **Terminology as a practice**: This is a collection of practices and methods, resulting from putting the theory into practice that allows bringing out the compilation, description of terms according to standardized techniques. All in all, it is the collection of activities leading to the preparation of dictionaries.

3. **Terminology as a the thesaurus**: It is the structured collection of all the words and expressions used in a specific science. The specialization is the belonging to a specific subject, a specialized field of knowledge. In this case, the word " terminology" needs to go with the name of the science whose terms have been compiled. For example: chemical terminology, computing terminology, lin-guistic terminology.

Terminology is a science itself, with its own theories on the special-ized vocabulary of a language and the methodology to work with it. It is related to other sciences:

Relation with the science philosophy. In order to translate and know the meanings of terms you should have knowledge in philosophy. Since, among other subjects, terminology takes its theories with the relation of philosophy sci-ence. There is a tight relation between the organization of scientific concepts and sorting the terms used to represent such concepts.

Relation with psychology. On the other hand, the terminology science theories related to the mind process of each person about communication, psychology as well as perception.

Relation with lexicology. From linguistics, terminology takes theo-ries on lexicon and the way it is structured and generated.

Relation with lexicography. Terminology is also related with lexicography. From this science it took terminology methodologies for sorting and description of lexical units in order to be presented in glossaries. Terminology has some aspects in common with lexicography although the differences between the nature of the lexical elements of a language and terminology's own theories based on methodology. Lexicography, however, is the process of making dictionaries, most commonly of general - language words, but occasionally, of special- lan-guage words. Terminography, on the other hand, is concerned with compiling collections of the vocabulary of special languages.

Relation with Computer science. Besides that, it is necessary to add computer science. With the help of computer, terminological dictionaries are be-ing prepared. Printing of the new dictionaries terminological databases are the results of increasing this science. They make this science known in the most var-ied fields. Computer and technology can help the increase of termi-nology abso-lutely fast.

1.1.3 History and development of terminology.

In the 18th and 19th centuries, scientists were the leaders in terminology. But during the first half of the 20 th century, neither linguists nor social scientists paid special attention to terminology. In the 20th century, terms in engineering and technician increased. We can say that, terminology as we understand today, first began to take shape in the 1930s. Eventually, in 1931, it was the beginning of formation of terminology as the separate branch. In that year, Russian scientist D.S. Lotte [11] established terminological school. He firstly created the standard termsystem. Gradually, the special linguists who learn and create new term were born. They made researches on terminology, eventually, the numbers of terms and phrases were surged. If we speak about Russian terminology, D. S. Lotte, linguist G.O. Vinokur, A.F.Lesoxin, P.A. Florenskiy gave their own support in the begin-ning point of terminology [12]. For example, a Russian linguist P. A. Florenskiy learnt the functions of terms , G.O. Vinokur identified the main functions of ter-minology and opened terminological schools in Moscow. Another Austrian lin-guist E. Wuster [13] made his own support for this research with establishing a foundation for working methods and principles for this subject with the aim of standardization of scientific language in Vienna. He gave terminology theory principles in his book «General Terminology Theory - Fine Line between Lin-guistics, Logic, Ontology, Information Science and Business Sciences." His book was published in 1974. Wuster developed his conception of terminology mainly on the basis of his experience as an engineer involved in national and international terminology

standardization required for the effective introduction of the stan-dardization of physical objects in various branches of engineering.

The terminological principles made by him implied three conditions. The first condition stresses the focus on the scientific concept as well as it aims at sharp demarcation   between other concepts. For instance, while the linguist speaks of word content, the termographer speaks of concepts. The second con-di-tion, in his theory, stipulates the naming function of terms. The reach vo-cabulary is essential to the terminologist, while inflection and syntax is not. Inflection and syntax lies within the domain of general language, is thus ig-nored within the sub-ject of terminology. From following two previous condi-tions he created the third condition: the conceptual system must be highly important.

Lately, Wuster's terminology theory was taut in schools. According to Wuster , four scholars can be identified as the intellectual fathers of terminolo-gi-cal theory: "Alfred Schlomann from Germany, the first one to consider the sys-tematic nature of special terms; the Swiss linguist Ferdinand de Saussure, the first one to have drawn attention to the systematic nature of language; E. Dresen, a Russian, a pioneer in underscoring the importance of standardization; and J. E. Holmstrom, the English scholar from UNESCO, who was instrumen-tal in dis-seminating terminologies on an international scale".

 However, the linguists who stressed that language should perceived as a vehicle for communicating meaning by means of generalized symbols as lex-emes that signify meaning by reference to culturally constrained concepts and ideas, highly criticized Waster's terminology theory. Even though interpreta-tion is tied to the subject, the values, concepts and ideas of the community immanently and implicitly reside within the subject. Interpretation of language is constrained by social conditions, values and norms, and agreement on the meaning of words and concepts is achieved only by reference to experience.

The other terminologist, Timmerman [14] clearly defined sociocognitive terminology, which promoted as a reaction as a reaction against the "classic view" on terminology discussed above, and the rationalistic assumptions implied within the perspective. He wrote a book named "Towards new ways of terminology description. The sociocognitive-approach".

The sociocognitive view promotes a methodology for concept analysis that reflect how terminology is used within discourse communities, opposing the normative and functionalist role of classic terminology, that in its aim for stan-dardization imply how terms should be used in order to ensure consistency and communicative economy.

The previous framework developed by the terminologist Temmerman promoted a model for concept analysis that include type of category, core defini-tion, intra- and inter categorial information and historical information. In this re-spect, the sociocognitive view includes synchronic as well as diachronic assump-tions about the meaning of concepts.

Further on, the other deeds were done in terminology theory until present time. For instance,   Cabre Castelloun [15] wrote "Theories of terminology: their description, and explanation", "Theory, methods and applications". In his books, she gave his own terminology theory , extending the Wuster's theory.

Cabré studies terminological units within the framework of specialized commu-nication, in a specialized discourse that is produced in such a framework. The framework is distinguished by a systematic presentation of information and by two types of linguistic features, the first is lexical – the use of units that have, in spite of their wide occurrence, limited meaning in a special context, and the sec-ond is textual – consisting of the text having a precise content, more concise and systematic expression than general texts. It is because of their structure of knowledge, which is controlled by the meaning of the concepts. The framework of specialized communication transfers special-

ized knowledge; it covers, for ex-ample, the communication among specialists, between specialists and semi-specialists, and between specialists and learners.

Nowadays, the branch of terminology has become more modern. The amount of modern terms is increasing. A large majority of documents nowadays are designed for specialist communication including business and communication. They are thus written in specialist language, 30-80 percent of words depend on terms. Those terms include non- linguistic items such as formulae, codes, sym-bols also.

The communication of specialist knowledge and information, whether monolingual or multilingual , is thus irretrievably bound up with the creation and dissemination of terminological recourses and with terminology management in the widest sense of the word. This process is not restricted to science and engineering , but it is also vital to law, public administration, health care, biology, marketing and etc. In addition, terminology plays a key role in the production and dissemination of documents in work flow.

1.2 Structural and semantical analyze of the English marketing terminology.

Marketing terminology includes twelve blocks [7]. It is easier to study English marketing terminology dividing it into the following blocks.

Market → Marketing → Marketing management → Marketing Mix→ Marketing Research → Consumers → Strategy → Competition → Economics → Psychology → Sociology → Culture

It is necessary to note that, the sources of creating marketing terminology are different. Some of them are related to the different spheres:

- Military sphere, e.g. *battleground map, marketing warfare, offensive warfare, marketing tactics, market intelligence, occupant mailing, price war, target audience*;
- Sport sphere, e.g. *ballpark pricing, price competition, price leader, advance start;*
- Weather , e.g. *(market forecast, sales forecast)*;
- Medicine branch e.g. *latent demand, donor promotion, epidemic model;*
- Physics branch, e.g. *law of retail gravitation, media weight, brand leverage, black box concept, capacity of market, elasticity coefficient;*
- Flora and fauna branch, e.g. *bell-cow, brood hen, cash cow, cold pig, lemon, lemons market, predatory price.*

In the literature one may find terms which are formed as one component, two component and three component terms. Basically, 50% of those marketing business terms are one component terms.

1.2.1 One component Business and Marketing terms.

Most of them are related to professional activity (*advertiser*, *deliver*, *estimator*, *medium*, *middleman*, *purchaser*, *retailer*, *supplier*, *visualizer*, *wholesaler)*. Tey may be classified according to their relation to consumers: *buying roles*; *adopter categories*; (*values and lifestyles*) as illustrated in the table 1.

