STRATEGIES FOR TRANSLATING ENGLISH BUSINESS LEXICON INTO UZBEK: A COMPARATIVE ANALYSIS OF FINANCIAL AND MARKETING TERMS

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Abstract: This article explores translation strategies applied to English business lexical units in the Uzbek language context, focusing on financial and marketing terminology. By comparing examples from both domains, the study identifies patterns in the application of translation techniques such as borrowing, calque, literal translation, modulation, and adaptation. The analysis is based on a small corpus of authentic financial reports and marketing materials. Results reveal that financial terminology often requires calque and borrowing due to technical specificity, while marketing terms tend to involve modulation and cultural adaptation to preserve meaning and persuasive intent. The study underscores the need for a standardized bilingual glossary and further research into domain-specific translation strategies.

Keywords: business lexicon, translation strategies, Uzbek, English, financial terminology, marketing terms, equivalence, cultural adaptation

1. Introduction In an increasingly globalized economy, effective communication across languages is essential for international business success. As Uzbekistan deepens its engagement with global markets, the demand for accurate and culturally sensitive translation of English business materials into Uzbek is growing. Financial and

marketing texts are particularly critical, as they shape corporate communication, influence stakeholders, and inform decision-making. However, the translation of business lexical units poses unique challenges due to terminology gaps, cultural differences, and the need for precision.

This study investigates the translation strategies used for English business terminology into Uzbek, focusing on two core domains: finance and marketing. Through a comparative analysis, the paper aims to identify dominant translation methods and highlight the linguistic and cultural considerations that influence translation choices. The findings contribute to a better understanding of domain-specific translation practices and offer recommendations for enhancing the quality and consistency of business translations in Uzbekistan.

2. Theoretical Framework Translation studies offer various models for understanding how lexical units are transferred between languages. Vinay and Darbelnet (1958) proposed a taxonomy of translation techniques, including borrowing, calque, literal translation, transposition, modulation, equivalence, and adaptation. These approaches have been widely applied to specialized translation, including business and technical texts.

Newmark (1988) emphasized the importance of communicative and semantic translation strategies, advocating for a balance between source-text fidelity and target-text naturalness. In the context of business translation, achieving lexical equivalence is often complicated by the dynamic and evolving nature of business English, the influence of Anglo-American corporate culture, and the underdeveloped state of Uzbek business terminology.

This study adopts a comparative framework, analyzing how translators handle financial and marketing terms differently based on functional, cultural, and linguistic factors.

3. Methodology The study employs a qualitative, corpus-based approach to examine translation strategies. A small corpus of authentic business texts was compiled, including:

- Financial reports from multinational companies translated into Uzbek
- Marketing brochures and advertisements used in bilingual (English-Uzbek) business contexts

Approximately 50 key lexical units were selected based on frequency, relevance, and complexity. These terms were categorized into two groups: financial and marketing. For each term, the source English term, its Uzbek translation, and the strategy used were identified. Analytical emphasis was placed on identifying patterns and differences in strategy application across the two domains.

4. Analysis and Findings A. Financial Terms Financial terminology is often technical and standardized, requiring high precision in translation. Common strategies include:

- **Borrowing:** e.g., "dividend" -> "dvident"
- **Calque:** e.g., "equity" -> "egalik kapitali" (literally: ownership capital)
- **Literal translation:** e.g., "fixed assets" -> "fiksli aktivlar"

These strategies reflect the limited availability of native equivalents and the necessity to maintain international standards. Borrowed terms are widely accepted in Uzbek financial discourse, although they may require explanation for lay audiences.

B. Marketing Terms Marketing language is more flexible and culturally loaded. It often uses persuasive or metaphorical language, requiring strategies such as:

- **Modulation:** e.g., "value proposition" -> "taklif etilayotgan qiymat"
- **Adaptation:** e.g., "branding" -> "brendlash" or culturally tailored equivalents

• **Equivalence:** e.g., "target audience" -> "maqsadli auditoriya"

Marketing translations aim to preserve impact and emotional appeal. This often involves rephrasing, culturally sensitive word choices, or even rewriting entire slogans.

Comparison Table:

Term	Domain	English	Uzbek	Strategy	Notes
Equity	Finance	Equity	Egalik kapitali	Calque	Technical term, requires precision
Branding	Marketing	Branding	Brendlash	Borrowing	Widely accepted in modern usage
Dividend	Finance	Dividend	Dividend	Borrowing	Common in financial reports
Value proposition	Marketing	Value proposition	taklif etilayotgan qiymat	Modulation	Needs contextual adjustment
Target audience	Marketing	Target audience	Maqsadli auditoriya	Equivalence	Commonly used in advertisements

5. Discussion The analysis shows that financial translation is more conservative and standardized, relying heavily on borrowing and calque. This is due to the technical nature of financial language and the need for global uniformity. In contrast, marketing

translation is more dynamic, requiring modulation and adaptation to suit the cultural and emotional tone of the target audience.

The differing strategies highlight the need for domain-specific translator training. Financial translators must prioritize accuracy and consistency, while marketing translators need skills in creativity and cultural localization.

6. Conclusion This comparative study reveals that translation strategies vary significantly between financial and marketing business texts in English-Uzbek translation. Financial terms favor borrowing and calque, while marketing language leans toward modulation and adaptation. These differences underscore the importance of tailored translation strategies for each business subdomain.

To improve translation quality, there is a clear need for developing a standardized bilingual glossary and expanding translator training programs with a focus on business domains. Future research could explore other subfields such as human resources, legal-business language, or logistics.

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