THE CHARACTERISTICS OF LEXICAL UNITS RELATED TO ENTREPRENEURSHIP

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Abstract

This article explores the linguistic and structural features of lexical units used in the field of entrepreneurship. It analyzes the mechanisms of word formation, semantic shifts, stylistic tendencies, and borrowing processes. The study also highlights how global business trends and technological innovation have contributed to the development of a distinct entrepreneurial lexicon.

Key words: launch, pivot, unicorn, B2B, *co-working space, growth-hacking, start-up culture.*

Introduction. Entrepreneurship, as both an economic activity and a cultural phenomenon, has introduced a wide array of new lexical units into modern English. These terms are often highly dynamic, context-dependent, and subject to rapid innovation. This paper aims to examine these lexical units from linguistic perspectives including morphology, semantics, pragmatics, and cross-linguistic influence.

1. Structural Characteristics of Entrepreneurial Lexis

1.1 Word Formation

Entrepreneurial terminology frequently relies on innovative word-formation methods:

Compounding: Many entrepreneurial terms are compounds that describe roles, concepts, or tools.
Examples: *co-working space, growth-hacking, start-up culture.*

Affixation: Derivational morphemes are used to create adjectives and nouns.
Examples: *entrepreneurial* (from entrepreneur + -ial), *scalability* (from scalable + -ity).*

Blending: Combines elements of two words to form a neologism.
Examples: *technopreneur*, *mompreneur*, *solopreneur.*

Acronyms & Initialisms: These increase brevity and efficiency in communication.
Examples: *SaaS (Software as a Service), MVP (Minimum Viable Product), B2C (Business to Consumer).*

1.2 Productivity

The entrepreneurial lexicon is highly productive. New words are created frequently as new business models and technologies emerge.

2. Semantic Characteristics

2.1 Metaphorical Use

Entrepreneurial language often borrows from other domains (e.g., warfare, sports, technology) to create vivid metaphors.
Examples:

Launch (originally from spaceflight) = to introduce a product.

Pivot = to change direction in business strategy.

Unicorn = a startup valued at over $1 billion.

2.2 Polysemy and Contextual Meaning

Some terms have multiple meanings depending on the context:

Pitch may refer to the act of presenting a business idea or the document used for that purpose.

Seed may refer to early-stage investment or a startup's initial growth phase.

3. Stylistic and Pragmatic Features

3.1 Promotional Function

Many entrepreneurial terms are emotionally charged and serve persuasive purposes.
Examples: *innovative*, *disruptive*, *visionary*, *scalable*, *game-changing.*

3.2 Informality and Buzzword Usage

The register of entrepreneurial English often mixes informal expressions with technical terms. This style mirrors startup culture's emphasis on creativity and agility.
Examples: *hustle culture, growth mindset, fail fast.*

4. Globalization and Cross-Linguistic Influence

English is the lingua franca of global business. As such, its entrepreneurial vocabulary is often borrowed into other languages with little or no adaptation:

Uzbek: *startap*, *investor*, *brending*, *marketing*, *biznes-reja*

Russian: *стартап*, *краудфандинг*, *питчинг*

The widespread borrowing underscores English's influence and the universalization of business terminology.

5. Challenges in Translation and Localization

When translating entrepreneurial texts into other languages (e.g., Uzbek), issues arise due to:

Lack of direct equivalents for neologisms

Cultural differences in business practices

The need to balance clarity with the preservation of stylistic tone

Strategies include borrowing, calquing, descriptive translation, and neologism creation.

Conclusion. The lexical units of entrepreneurship are characterized by their structural creativity, semantic richness, stylistic dynamism, and adaptability to different linguistic and cultural environments. As entrepreneurship continues to evolve, so will its language, offering rich material for ongoing linguistic analysis.

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