Table 1. One component terms related to professionalism:

№	Classified	Detailed
1	*Buying roles*	*initiator*, *influencer*, *decider*, *buyer*, *user*, *consumer*, *seller*
2	*adopter categories*	*innovator*, *early adopter*, *late majority*, *laggard*
3	*values and life-styles*	*survivor*, *sustainer*, *be longer*, *emulator*, *achiever*
4	*values and life-styles*	*actualizer*, *fulfiller*, *believer*, *achiever*, *striver*, *experiencer*, *maker*, *struggler*

It is clearly be seen that the most one component English marketing business terms are built by adding suffixes **"ER/OR".**

In general, one component terms may include various suffixes. Among them, there are terms which are built by adding the following suffixes, -er/or (*competitor, influencer*), -ee (*donee, franchisee*), -ment (*payment, microenvironment, endorsement*), -ness (*awareness, competitiveness, intrusiveness*), -tion (*stratification, domestication, penetration, randomization*), -ty (*loyalty, reciprocity, reliability, scalability*); -ing (*merchandising, narrowcasting, satisfying, skywriting*), –ism (*ethnocen-*

trism), **-ence** (*audience, salience*), **-ics** (*atmospherics, psycographics, synchrographics*). **Those suffixes are also widely used in building one component English terms.**

One component English terms can be built by adding prefixes. For instance, 1) Expressing for opposite meaning by adding preffix anti-, de-, dis-, non-, mis-, un-, in- Examples: **anti**consumption, **anti**festival, de-**de**marketing, **dee**thnithization, **dei**ndividuation, dis-**dis**integration, **dis**investment, non-**non**-durables, **non**returnables, **non**-resident, **non**duplication, mis-**mis**branding, **mis**delivery, un-**un**controllables; in-**in**difference, **in**terference; 2) Expressing for the degree of an action by adding prefixes over-, out-, super. Example : **over**production, **over**payment, **over**run, out-**out**bidding, **out**sert, **out**let, super- **super**store, **super**market; 3) Expressing for reducing the stimation: semi-(**semi**-display, **semi**-liquidator, **semi**-self-liquidator), sub-(**sub**segment, **sub**market, **sub**segmentation), under- (**under**payment, **under**bidder, **under**price);

4) For expressing termination of a process: pre-(**pre**bill, **pre**mature, **pre**test, **pre**press, **pre**print);

5) For expressing repeatition: re-(**re**positioning, **re**marketing, **re**bound, **re**fund, **re**placement).

1.2.2 Two component terms.

They may be found in each of four (PPPP) blocks of marketing.

For example, in block *product*: **art product, core product, craft product, cult product, convenience goods, luxury goods, shopping goods, specialty goods etc.**

- Strong import growth is driven by China's strong demand for *consumer goods*, *luxury items*, iron ore, crude oil, soy as well as corn .

- In **promotion block**: *direct promotion, indirect promotion, promotion mix, psychic satisfactions, public relations, target audience* and etc.

Public relations are any purposeful communications between an organization and its publics that aim to generate goodwill .

The structure of two component terms are the following:

- A+N – Adjective + Noun **:** *free market, grey market, premium brand***;**
- N+N – Noun+Noun *: budget brand, focus group, reader advertisement;*
- V+ed+N Verb+ed+Noun *: organized market, reserved market, underdeveloped market;*
- V+ing+N Verb+ing+Noun *falling market, buying audience, leading indicator, repositioning strategy, shopping habits;*

1.2.3. Three component terms.

They   usually include following basic terms, such as : *strategy, system , pricing , advertising , analysis , model .* **For example:** *competitive pricing strategy, market challenger strategy, market leader strategy, product development strategy* **etc.**

Their structure may be presented as :

- N+N+N , Noun+ Noun + Noun **:** *product adaptation strategy***;**
- A+N+N Adjective + Noun+ Noun: *public service advertising*;
- A+A+N Adjective+Adjective+ Noun: *horizontal cooperative advertising*;
- A+Ving+N Adjective +Verb+ing+ Noun : *competitive pricing strategy*;
- N+Ved+N Noun +Verb+ed+ Noun *incentive-based system*;
- V+ed+N+N   Verb+ed+ Noun +Noun *targeted return pricing*.

1.2.4 Four or more component terms

The number of such composite terms in marketing is not so large. For example : *market factor index method, most-favoured nation principle, product life extension strategy, multiple pathway anchoring and adjustment model.*

1.2.5 Semantic analysis.

Semantic analysis of marketing terms shows that one may observe the following:

- Synonymy
- Variance
- Antinomy
- Polysemy

Synonymy

One may say about synonymy when the meanings of different words coincide. Synonymy in marketology may be presented as a sequence of words, which may be again classified as one or many component terms.

1. One component synonymy.

Here is a typical sequence of synonymy :

product = goods=commodity=merchandise; buyer = purchaser = customer = consumer = client; market = bazaar = marketplace = mart = emporium.

Some of them , which related to a professionalism may form a pair, such as: *competitor = rival; manufacturer = producer; agent = assignee.*

It is interesting to note that, formal definition of some synoniymical words may be different, although they belong to the same sequence of synonymy. For example:

Product: a product is defined as *anything* that is *capable of satisfying customer needs.*

Goods: *any article* or *commodity* that is *subject of manufacture* or *trade.*

Commodity: *any* useful but scarce *article* or *substance*, but the name is given especially to a basic foodstuff or material such as wheat or raw cotton *that needs a manufacturing process* before it is ready to consumer .

Merchandise: *goods*, esp. *manufactured articles*, that are intended *for sale*, not for the personal use of the present *owner* .

2. **Two component synonymy.** In such kind of synonymy a part of the sequence may coincide one by one. They may be classified as follows:

a)**Model:** $A_1 + N = A_2 + N$; - different adjectives but the same nouns. For example, international *marketing = worldwide marketing = global marketing*; b) **Model** $A + N_1 = A + N_2$; - different nouns but the same adjectives. For example, *consumer goods = consumer products*; c) **Model with no repetition** $A_1 + N_1 = A_2 + N_2$ different Adjectives +different Nouns: *final buyer = end consumer = ultimate customer.*

3. Three component synonymy. **These may be classified as follows:**

- Model $A_1 + A_2 + N = A_3 + A_2 + N$

   For example : *single* brand name = *individual* brand name;

- Model $A_1 + A_2 + N = A_1 + A_3 + N$

   For example: sales *quantity* **variance = sales** *volume* **variance**;

- Model $A_1 + A_2 + N = A_3 + A_4 + N$

   For example : *social cause* advertising = *public service* advertising;

- Model $A_1 + A_2 + N_1 = A_1 + A_2 + N_2$

   For example : buyer readiness *state* **= buyer readiness** *stage***.**

Variance.

When using long terms   omitting a specific part of the phrase is ra-ther observed. This process is named   ellipsis in English and it means "tu-shirib qoldirish" in Uzbek. As a result of this, the amounts of some shorter variants of terms may be increased. Our analysis have shown that such vari-ances may be classified as syntactic, morphologic and **graphical variances.**

1) Syntactic

a) Epplitic. In this case a two or more component terms may be shortened even up to one component term**. For example: *essential goods* → *essentials***;

disposable consumer products* → *disposable products* → *disposables.

This process may be achieved by:

- Omitting the first component of the term

For example: *market penetration pricing* → *penetration pricing*;

- Omitting or shortening the second component of the term: *brand name recognition* → *brand recognition*;

- Omitting the main component of the term:

For example: *brand logo type* → *brand logo*;

Some of four component terms can be reduced up to three or even two component terms. For example: *direct response television marketing* → *direct response television*; *defensive marketing warfare strategies* → *defensive warfare.*

b) *Abbreviations: Such as ,*   SWOT, PEST, SPIN, PENCILS; ACORN, 4C, 5M, 4P and others.

2) Morphological variance. They mainly differ from each other by their af-fixes. For example : sale communication = sales communications;

below cost = below costs;

substitute goods = substitution goods = substitutional goods;

bake goods = baked goods = bakery goods,

brand position = brand positioning;

media effectiveness = media efficiency;

achievement motive = achievement motivation;

4) Syntactical variances. **They may be created by inversion.**

For example: *saturation of market = market saturation;*

 schedule of prices = price schedule;

5) Graphical variances: *bestseller = best-seller;*

bait-and-switch pricing = bait and switch pricing;

Antonomy

In lexical semantics, opposites are words that lie in an inherently in-compatible binary relationship as in the opposite pairs. They are translated from English into Uzbek "q'arama-q'arshi ma'nolilar". For example: *big-small*, *long - short*, and *precede – follow, past – present, friend- enemy, cheap –expensive, success – failure and etc.*

Majority of them are constructed by using negations. Terminological op-posites are rather complicated then usual opposites used elsewhere. One can discuss them by the number of components.

1) One component opposites. This kind of opposites may include one or many roots. One root opposites are constructed by using special suffixes or prefixes.

 a) Negative prefixes: *antidumping, intangibles**, diss**atisfaction.**

 b) Vector prefixes and words : *underpricing ↔ overpricing; pull promotion ↔ push promotion.*

c)Prefixes indicating to the quantity: *macroenvironment ↔ microenvironment;*

Opposites with different root are formed in a different way: *demand ↔ supply; purchase ↔ sale; wholesaler ↔ retailer; discount ↔ markup.*

2) Two component opposites.   As rule, in forming such opposites one component remains unchanged:

 One unchanged component: *tangible product ↔ intangible product; economies of scale ↔ diseconomies of scale; upscale audience ↔ downscale audience; forward invention ↔ backward invention ; abundant goods ↔ scarce goods; private auction ↔ public auction   durable goods – semi-durable goods – non-durable goods; elasticity of demand ↔ elasticity of supply ; auction with reserve ↔ auction without reserve; invisible exports ↔ invisible imports; affiliated retailer ↔ affiliated wholesaler* etc

3) Three component opposites may be divided into two models

 1) Centralization: X → (Y → Z): *homogeneous shopping goods ↔ heterogeneous shopping goods*; *gross domestic product ↔ gross national product.*

   2) Decentralization (X → Y) → Z: *high-involvement product ↔ low-involvement product*; *short-term forecast ↔ long-term forecast ;*

   4) Four component opposites:

 *offensive marketing warfare strategy ↔ defensive marketing warfare strategy;*5) Scaled or gradable opposites. The may show gradation of a process also. For example *finished goods ↔ semi-finished goods ↔ unfinished goods*; *primary consumer ↔ secondary consumer*; *primary trade area ↔ secondary trade area ↔ tertiary trade area.*

Polysemy.

