

THE ROLE OF LINGUISTICS IN ECONOMIC THOUGHT

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Abstract: This article analyzes the relationship between linguistics and economics, in particular the importance of economic terminology, discourse analysis, and communicative pragmatics in the economic environment, on a scientific and theoretical basis. The interaction between language and economics, the linguistic expression of economic concepts, how economic texts are linguistically constructed, and their role in the formation of economic consciousness are discussed. It also examines how modern linguistic theories — cognitive linguistics, pragmalinguistics, discourse analysis, and terminology — can be used in the context of economic sciences.

Keywords: Linguistics, economics, economic discourse, linguistic pragmatics, terminology, cognitive approach, communicative effectiveness, linguistic economics.

In today's era of globalization, scientific disciplines are becoming increasingly integrated. In particular, the boundaries between the humanities and social sciences are becoming increasingly relative. From this perspective, the inextricable link between linguistics and economics, their interaction and harmony play an important role in the formation of new scientific approaches. [3, 52;] The efficiency of economic communication, the culture of economic text and speech, terminological harmony and linguistic thinking are emerging as components of economic stability and knowledge transfer processes.

The expression of economic knowledge, the formation of economic terms, and their presentation to the general public in an understandable way - all this relies on the capabilities of language, linguistic approaches. It is in this respect that linguistics has a theoretical and practical place in economics, forming the communicative foundations of modern economic thinking. [4, 123;]

A number of theories existing in linguistics - cognitive linguistics, semantic analysis, discursive approaches, pragmalinguistics, and even semiotics - are of practical importance in the transmission of economic knowledge. In particular, the linguistic study of economic discourse ensures the correct and effective transmission of economic information. [2, 112;]

From the point of view of cognitive linguistics, economic terms are not only lexical units, but also concepts that form an economic worldview. For example, concepts such as “development”, “profit”, “risk”, “stability”, “balance” are based on certain mental models in human thinking, and how they are expressed directly affects economic decision-making.[1, 3;]

Terminology, one of the important branches of linguistics, is directly related to economic terms. Like every scientific field, economics has its own terminological apparatus. However, when these terms are adapted to the national language, semantic ambiguities, translation errors, and methodological confusion are observed.[5, 68;]

Economic terms are often directly adopted from foreign languages. This makes it impossible to fully reveal their meaning in the native language. Therefore, it is necessary to create a single economic terminological base in cooperation with linguists and economists, and to standardize them linguistically.

For example, the English term “cost-benefit analysis” is translated into Uzbek as “харажат-фойда танъли”. However, in this translation, a linguistic explanation is necessary to fully reveal the essence of the economic model. Such cases require strengthening the scientific dialogue between linguistics and economics.[4, 112;]

Discourse theory is widely used in the analysis of the process of economic information transmission. Economic discourse is not only a set of economic terms, but also a communicative model of speech practice aimed at a specific goal, information dissemination and understanding. [2, 122;] For example, discussions of the state budget, financial reports, economic analytical articles, advertising texts - all these are forms of economic discourse.

These types of discourse are analyzed based on linguistic criteria, and aspects such as the effectiveness, accuracy, popularity, and comprehensibility of economic information are evaluated. In particular, the communicative pragmatics of economic speech is of great importance as a means of influencing social consciousness.[5, 88;]

Linguistics studies conceptual structures that are formed in the human mind based on cognitive approaches. In economics, concepts such as economic decisions, choice, need, benefit, and risk are all products of human thinking. In this respect, economics and linguistics interact on a cognitive platform.[7, 98;

How do people understand economic processes? How do they classify them? What does “profit” or “loss” mean to them? These questions are formed on the basis of concepts expressed through the language. Therefore, language is an important cognitive tool that shapes and directs economic consciousness.

The role of language is unique in such areas as economic advertising, public relations (PR), the media, financial reports, draft laws, macroeconomic strategies. For example, in banking and insurance systems, the level of service largely depends on the language in which the client is communicated, what psychological and linguistic contact is established with him. Therefore, a modern economist is also required to have linguistic knowledge. [6, 17;]

Although linguistics and economics belong to different fields in terms of their subject matter, methodology, and practical directions, the deep and complex interactions between them are becoming increasingly relevant at a new stage of the development of modern science. The main tool underlying economic thinking and economic decision-making processes is language, that is, the form of expression of human thought. Therefore, linguistics analyzes not only the linguistic activity of a person, but also his conceptual map in the social consciousness, how he imagines the world. Economics, on the other hand, studies the methods of using resources to satisfy human needs, and the formation of these needs and decisions is directly related to language.

Today, the language of economic texts, reports, advertising materials, analytical articles, political speeches, and legal documents requires analysis not only in terms of grammar or lexicon, but also in terms of semantics, pragmatics, stylistics, discourse, and cognitive foundations. This makes it necessary to apply linguistic approaches to economics more widely, ensuring semantic accuracy and communicative precision of economic information.

In particular, the issue of adapting and standardizing economic terminology to the national language is currently of particular scientific and practical importance. The understandable, concise and content-correct transfer of economic concepts to the vernacular is closely related not only to language policy, but also to the effectiveness of economic reforms. Economic knowledge should be intended not only for professional specialists, but also for the general public. In this regard, the need for interdisciplinary cooperation between linguists and economists is increasingly growing. [3, 45;]

Through a deep study of the relationship between linguistics and economics on a cognitive, semantic and communicative basis, it will be possible to create a national model of economic thinking, form an economic culture, and increase the efficiency of economic information media. Such research leads not only to theoretical, but also to practical results - it influences the formation of language policy, the education system, information communication, legal norms, and even economic strategies. [5, 89;]

Thus, the harmony between linguistics and economics, their methodological and conceptual integration are one of the important aspects of the modern scientific paradigm, and research in this area serves as an important scientific and practical basis for the socio-economic development of the country. In the future, further deepening this integration, strengthening academic cooperation, and conducting interdisciplinary research should be considered one of the inevitable directions of modern scientific progress.

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