It is well known that, Polysemy is derived from a Greek language. It is the capacity for a sign , such as a word, phrase, or symbol to have multiple, usually related by contiguity of meaning within a semantic field. For example:

Crane

      1. a bird (Qush)

      2. a type of construction equipment (Ko'tarma kran)

      3. to strain out one's neck (Bo'yinni burish)

Polysemy in marketing and business is rather rich. It is interesting to note that, on the one hand, there should be polysemy in terminology, since each term should give an only definite meaning. But this is not true in the reality. Even the basic term as "Market " has at least six meanings. We shall illustrate this phenomena below.

Polysemy of the term "Market "

So, in dictionaries and encyclopedias one may found the following kinds of the meaning of the term market in accordance of their frequency:
Market (1) – place, Market (2)-trade, Market(3)-demand, Market(4)-product market, Market(5)-stock market, Market(6)-economic system.
a) *Market* (1): «*a place to buy and sell goods*». That is market=place with its own localization. When somebody hears this word, it calls associations like a place, where people make a trade, i.e. somebody sells and another one buys something. The content of this process may be illustrated as follows:

	→ *money* →	
Buyer →	*{exchange}*	← *Seller*
	← *goods* ←	

Market (2)-trade. **Here are some similar definitions of market, relating it to a trade (savdo-sotiq). 1)** *business* **or** *trade,* **or** *amount of trade* **in a particular type of** *goods*

2) the *business* **or** *trade* **in a particular** *product***, including** *financial products***.**

3) *the number of people* **who want** *to buy* **a particular kind of things or the** *area* **of the world in which it** *is sold*

4) the *stock market;* **the total** *amount of trade* **in a particular kind of** *goods;* **the** *system* **in which** *prices* **and** *wages* **depend on what** *goods people*

want *to buy*, **how many they** *buy*, **etc.**

 5) *the number of people* **who want** *to buy* **a** *product* **or the** *area* **of the world where it** *is sold*

 6) *country* **or** *area*.

 7) *trade* **in kind of** *goods*.

 8) *a place,* **such as an open space in a town, at which a market is held.**

Comparing this definitions and studying dictionaries one may conclude that Market (2)=trade is usually goes with the words such as *business*, *the number of people*, *stock market*, *prices* and *wages*, *product and goods* . Examples:

1) *Market* is a set of *all* actual and potential *buyers* of a *product* or *service*.

2) A *market* consists of *all* the potential *customers* sharing a particular *need* or *want* who might be willing and able to engage in ***exchange*** to satisfy that need or want .

 3) A *market* is a set of *conditions* in which *buyers and sellers* meet each other for the purpose of ***exchange*** of <u>goods and services</u> for *money*.

<u>Markets</u> are <u>classified</u> according to the *number of firms* in the market and by the *commodity to be **exchanged*** . It is seen that, Market (2) causes in the mind such association like *actual* and *potential buyers, product* or *service, potential customers, need* or *want, **exchange**, to satisfy need or want, conditions, buyers and sellers, <u>goods and services,</u> money, number of firms, commodity **to be exchanged***.

Thus, the secondary meaning of the term Market is a trade, while its first meaning remains as a background. For example*:*

- With the *global markets* gradually showing signs of recovery, the demand for quality tea is going up .(***as if*** *it is «a place to buy and sell goods»* **or** ***exchange)***

- Indian tea prices are set to soar in *export markets* as the global shortage has touched 56.8 million kg in the first eight months of calendar 2009 .(**as if** *it is «a place to buy and sell goods»* **or** *exchange)*

Market (3) – demand. (Talab).

The meaning of the word market is related to the term demand: *the total amount of the product , the amount of a product sold , the population that might buy goods* (sotib olishi mumkin bolgan odamlar birligi).

 1) a particular *area*, *country* or section of the *population* that might *buy goods*

 2) the *total amount of the product* that is *sold* each year, especially when you are talking about the *competition* between the *companies* who *sell* that *products*

 3) the *amount of a product* sold in a particular *country* over a particular *period of time*.

Therefore, M*arket (3)*, is equalent to a demand . Here some more examples*:*

- There's no *market* for such expensive goods (as if there is **no place** for them **or** *no exchange*)
- We estimate the potential *market* for the new phones to be around one million people in this country alone . (as if there is **a place** for new phones **or** *opportunity of exchange*)

1.3   The methods of translation terms used in

Business and Marketing Sphere.

We can translate the terms used in Business and Marketing sphere by the help of different methods. We can say that, there are two methods of translation in general :

- Direct - vositali tarjima usuli.
- Indirect - bevosita tarjima usuli.

In direct method of translation one may translate word, term or word combination in a direct way into the target language. Direct method of translation   provides these translation methods:

- Borrowing
- Tracing
- Word-for-word translation

These following methods are indirect methods:

- Transposition
- Modulation.
- Equivalence or reformulation method

BORROWING METHOD OF TRANSLATION.

This way of translation is one of the ordinary method of terms. In this method of translation, the word is adopted to the source language. A lot of usage of this method of translation leads enriching the vocabulary of target language. We know that, Uzbek language has a lot of borrowed words, terms adopted from Arabic, Russian, Fars- Tadjik, as well as English laguages. It is interesting to note that, also that the 75% of the words of   modern English

language has been borrowed from 50 other languages. This may be caused by the long period historical interference of Latin, Frenhc, german, Kelt and other languages.

Although adoption enriches the languages, it is not good to abuse of this method. Otherwise, this leads to make a language a mix of various words, which may be difficult for pronunciation or may even contradict with grammar rules. For example, in Uzbek language ordinary people easily make plural of a word "arvoh" as "arvohlar", not noticing that, actually, Arabic word "arvoh" by itself is a plural of its singular form "ruh". A similar word is "anhor " - plural of "nahr" (singular). It is important to note that, marketing terms such as "brend", " market", " supermarket", are the result of adaptation. The penetration of new technique, new trends in economy will lead us to face the creations of Modern Business and Marketing terms.

THE TRANSLATION METHOD OF CALQUE.

This method , which may be also called as a tracing, is used for translation of a sýntagma (so'z birikmasi). The Calque method is translated into uzbek as   " Nusxalash". In tracing one part of a sýntagma is translated by adoptioin, that is remains unchanged. When a translator uses a calque, he or she is creating or using a neologism in the target language by adopting the structure of the source language.

Example: "High speed automobile" is translated into Uzbek as "Yuqori tezlikli automobile" by using the method of calque.

Although this method seems rather simple and easy, it sometimes requires a serious attraction. For example, the English word accurate, means not "neat" (ozoda, saranjom), but exact (aniq) which leads false friends of translation.

LITERAL TRANSLATION METHOD.

Usually, this method of translation is called a "literal translation" or "metaphrase". This means a word-for-word translation, achieving a text in the target language which is as correct as it is idiomatic.

It is acceptable, only if the translated text retains the same syntax, the same meaning and the same style as the original text.

For example: **New Year discount = Yangi yil chegirmasi;**

Currency exchange – Valyuta almashtirish.

The main rule which should be observed is that the grammatical rules of the languase must not be violated and the original meaning must not be lost. Otherwise, word for word tranlastion may lead to a even funny translations. For example the uzbek phrase "qornim ochib ketdi" sounds in English "my stomac is opened and went away" if one uses this method. We can say that, this is why a computer translation sometimes is not absolutely valid.

THE METHOD OF TRANSPOSITION.

The method of transposition involves moving from one grammatical category to another without altering the meaning of the text. This technique introduces a change in grammatical structure.

If we don't use this method of translation, the sentence, "After goods come back" may be translated "tovarlar qaytib kelganidan so'ng".In contrast, logically, this sentence is not unreal. Beacuse this word combination is in active voice, by meaning, we must say that, goods can not walk because, they do not have legs. Such Uzbek translation may sound a bit misunder-

standable. So, translating this phrase it is advised to use the method of transposition which gives "mahsulotlar qaytarilganidan so'ng". We should note that, in translation we made the sentence active voice instead of passive voice, which changed the grammatical structure.

THE METHOD OF MODULATION.

Modulation is about changing the form of the text by introducing a semantic change or perspective. For example "It is nessesary to underline that …' may be translated into Uzbek as "Shuni tagiga chizilishi lozim …" if one translates without this method. But, the usage of the method modulation gives a nicer translation such as "Ta'kidlab o'tishim lozimki…'. (Izoh: metodni qollayotib biz 1 nuqtai nazardan boishqa . I nazarga o'tdik). This method is often used by synchrony translation in diplomacy. For example, the phrase "We don't blame them…" is better translated as "Biz ularni tushunamis …". In this way, we should give not reason but the consequence.

EQUIVALENCE OR REFORMULATION METHOD.

This is a translation procedure which uses a completely different expression to transmit the same reality. Through this technique, names of **institutions, interjections, idioms or proverbs** can be translated.

A classical example is interjection such as "Oops!", which used to show recognition of a mistake or minor accident, often as part of an apology. We use both methods, modulation and reformulation to translate following sentence "**Oops**! I'm sorry. I just made you miss your bus!" is translated into Uzbek as: "**Voy**! Kechirasiz, men tufayli avtobusingizga kech qoldingiz".

This method is inevitable in translation of proverbs or idioms. For example in English marketing shop assistance often use the phrase "**Early bird discount or early bird price**", which is taken from the the proverb "**Early**

bird catches the worm" . Clearly, this proverb cannot be translated directly. So, by using the method reformulation we translate it as "**Birinchi qo'l cheg-irmasi (narhi)**", making a hint to a similar Uzbek proverb "**Erta turgan-ning nasibasi ulug' bo'ladi**".

CONCLUSION TO THE CHAPTER I.

For conclusion to the first chapter of our present work, we have seen the followings:

- We review of theory of terminology. We have shown that if in XVIII century only natural scientists were interested in analyzing terms, nowadays a lot of specialists, filologists, linguists have been developing terminology, making it a special field of science. In it's formation together with it's development, the Austrian linguist Wuster, his scholar Cabre, Russian linguist G. O. Vinekur made their greit contributions.

- Analyze the semantic structure of English marketing terms we have discussed them as one, two or three component terms. We showed that following structures are dominated in English marketing terms: Synonyms, variance, antonymy and polysemy. These structures are explained by illustrative examples.

Besides that, we observed that even the term "Market" is a polysemy having at least six different meanings.

c) We present the the main translation methods of terms used in Business and Marketing sphere.

Chapter II . Translations of terms used in sphere of

Business and Marketing from source language into target language.

As it is outlined in Chapter I , marketing is the process of planning, designing, pricing, promoting , as well as, distributing produced goods to markets in order to satisfy costumers' needs so as to make a profit. The process of marketing has a valuable role in modern business.

Eventually, marketing became the separate sphere of Business. Marketing textbooks were firstly introduced around 1960, models of new approaches and definition of the term "marketing" were given. Only a few models from these approaches have survived. American Marketing Association, in its most recent definition, states that "marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange and satisfy individual and organizational objectives".

It is important to note that, the core of traditional marketing is **marketing mix**. According to many marketing resources, Professor Culliton was the first to write about the elements of mix, in 1948, which consisted of 12 elements [10]. Gradually, mix elements became settled to the 4 Ps by Neil Borden in 1960 [9], who was the producer of marketing and advertising in Harvard Business school. The marketing mix elements were consisted of four ingredients which start with the letter "P". They are producing, product, placing and promotion. His idea about marketing mix ingredients was supported by professor E. Jerome McCarthy [10].

2.1 The four P's of marketing mix.

As illustrated below they are

1. Product;
2. Promotion;
3. Price;
4. Place.

Product is the first P representing the actual product. The Marketing mix is a set of four decisions which needs to be taken before launching any new product. These variables are also known as the 4 P's of marketing. These four variables help the firm in making strategic decisions necessary for the smooth running of any product / organization. **Price** represents the process of determining the value of a product. **Place** represents the variables of getting the product to the consumer such as distribution channels, market coverage, and movement organization. The last P stands for **Promotion** which is the process of reaching the target market and convincing them to buy the product. The four Ps determine how marketing satisfies consumer needs. They are considered controllable marketing mix factors, meaning that they can change or be altered as needed. Habits, lifestyle, and diet are all considered to be controllable risk factors. The marketing 4Ps are also the foundation of the idea of marketing mix.

- Product / to product – Biror bir mahsulotn ishlab chiqarish yoki mahsulotning ozi.

- Promotion – Biror bir mahsulotni bozorga chiqarish jarayoni yoki mahsulotni mijozlarga eltib berishga jalb etish.

- Price / to price – Biror bir mahsulotning narxi yoki mahsulotga narx quyish.

- Place/ to place – Tovarni sotish uchun mo'ljallangan joy, mahsulot sotiladigan joyni tanlamoq.

Below, we consider the basic terms mostly used in each of Ps. Most of terms, considered in present chapter are taken from English monographers [8,9]. On the other hand, it is clear that, the development and flourishing of markets together with business depend on marketing professional. So, we shall start our discussion with terms concerning marketing people, who give their own support in developing process of marketing.

2.2 Professionals of marketing and the basic terms "brand".

The Marketing branch has been developing for more than fifty years and naturally caused the differentiation of labor. During this period, some specific professions related to marketing mix were appeared.

We give some English name of marketing professions and give their Uzbek equivalents and the methods of their translation in Table 1.

Table 1.

Terms	Definition	Interpretation	Our versions of Uzbek translation	Method of translation
Ad agency	This company is responsible	Reklama yaratish bilan shug'ullanadigan		

	for creating advertise-ments	korxona	Reklama korxonasi	Literal
Graphic designer	One of this person's responsi-bilities to create company's logos and other sym-bols graph-ically	Biror firma yoki kompaniyaning logosini Yaratuvchi shaxs	1)Rassom; 2)Grafik dizayner	1)Equivalence 2) Borrowing
An Art di-rector	This per-son super-vises the design staff..	Dezaynorlarga yo'l ko'rsatib, ularni boshqaruvchi shaxs	Dizayn bo'limi rahbari	Calque
A copy-writer	This per-son writes the text for advertise-ment.	Reklamadagi matnni yozib be-radingan shaxs	Matn muharriri	Equivalence

A brand manager	A manager who works with the creations of brands and their designs.	Savdo markasini rivojlantirish va uning obro'sini himoya qiluvchi shaxs	Brendlash boshqaruvchisi	Calque
Marketing assistant	A market assistant who delivers goods to costumers who booked by the internet	Internet orqali tovarlari sotuvida mijozlarga mahsulotni yetkazib beruvchi shaxs	Elituvchi - sotuvchi	Equivalence
Pr. Officer	This person interacts with the media to communicate important company information to the public.	Aloqa vositalari , Televedeniya, gazeta, internet orqali kompaniya tovarlari yoki qo'shimcha hizmatlari haqida ma'lumot berib turuvchi hodimi	Matuot hodimi	Equivalence
	This com-	Mijozlar va		

Market re-search firm	pany might conduct a survey to find out more about your cos-tumer.	ularning ehtiyojlarini o'rganuvchi korxona	Marketing so-hasida targ'ibot o'tkazuvchi shaxs	Equivalence

The development of any field or a sector leads to extension of the terms' vocabulary of a language . It may happen that, a word may change it's original meaning, and becoming a term may denote quite another thing. As an example, the word " brand'' used to mean the quality of something , but, becoming a term it lost its former general meaning. Nowadays, as a marketing term, the word "brand" gives other meanings especially, when it is included in a word combination. Note that, this word is translated into Russian as бренд and into Turkish as marka. We propose to use in Uzbek its Russian equivalent as brand, giving their methods of translation into Uzbek in Table 2.

Table 2.

Terms	Definition	Interpretation	Our version of Uzbek trans-lation	Method of translation
Brand name	What a brand is called	Biror bir korx-onaning asosiy mahsulotining nomi	1)Firmaning nomi 2) brendning nomi	1) Equiva-lence 2) Calque

Brand awareness	Knowing of the compa-nies' brand or symbol	Biror bir korx-ona belgisi to'g'risida xaridorlarning habardorligi	Firma belgis-idan bohabar-lik	Equivalence, Modulation
Brand im-age	What people actually think about a brand	Biror bir korx-ona belgisini ko'rib xari-dorlar o'yladigan fikr	1)Brendning ko'rinishi	1)Calque
Off- brand	When a product doesn't fit with the company's brand	Biror bir mahsulotning korxona mahsulot bel-gisiga mos kelmasligi	Brendga hos bolmagan mahsulot	Equivalence; Transposition
Brand equi-ty	The value that a brand adds to prod-uct or service	Biror bir korx-ona belgisining korxonaga foyda keltirishi	Brand obro'si	Calque
Brand loyal-ty	When people like a brand and buy it again and again	Xaridorlarga mahsulot bel-gisi ma'qul kelganligi tu-fayli o'sha mahsulotni qayta qayta sotib olishi	Brendning Doimiyligi	Calque
Branding	When a	Yangi compa-		

	product or service is associated with a new brand	nyiyani mash- hur brandga aylantirish ja- rayoni.	1)Brandlash 2)Brending	1)Literal 2)Borrowing
Brand ex- tension	When an ex- isting brand is used to support a new range of products	Ishlab chiqaril- gan mahsulot- ning mavjud bo'lgan brend ostida qadoqlanishi	Qayta Brend- lash	Calque, Equivalence
Derived brand	When a component of a product becomes a brand in its own right.	Biror bir mahsulotning qaysidur qismi brendga aylan- ishi	Hosilaviy brend	Calque

To illustrate the significance of this term, we present the following text taken from the journal "The Marketer's Guide" and it's translation.

Brand love *by Peter Vane*

Branding, branding, branding: If you haven't heard the word, you've been under a rock for the last, oh, ten years. But is all the talk about branding just so much hype?

In a word: no. I think that branding is the most important point your company can consider – and everyone should consider it. And those of you who sell to companies – office chairs, obscure chemicals, you know who you are – you should be paying attention too.

It's not enough just to have everyone recognize your brand name or your logo. Branding is about connecting, after all, and everyone in marketing needs to know how to make their product connect to their customer. The best brand has a rational as well as an emotional appeal, and speaks to your customer's head as well as his or her heart. You want your brand to be something the customer knows is the best – and feels is the best too.

Today, everyone's talking about iPods, and not just as state-of-the-art musical devices. When people talk about their iPods, you might think they're talking about a best friend: 'I'd never go anywhere without it!' 'If I had to choose between my iPod and my girlfriend, well …' Despite the number of me-too products designed to compete with the iPods, the original still has the largest market share. Why? Brand loyalty.

And remember, once you've inspired brand loyalty in your customers, you can't betray them and change the story of your brand. Cadbury, for example, has a reputation for their chocolates. But when they introduced Cadbury's *soup*, it flopped. The problem was that the product was off-brand, and didn't fit with the expectations people had about Cadbury's products.

So remember that when you're telling a story about your product, the story has to be consistent. Very few products live forever. iPods might already be yesterday's news. But establish your brand, and people will remember it. When Apple introduces its next new idea, millions of people will be paying attention, ready to fall in love again.

Brendga bo'lgan muhabbat.

Mahsulotning brendini ishlab chiqish: Agarda sizning quolog'ingizga hali ushbu so'z chalinmagan bo'lsa, siz zamondan o'n yilga ortda qolibsiz. Bundan chiqdi, ushbu so'z shunchalik ko'p ishlatiluvchi faol so'z ekan-da?

Bir so'z bilan aytganda, menimcha bunchalik emas. Mening fikrimcha, har bir shaxs yoki har bir korxona bahslashuviga arziydigan hamda korxonaning eng muhim nuqtasi bu- ishlab chiqarilgan mahsulotning tovar belgisidir. Hamda korxonalarga, idoralarga o'rindiqlarni yoki kimyoviy moddalarni yetkazib beruvchilar- ushbu jumlalar aynan sizga tegishlidir.

Ishlab chiqargan mahsulotingizning tovar beldisi yoki firma shiorini ommaga bildirishning o'zi kamlik qiladi. Mahsulotning belgisini aniqlash bu xaridorlar hamda korxona o'rtsidagi muloqot vositasini belgilashdir. Mahsulot uchun tanlangan eng muqobil belgi har tomonlama aqlan hamda qalban mukammalikka ega bo'lib, xaridorlarning ongi bilan suhbatlashib, ularning qalbiga yetib borishi lozim. Mahsulotingiz uchun tanlangan belgi xaridorning hotirasida qolib unga yoqishi kerak.

Hozirgi kunda "iPod" lar haqidagi gaplar hamma yerda tarqalgan bo'lib ular faqatgina musiqa uskunalarini anglatmas emish. Xususan, odamlar o'z iPod lari haqida so'zlaganlarida oddiy matoh haqida emas, huddi eng yaqin do'stlari haqida gapirayotganday bo'ladilar: " Men iPodsiz hech qayerga borolmayman", yoki boshqa biro damning fikri, " Agarda mendan yahshi ko'rgan qizingni tanlarmiding yoki iPodnimi degan savollariga men…". Bularning soni ko'p ekanligiga qaramasdan, boshqa uskunalar ham iPod uskunalari ham ishlab chiqarilganligiga qaramasdan uning asl nusxasi hamon ko'p sotilmoqda. Buning sababi nimada ekan? Haa narsa Tovar belgisining ishonchliligi ustida gap ketmoqda.

Shuni yodda tutingki, siz o'z haridorlaringizga mahsulotingiz belgisini bildirib, ularda qiziqishni uyg'otdingizmi, bas, siz hech qachon belgining

ko'rinishi yoki ma'lumotini o'zgartirishingiz mumkin emas. Cadbury o'z shoko-ladlari bilan mashkur bo'lgan firmaning nomi edi. Lekin ular o'zlari ishlab chiqargan sho'rvani ommaga taqdim qilganlarida, firma o'z obro'sini yo'qotdi. Buning sababi shunda ediki, ishlab chiqarilgan yangi mahsulot xaridorlar intiqlik bilan kutayotgan mahsulotga mos kelmas edi.

Demak, shuni unutmangki, o'z mahsulotingiz haqida ma'lumot berar ekansiz, ushbu ma'lumot o'zgarmas, doimiy bo'lishi kerak. Ko'p mahsulotlar doimiy yashamaydi. Ishlab chiqarilgan iPod uskunalari ham o'tgan kundagi eskirgan yangilik bo'lib qolishi ham mumkin. Apple kompaniyasi o'zining yangi mahsulotini ommaga taqdim qilganida, millionlab odamlar yangi mahsulotni ham jon dildan yahshi ko'rib diqqat bilan e'tibor bergan.

Chapter 2.2 Promotion

Promotion is a very important component of marketing as it can boost brand recognition and sales. Promotion is comprised of various elements like:

• Sales Organization

• Public Relations

• Advertising

• Sales Promotion

Advertising typically covers communication methods that are paid for like television advertisements, radio commercials, print media, and internet adver-tisements. In contemporary times, there seems to be a shift in focus offline to the online world.

Public relations, on the other hand, are communications that are typically not paid for. This includes press releases, exhibitions, sponsorship deals, semi-nars, conferences, and events.This involves all the marketing techniques and strategies out there. These include sales promotions, advertising, public rela-tions, special offers etc. Every marketing channel used needs to be suitable for the product, the price of the product as well as the consumer the product is being

marketed to. Basically, promotion is the communication part involved in the whole marketing equation.

Here, we shall discuss the terms concerning one of Ps as Promotion. Actually, this stage deals with finding potential buyers and convincing them to purchase. The Ubbek translation of this word is "targ'ibot".

Table 3

Marketing term	Definition	Interpreta-tion	Our variant in Uzbek trans-lation	Method of translation
Promotion	Comon marketing strategy intended to increase product aware-ness, customer loyalty, competi-tiveness, sales and overall company value	Mahsulotni sotish yolida qilinadigan barcha hara-katlar majmui.	Tovar Targiboti	Equivalence
Client	A potential buyer	Bo'lajak haridor	1)Haridor; 2) Mijoz	1)Equivalenc e 2)Literal
Competi-tor	A company, who produces similar goods	Bir xil mahsulot ishlab chiqaruvchi korxonalar	Raqobatchi-lar	Equivalence

Loyal customers	Reliable buyers	Ishonchli mijozlar	Doimiy mijozlar	Calque, Equivalence
Target groups	The group of people a company wants to sell to	Ishlab chiqarilgan mahsulotga bevosita qiziquvchilar guruhi	Mijoiz doirasi	Equivalence, Transposition

Promotions also decide the segmentation targeting and positioning of the product. The right kind of promotions affect all the other three variables – the product, price and place. If the promotions are effective, you might have to increase distribution points, you might get to increase the price because of the rising brand equity of the product, and the profitability might support you in launching even more products. However, the budget required for extensive promotions is also high. Promotions is considered as marketing expenses and the same needs to be taken in consideration while deciding the costing of the product. It is important to note that, companies should understand and respond to what customers want from their products. However, this relationship is always influenced by competitors and how often their products are received from the market by consumers. Thus, market agencies clearly identify the customer, company, and competition before they product new goods. The most successful way of achieving success in business is to identify highly demanded goods for consumers.

On the other hand, marketing agencies perform marketing researches in order to promote consumers. During those researches, they use one or more of those research methods.

There are following marketing research methods using in Marketin branch:

1. **They use observation method.** In this method, they observe the behavior of consuming. They observe consumers in action by videotaping them in stores, at work, or at home, as well as, how the consumers buy or use their product. As the result of this survey, they identify more accurate picture of customers' usage habits and shopping patterns.

2.They make personal interviews from buyers. Marketing agents also make their marketing research by having personal interviews include unstructured, open-ended questions. This type of interviews usually last for about an hour and are typically recorded.

3.They use field trials in their research. This method of research is placing a new product in selected stores to test customer response under real-life selling conditions. It helps them to make product modifications, adjust prices, or improve packaging. Small business owners try to establish rapport with local store owners and Web sites that can help them test their products.

4.They use focus groups research . In focus groups, moderators use a scripted series of questions or topics to lead a discussion among a group of people. These sessions take place at neutral locations, usually at facilities with videotaping equipment and an observation room with one-way mirrors. A focus group usually lasts one to two hours, and it takes at least three groups to get balanced results.

5.They make surveys. In this kind of research, they give concise and straightforward questionnaires to costumers. By this way, they can easily analyze a sample group that represents of target markets. The larger the sample, the more reliable your results will be. This type of research is called "survey".

It is important to note that, there are two component marketing terms related with the word "survey". Some of their Uzbek translations as well as English definitions are given:

Table 4

Terms	Definition	Interpretation	Our version of Uzbek translation	Method of translation
Survey	To investigate the opinions or experience of a group of people by asking them questions	So'rovnoma o'tkazish orqali Insonlarning tajribasi yoki fikrlarini aniqlash	So'rovnomasi	Literal, Equivalence, Transposition
Online Survey	Marketing survey is made through the internet. Marketers identify which product is highly demanded.	Korxonaning internet sahifalari orqali mijoz qaysi mahsulotga talab ko'p ekanligini aniqlash	Internet So'rovnomasi	Calque
Phone survey	Dialing any number and identify which companies' products is highly demanded	Istalgan mijozga qo'ng'iroq qilib, korxona yoki firma mahsulotiga bo'lga fikrini aniqlash	Telefon Sorovnomasi	Calque

| Side-walk survey (In-person surveys) | Making surveys by asking the costumer's opinion about the company in person | Istalgan yo'lovchidan korxona haqida fikrini so'rab targ'ibot o'tkazish | Ko'cha so'rovnomasi | Equivalence, Calque |
| Mail Survey | Survey by sending survey questions about the opinions of clients | Mijozning Internetdagi pochtasi orqali so'rovnoma o'tkazish | Pochta Sorovnomasi | Equivalence, Calque |

By performing those marketing research surveys, the amount of costumers will be increased. By this way they will point out results, which may include following terms.

Table 5

Terms	Definition	Interpretation	Our version of Uzbek translation	Method of translatiom
Relevant response	Useful answer	ishlab chiqarilgan mahsulot haqida ijobiy javob	Ijobiy fikr	Calque, Equivalence
Skewed sample	A survey group which is not typical	Ishlab chiqarilgan mahsulot haqida salbiy	Tanqidiy fikr	Equivalence

	of a target group	fikr		
Re-sponse rate	Percentage of people who com-plete a sur-vey	Surovnomada qatnashganlarn-ing procent mi-qdori	Qatnashuvchilar nisbati	Equiva-lence
Proto-type	Model of a product in develope-ment	Tovarning ilk namunaviy partiyasi	1) Maket 2)Namuna	1)Literal 2) Equiva-lence
User profile	Information known about a customer	Xaridor haqidagi ma'lumot	Qatnashuvchilarn-ing kimligi.	Equiva-lence
Press release	a statement prepared for distribution to the media	Mahsulot haqiqidagit-buotda tarqati-ladigan qisqa ma'lumot	Matbuot varaqasi	Equalence

Below we bring some examples of translation into uzbek of some sentences including these terms.

Table 2.6

Sentence	Translation	Method
Rolex's *target group* is wealthy people who see a watch as a status symbol.	Rolexning *mijoz doirasi* – soatni ijtimoiy tabaqa ram-zi sifatida koruvchi boy odamlardir.	Equivalence, Transposition
When you log on website, the	Siz internet sahifasidan	Equivalence,

pages you look at and the amount of time you spend on them are saved in your *proto-type*	ro'yhatdan o'tgazganingizda, siz ko'rgan sahifalar hamda qancha vaqt o'tkazgan daqiqangiz sizning mijoz namunasida saqlanadi.	Modulation
Even the best – designed surveys only have a *response rate* of about 4% , so don't set your expectation too high	Hattoki eng yahshi tuzilgan sorovnomalar ham faqat-gina 4 % nigina tashkil etadi. Binobarin, so-rovnomadan haddan tashqari yuqori natija kutmang.	Equivalence, Transposition
A *skewed sample* will make the data you gather worthless, so think carefully about who fills in your questionnaires	Ishlab chiqargan mahsulot-ingiz haqidagi har qanday salbiy fikr uni chippakka chiqarishi mumkin, demak, savollaringizga kimlar javob berayotganligi haqida bosh qotiring.	Equivalence, Transposition
We did an online survey but we didn't get many *relevant responses*. Most of the visitors are not customers.	Biz ko'plab internet orqali so'rovnomalar o'tkazdik, ammo ko'p ijobiy fikr qabul qilmadik. Sahifam-izga tashrif buyuruvchilarn-ing aksariyati bizning mi-jozimiz emas.	Equivalence
Once a product develomement department has been created	Majsulotning namunasi yaratilganidan song, biz uni	Equivalence,

prototype, we can display it at trade fairs. I'm sure it will at-tract more people to our stand.	tijorat do'konlarida ko'rgazmada qo'ya olamiz. Ishonchim komilki, ushbu usul ko'proq mijozlarni jalb etadi.	Transposition

To illustrate this subject, we bring an example of a survey used for promotion of a new model mobile phone and it's translation.

The modern marketing invented such an interesting thing as a flier or a press release brochure. In creation of press releases professionals use rather unexpected English phrases, that make difficult their translation. Below, we present some general instriuction for creating press releases and make and attempt to translate it. We hope, these instructions will be useful for Uzbek businessmen and sailing managers.

Writing a killer press release

You've all seen them: the press releases that would put any reader to sleep. You've barely glanced at the title before you're ready to curl up in bed. *Campbell Associates is moving into cutting-edge new headquarters!* 'But who cares about Campbell Associates? Who *are* Campbell Associates, anyway?' you ask yourself.

It takes more than an exclamation mark to catch a reader's attention. So read on for some tips on how to write a press release that will get read – and published!

"Revolutionary new water!!!"

1 **Keep things real.** Do not exaggerate when you write. Instead, make sure you deal with the facts. Journalists get dozens of press releases a day, and words like 'revolutionary' and 'ground-breaking' get old very quickly, especially when these words are describing very ordinary events.

2 **See the story from the reporter's point of view.** Present your news as a story. The focus doesn't have to be on your company. What you want is something that people will want to read about. So focus on the people who use your products and services, and that will make your story come to life.

3 **Create a headline that will grab your readers' attention.** Brainstorm four or five titles for an important press release, and then come back to them the next morning. See which one seems the most interesting to you.

4 **Proofread carefully.** A badly-written press release won't get read. Get help if you need it: there are a number of good, professional PR agencies out there if you're not able to write perfect copy in English, for example.

5 **Keep it short.** Ideally, give the press release to someone who doesn't know anything about the topic, and have them look at it for fifteen seconds. When they give it back to you, can they tell you the most important points? If not, you need to revise what you've written.

"Dahshastli" matbuot varaqsi yaratish sirlari.

Bazi matbuot varaqalri oquvchilarni uhlatib qyishiga guvoh bolgabdirsiz? Bazilar uni ataylab, tezroq uhlab kolish uchun oqishadi. Masalan, "Campbell Assosiasciyasi yangi shtabi kochib otdi" deb boshlangan matbuot varaqsi kimni hamm qiziqtira olardi, deysiz. Biz qyuida ajoib matbuot varaqasini qanday yaratish hakida korsatmalar beramis.

- **Haqiqatga tik qarang**. Mubolaga qilmang. Aksincha, aniq faktlarga asoslangan holda yosing. Shuni bilingki, "inqilobiy yondashuv", yoki "qoilmaqom" kabi sozlar tez eskirub kolishadi va аксар холларда реалликка мос келавермайди.

- **Hikoyaga jurnalist nuqtai nazaridan qarang**. Oz yangiligingizni hikoya sifatida taqdim eting. Bacrcha diqqat etibor shirkatingisgagina qaratilgan bolmasligi losim. Aslida siz, oquvchining diqqat etiborini uniung mahsulotiga qaratmogingiz lozim. Shunday qilib, osha mahsulotni ishlatishga mushtoq odamlarni nazaringizga oling.

- **Bosh sarlavhani shunday tanlangki, uning oziyoq oquvchining diqqatini qamrab olsin**. Kechqurun yotishdan oldin sarlavhan ing 1 necha variuantgini oylab toping, va ertasiga ertalab ulrdan eng qiziqarli tyulganini tanlang.

- **Imlo va stilistik xtolarni chetda qoldirmang.** Grammatik yoki imlo hatolarga ega bolgan varaqa oquvchining gashini keltiradi, tez orada halat chelagiga itqitiladi. Lozimtoipsangis 1or mutahhassis korrektor bilan birgalikda hatolarni tugirlang.

- **Qisqa qiling.** Buni tekshirish uchun, usha sohadan mutlaqo behabar 2or tanishingisga matbuot varaqaniguisni oqishni taklif qailing va soatga qarang. 15 soniyadan song uning quloidan varaqani tortib oling va undan nimani tushuinaishga ulgurganligini sorang. Agar shu vaqt mobaynida u varqangisning asosiy muhim ahborotini ozlashira olgan bolsa, demak, varaqangis yahshi. Aks holda, matnningiznio qayta o'zgartiring.

Chapter 2. 3 Pricing terms.

The Next "P" of marketing is called pricing. This is the amount the consumer is expected to pay for using the product. The pricing of a product will impact greatly

how the product sells in the market. Basically, it's the perceived value of any product to a customer rather than placing any price on it and expecting it to sell. In most cases, if the product is priced according to customer value, it might even sell higher than its obvious value. On the other hand, if the product is undervalued by the customers, the price needs to be lower for the product to sell. Other factors that affect the overall price of a product include value chain costs, markups, distribution plans and also competitor pricing.

Below, we consider appropriate terms for this subject.

Table 2.7

Terms	Definition	Interpretation	Our version of Uzbek translation	Method of translation
Cost price	If something is sold at cost price, it is sold for the same price as it cost the seller to buy it.	Ustama baxo qo'ymagan narx Masalan, "Asl narxi 3 ming, sotuvchi ustiga atigi 200 sum qo'yib sotishi. "	1)Asl narx 2) Ilk narx	Calque, Equivalence
Discount	A deduction from the usual cost of some-thing, typically given for	Mahsulotni doimiy narxdan kam-	Chegirma	Literal

	prompt or advance payment or to a special category of buyers	roq narxda sotish.		
Captive product pricing	Pricing goods as low as possible in order to sell it fast	Mahsulotni tez sotib yuborish, ya'ni, uni tez sotib yuborish maqsadida iloji boricha arzonga sotish. Masalan, "Mana buni qanchaga ketsa shunchaga sotib yobarvering". Foyda ≤0	1)Ketish narxi.	Calque
Economy pricing	Pricing goods in low price in order to sell it faster	Mahsulotni tezroq sotib yuborish maqsadida pastroq narx qo'yish. Bunda foyda >0	Tejama narx	Equivalence

Geographical Pricing	Pricing goods according to area where it is usually sold.	Ma'lum bir mahsulotga u sotilayotgan joyga moslab narx qo'yish.	1)Mintaqaviy narx qo'yish 2) Biror bir joyga xos narx qo'yish	Equiva-lence, Literal
Penetrating pricing	Pricing goods at first in low price in order to encourage to buy, and in-crease its price gradually.	Ma'lum bir mahsulotni do'konda ilk bora so-tayotganda qimmat narxda sotib, keyin-chalik narxini asta – sekin ko'tarish.	Yashirin oshuvchi narx	Equiva-lence, Transposi-tion
Premium pric-ing	To price unique goods in high cost. Especially in order to keep the company's prestige	Kam uchraydigan va yuqori si-fatli tovarga baland narx qo'yish. Ma-salan, biror korxona obro'sini tu-shirmaslik	Obro'li narh	Equivalence

		uchun baland narx qo'yish		
Price skimming	Charging a high price when companies' have a competitive advantage	Ma'lum bir mahsulot biror bir do'konga kelgach, u mahsulot boshqa do'konda yo'q ekanligi sababli usha mahsulotning narxini oshirish	Raqobatsiz narx	Equivalence, Transposition
Profit margin	The difference between the selling price of a product and the cost of producing and marketing it.	Pirovard foyda	Sof daromad	Literal
Overheads	To Price goods in high price according to the shop's taxes.	Biror bir do'kondagi sotuvchi narxlarni gilaganda,to'lovl arni hisobini	Qoshimcha tolovlar.	Equivalence

		olib, narx belgilash		
Price limits	Price boundaries	narx qo'yish hamda yuqori itoglar	Narh chegaralari	Literal
Cash discount	Discount for paying in cash	Tovar haqqi naqd pulga to'lanadiganidagi chegirma	Naqdiga-chegirma	Literal
Quantity discount	Reduce price when customer buys many things	Bozordagi chaqqon tovarning narxini pasaytirish	Ko'tara chegirma	Literal
Physological or odd pricing	Price for encouraging a customer	Haridorlarning ruhiyatiga mos ravishda narx qo'yish.	Haridorning yoshiga qarab, narxni tushirib berish	Adaption
Flexible price	Changeable price	Mahsulotning o'zgaruvchan narxi, bunda sotilaygan mahsulotning narxi xaridorning mablag'iga binoan o'zgarishi mumkin	1)O'zgaruvchan narx	Literal Equivalence

Recommended retail price	Optimal price, satisfing most customers	Masalan, asli narhi 20$ li tovarni hattoki 100$ ga ham oldaigan hari-dor topiladi. Ammo, bun-day hari-dorklarga koz tikib oti-rimallkik uchun, masa-lan, 59.99 $ qiymat qyish mumkin	Meyoriy narh	Equivalence

Along with the above factors, there are also other things which have to be taken into consideration when deciding on a pricing strategy. Competition can be the best example. Similarly, pricing also affects the targeting and positioning of a product. Pricing is used for sales promotions in the form of trade discounts. Thus based on these factors there are several pricing strategies, one of which is implemented for the marketing mix.

Chapter 2. 4.Product term.

The next "**P**" of marketing belongs to Product. A product is an item that is built or produced to satisfy the needs of a certain group of people. The product can be intangible or tangible as it can be in the form of services or goods In the vocabulary of marketing terminology there are great amounts of terms related to the word " Product". Below, we discuss some main items.

Table 2.8

Terms	Definition	Interpretation	Our version of Uzbek translation	Method of translation
Quality	The degree of excellence of something an improvement in product quality	Ishlab chiqaril-gan mahsulot-ning sifati	Sifat	Literal
Perfomance	How the product was made.	Ishlab chiqaril-gan mahsulot-ning qanday usulda yaratil-ganligi, yoki uni qanday tashkil etish	Yasalish uslubi	Literal, Equivalence
Ap-pereance/ design	How does it look	Mahsulotning dizayni,	Jamoli	Equivalence

		ko'rinishi		
Costumer service	This is something like a guarantee service	Haridorning mahsulot sotib olganidan so'ng, ma'lum vaqt o'tgach, sotuvchi orqali uni tuzattirish, ta'mirlash kabi hizmatlardan foydalana olish imkoni	Garantiya hizmati	Calque, Equivalence
Product deletion	Cancelling the producing of this item.	Biror bir mahsulotning ishlab chiqarish yoki sotishni to'htatish. Masalan, TIKO, yoki Jiguli 2101 avtoulovlari.	Tuhtatilish.	Equivalence
Product life cycle	How long time the product may be saled	Biror bir tovarning bozordagi yashash muddatining tugashi. Bu muddat tugagach, tovar	Mahsulotning umri	Literal, Equivalence

		sotuvdan oli-nadi		
Product safe-ty	Is it not dan-gerous for people, espe-cially for kids.	Mahsulot havsizligi. Ma-salan, bolalar uchun chiqari-layotgan mahsuloy o'yinchoqlar albatta havsizlikka javob berishi kerak	Mahsulot hafsizligi	Equivalence, Literal
No name brand	Nobody knows where and by whom this item was produced.	Mahsulotning aslida qaysi korxonadan chiqqanligi noma'lum bo'lgan arzon mahsulot	Nomi yuq mahsulot tovar.	Literal

We have seen the marketing terms and their translations related to product. On the other hand, we can observe some funny terms which give us unexpected meaning. These words give special meanings when they are used as marketing terms. Below we present some of them with their translation:

Table 2.9

Terms	Definition	Interpretation	Our version of Uzbek transla-	Method

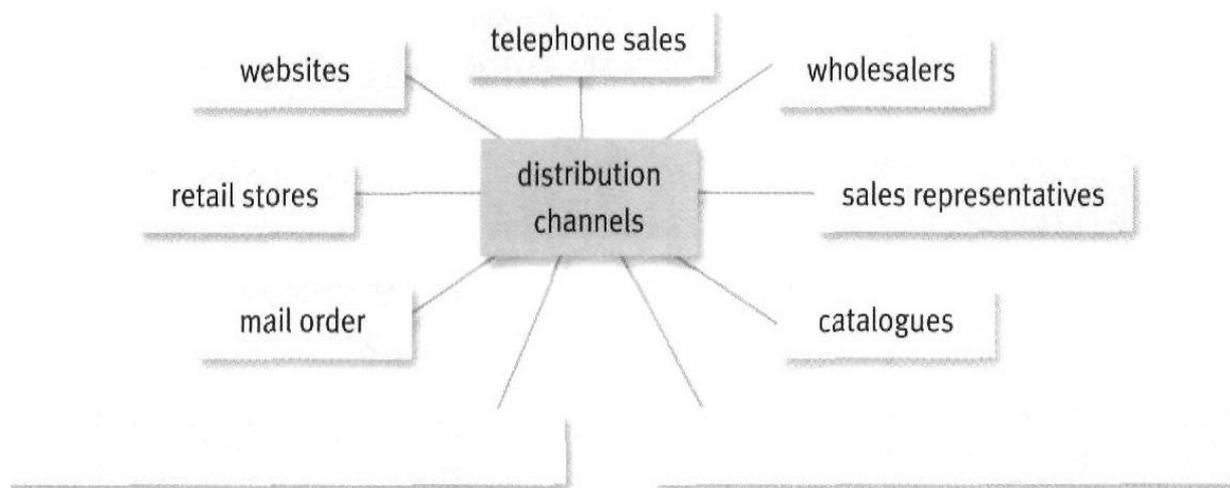|			tion	
Cash cows	Mature products that have a large market share and that are earning a lot of money.	Do'kondagi yahshi daro-mad keltiru-vchi mahsulotlar	Ko'p foyda keltiradigan mahsulotlar	Equivalence, adaptation
Stars	Recently in-troduced products with a large market share.	Endigina ish-lab chiqaril-gan yangi turdagi mahsulotlar	"Qaynoq" to-var	Equivalence, Adaptation
Question marks	No one is positive to buy them. It's possible that they wil become stars if given time.	Bu tovarning bozori hosircha chaqqon ham emas, sust ham emas.	Iliq – miliq tovar	Equivalence, Adaptation
Dogs	They have a low market share . Dogs are in the decline stage of the prod-uct life cycle	Bozori sust bo'lgan mahsulotlar. Ularni sotu-vdan chiqarish yoki oboshqasiga	1)Sotilmay yotgan Tovar 2)"Zanglagan" tovar	Equivalence, Adaptation

	and should be retired.	almashtirish maqsadga muvofiqdir		

The most interesting fact is that the brand terms in some sentences can be used and express not specific but general meaning. For instance, The word "Xerox" was the name of the firm which produces Xerox mach. The potential and target customers need to be identified and understood perfectly in order for the product to succeed. But eventually, up till now, this word has become more popular and it means to copy.

So, the firm has produced the good, it has already been priced for market, it has been done for promotion. Now, it is time for deciding in which market to sale. Now, we are going to give some terms related to the word "**Place**".

Chapter 2.5 Place terms

Now we assume that, a thing has been produced, promoted and appropriately priced. Its next natural fate is to be purchased somewhere. This "somewhere " is so important that even on a in a small bazaars you may observe two or more persons fighting for a good place. This refers to how the product is availed to the end consumer. A key element of placement is distribution of the product. A good placement strategy will help you assess the most appropriate channel to be used for the product. Depending on how a customer accesses the product, it will also determine the entire marketing strategy. But in a big marketing strategy there are many chanels of distribution of goods to sail as illustrated below.

Here, we consider the terms related to the term Place.

Table 2.10

Terms	Definition	Interpretation	Our version of Uzbek translation	Method of translation
Retail stores	A shop where they sale of goods to the public in relatively small quantities for use or consumption rather than for resale	Mahsulotni donalab sotuvchi do'konlar bo'lib O'zbekistondagi chakana savdo ga to'g'ri keladi	Chakana savdo dokoni	Equivalence
Outlet stores	Large no-frills stores located outside the t own centre	Shahar markazidan uzoqdagi arzon mahsulot sotuvchi yirik	Chetdagi savdo	Equivalence, Literal

		do'kon		
Chain stores	Shops run by a single company with multiple locations around the country	Bir hil nomli do'konlar.	1)Do'konlar zanjiri; 2)Do'konlar tizimi	Equivalence, Literal
Convenience stores	Small, private stores selling essential products	Kichik do'konchalar	1)Dokoncha 2) Butik	Equivalence Borrowing
Franchises	Independently-owned shops licensed to trade under the same name	Korxonadan litsenziya olib mustaqil ishlashda narx belgilovchi do'konlar.	Franchaiz	Borrowing
High street shops	Shops located in the centre of town	Shahar markazlari do'konlar	Markaziy do'konlar	Literal, Calque
Hypermarkets	Large stores that sells groceries, clothes and different kinds of products	Oziq- ovqat, kiyim − kechak va boshqa narsalar sotuvchi ko'p qavatli ulkan do'kon	Gipermarket	Borrowing

	Stores selling products through the internet	Mahsulotlar internet orqali sotuvchi internet do'konlar.	Internet magazin	Calque
Online Store				
Mail order stores	Stores selling through a catalogue posted to customers	Katalog va pochta orqali mahsulotlarni sotish	Pochta orqali savdo	Equivalence

CONCLUSION OF THE SECOND CHAPTER.

In present chapter, we have give the exact definition of marketing process, identified the role of Marketing in Modern Business. We have identified, marketing includes four essential process: Product, Price, Place and Promotion. We considered main terms of each block, gave their interpretation and made an attempt to generate adequate equivalents in Uzbek.

Besides that, we analyzed frequently Business and Marketing terms, gave their the way of translation in Tables.

In the second part of the chapter we discussed the most popular slogans of famous brands and formulated our own version in Uzbek language. It is shown that application of various methods of translation gives various results. Hopefully, these given translations shall give their results and support the translation of advertising slogans in the future.

Summary and Conclusions

In present qualification paper, twe have considered some specific features of English marketing terms. The results may be summarized as follows:

1. General theory of terminology has been reviewed. It was shown that with the development of global economics, this theory is also developing becoming a separate science. If in XVIII century only natural scientists were interested in analyzing terms, nowadays a lot of specialists have been developing terminology, considering it as special field of science. In its formation and development, the Austrian linguist Wuster, his scholar Cabre and Russian linguist Lotte made their great contributions.

2. The Structural and the semantic analysis of English marketing terms have been performed. To make this analyze easier we divided them as one, two and more component terms. Their semantic analyze reveals their features such as synonymy, antinomy, polysemy and variance. These features are explained by illustrative examples. We have shown

that even the term "Market" is a polysemy having at least six different meanings.

3. We present the main methods of translation and some common mistakes made in translation of English texts of marketing.

4. It is pointed out that, since Uzbek and English languages belong to different families, it is always necessary to use indirect methods such as transposition or equalence.

5. We have shown that marketing mix consists of four blocks: Product, Price, Place and Promotion. We considered main terms of each block, gave their interpretation and made an attempt to generate adequate Uzbek terms.

FREQUENTLY USED BUSINESS AND MARKETING TERMS. GLOSSARY.

1.　　Ambient Media —　Reklama varaqalarini joylashtirish.

2.　　Co-Marketing —　　Bir nechta korxonalar uyushib, birgalikda qaysidur mahsulotni ishlab chiqarishi.

3.　　CPC (Cost per Click) — Reklama samaradorligini oshiruvchi ko'rsatkich.

4.	Identity Marketing — Biror bir mahsulot yoki brendning mashhurlik hamda ommaviylik darajasini oshirish uchun tashkil etilgan jamaviy savdo ishi.

5.	Inbound Marketing — Mijozlarni bevosita xaridga jalb qilish maqsadida jamoaviy ishlar o'tkazish. Bunday ma'lumotlar beruvchi guruhlar xaridorlar o'zlari korxonalarni qidirb xizmatdan foydalanish yoki mahsulotni sotib olishga jalb etish uchun o'tkaziladi.

6.	Key Visual — Korxonaning firmaga xos usulining grafigi.

7.	KPI (Key Performance Indicator) —Biror bir jamoaviy ish samaradorligining ko'rsatkichi.

8.	Life Placement — Ishlab chiqarilgan yangi tovarni joylashtirish uchun o'ylab topilgan aksiya.

9.	Mirror-TV — Jamoat joylarda, ko'chalarda katta plakatda reklammalarni osib chiqish.

10.	Open-Rate — Xaridorlarga yuborilgan xatlarning o'qilganlik soni.

11.	Opt-In — O'zining shahsiy ma'lumotlari aks ettirilgan habarlarni doimiy qabul qilishga xaridorning roziligi.

12.	Product Placement — San'at sohasida, Kinolardagi kadrlar, musiqa matnlarida, kitoblarda biror bir korxona markasi brendinining nomini ruhsat so'rab joylashtirish, ko'rsatish.

13.	Product Sitting — Ma'lum bir tovarning vaqt o'tib ehtiyot kamayganligi sababli, kam xarid qilinishi.

14.	ROI (Return of Investment) — Investitsiyaning hajmi va o'sishidan habar beruvchi ko'rsatkich.

15.	RTB (Reason to Believe) — Ma'lum bir mahsulotning sifat, ishonchliligi.

16.	Shockvertising — Xaridorlarni hayratga soluvchi reklama.

17.	SWOT-analis — Biror bir korxonaning ojiz hamda kuchli, boshqalardan ustun jihatlarini tahlil qilinishi.

18.	Eye-stopper — Xaridorlarning qiziqishini orttirish uchun ajoyib kamyob bo'lgan, ularni hayratga soluvchi chora- tadbirlar

19. Bachorma — Jamoaviy transport, avtobuslara reklamarni joylashtirish uchun ajratilgan joylar.

20. Benchmarking— Biror korxonaning o'z mahsulotining sifatini, ko'rinishini yanada yahshilash maqsadida raqobat korxonalar yoki boshqa korxonalarning tehnologik usullaridan foydalanishi.

21. Vendor— Biror bir korxonaning mahsulot ayrboshlashini ta'minlab berilishiga hissa qo'shuvchi ishchi.

22. Viriuality- qarshi kurashish qobiliyati.

23. Djanck — Sifati past darajadagi mahsulot.

24. Директ-мейл — Biror bir mahsulotni xaridorlarning to'g'rida to'gri internet manziliga yuborish orqali sotish.

25. Жалон — рекламный носитель из картона или пластика, выполненный в форме продвигаемого товара.

26. Инсайт — yangi mahsulotga xaridorlarning munosabati.

27. Кастомизация — Biror biror bir mahsulotning sifatini xaridorlarning talab va ehtiyojlariga moslashtirish.

28. Кросс-промоушен — Bir biriga raqobatdosh bo'lmagan, bir-birini to'ldiruvchi ikki tovarni yanada rivojlantirib, sotuvga olib chiqish.

29. Лидогенерация — Biror bir mahsulotning haridorlarning talab va taklifiga ko'ra o'zgartirish maqsadida olib boriladigan jamoaviy ishlar.

30. Лог — Biror bir korxonada yuz berayotgan hodisalar haqida doimiy ma'lumot beruvchi axborot.

31. Лонч (launch) — Biror bir tovarni sotuvga chiqarishdan avval amalgam oshiriladigan savdo ishlari.

32. Ньюсджекинг — Kimdir o'z ishlarida biron bir firma brend yoki markasini ko'rsatishdan foydalanishi.

33. Паблисити —Biror bir korxonanin o'z mijozlarini oshirish maqsadida tovarlarini ommaga e'lon qilishi.

34. Offer—Savdo bo'yicha takliflar.

35. омощью приема предварительных заказов.

36. Ребрендинг —Biror bir korxonaning o'z brendi, savdo markasi, nishasini qaytadan o'zgartirishi.

37. Ремаркетинг (в Интернете) — систематический показ одних и тех же рекламных баннеров (но на разных сайтах) посетителю, который ранее проявил интерес к продукту или услугам рекламодателя.

38. Ремейк — Biror bir mahsulotning yangi, o'zgargan, mukammalashgan nusxasini qaytadan yaratish.

39. Рестайлинг — Qaysidir mahsulotning tashqi ko'rinishi qaytadan o'zgartirish.

40. Самомаркетинг — комплекс мероприятий, с помощью которых человек (или компания) себя продвигают на рынок собственными силами.

41. Сенсетивный маркетинг — маркетинг, который воздействует не только на визуальное восприятие информации. Здесь подключаются другие органы чувств — обоняние, осязание, вкусовые рецепторы и т.д.

42. Скиминг —Biror bir korxona mahsulotining boshqa bir korxonada ishlab chiqarilmayatgani sababnli bahosining keskin ko'tarilishi.

43. Сторителлинг — Korxona brendlarining yaratilishi to'grisidagi hikoyalar.

44. Сэмплинг — Biror bir firmaning ishlab chiqarayotgan mahsulotlarining kichik bir namunasini xaridorlarga ishlab ko'rish uchun tarqatish.

45. Телемаркетинг — Uyali aloqa orqali xarid qilish.

46. Томбстоун — Xariddan so'ng, xaridorga mahsulot xaridi uchun tashakkur sifatida bepulga beriladigan kichik sovg'alar. Masalan, shirinliklar yoki kichkina suvenirlar.

47. Трайвертайзинг —Xaridorning korxona yoki do'konlar hisobidan qandaydur bepul xizmatlar olish imkoniyati.

48. Unique — Korxonaning saytiga doimiy ravishda kituvchi mijoz.

49. Фидбек — обратная связь.

50.   Шеринг — Biron bir mahsulot haqida internet orqali ma'lumotni ko'rgach, internet foydalanuvchilarning o'zaro ma'lumotni bir – biri bilan baham ko'rishi.

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