



LINGUISTIC STUDY OF MERCHANT SPEECH

Turaliyev Bahodir Erali ugli

2nd stage master student of TerSU

Amonturdiyev Nurali Rashidovich

Doctor of Philosophy in Philology (PhD)

Article history:	Abstract:
Received 10 th September 2022 Accepted: 11 th October 2022 Published: 14 th November 2022	This article discusses the linguistic features of the lexicon of trade and merchant speech, which has been one of the most important areas in human life since ancient times and the scientific research conducted in this regard in world and Uzbek linguistics
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Lexical units found in the language are a reflection of human thinking and views on existence and they improve or disappear with the development of society. Many purely Turkish lexemes, phrases and proverbs in our speech are being forgotten during the period of revolutionary changes in various fields of science and technology development. Linguistic study, scientific analysis and lexicography of these language units are important.

Recently, attention has been paid to the practical fields of linguistics and research works in these areas are increasing. In world linguistics, the study of live speech and applied research in this field have developed significantly. In particular, I.V.Sherstyanikh's candidacy thesis in Russian linguistics is aimed at describing the genre characteristics of oral advertising, he analyzed the genre forms of oral advertising reflecting the image of the purchase situation and cultural factors in the speech, which is the main part of sales speech, from the point of view of the genre of oral advertising at the point of sale analyzed linguistically[1:3].

The important aspect of this research is that the author has studied the works on the characteristics of the advertising genre before him and taking into account that oral advertisements have not been analyzed in any work, he has determined oral advertising as the object of his scientific work.

Y.A.Nikanorova analyzed the specific aspects of the speech of the Petersburg market based on the communicative aspect. In his research, he revealed "differences between speech act and speech genre" [2:6].

I.A.Imshineskaya conducted research on "speech style of commercial advertising, its genre types"[3:3]. Researcher I.F.Prokhorova studied "psychologically the principles of reliability and distrust between the seller and the buyer" [4:3] in her candidacy work. The level of communication between the seller and the receiver, as well as how the speech situation affects their dialogue, is explained.

Y.V.Kharchenko developed "verbal behavioral models of interpersonal communication" [5:5] in professional spheres and carried out scientific research on the structure of models. Y.A.Yeremina researched another work related to speech in the sales process, that is, the work aimed at highlighting "communicative and textual features of live marketing"[6:2].

T.M.Babayev conducted a study that highlighted "openness as a main personality trait in the psychological aspect of the sales profession" [7:2]. In Russian linguistics, the congratulatory speech was also studied and the appearance of the speech was evaluated as a genre. One such work is the scientific research of V.V.Dementev In addition, in many works conducted in Russian linguistics, congratulatory speech is interpreted as a separate genre. It is clear from the scope of the above-mentioned works that the interest in industrial speech, especially merchant speech, is very developed in Russian linguistics and many scientific studies have been written in this field.

However, conversational speech, which is the main form of social interaction, has not yet been widely studied in Uzbek linguistics. In Uzbek linguistics, attention was paid to the study of live speech as early as the 20s of the 20th century.

Abdurauf Fitrat, one of the pioneers who made a great revolution in the field of science at that time, carefully studied the possibilities of the Uzbek language and created the rules of the Uzbek language. He based his views on language through the works "Sarfi" and "Nahv".

After serious analysis of the internal characteristics and composition of the language, he came to the following opinion: "...We know that our cities live under the rule of Arabic and Persian literature for hundreds of years. That's why our urban language is corrupted.

We can see the pure form of our language in our hands in the field. Among our people who lived in the field, there are epics, tales, matals, lapars, songs that are the food of their souls. All of this should be recorded with great attention as it came out of the mouth of the people" [8:141]. These actions of the Jadids were one of the first attempts in the field of speech.

Although "Speech culture" has been formed as a separate discipline in Uzbek linguistics, there are only a few works on field speech. Until today, B.Husanov, V.Gulomov, J.Omonturdiyev, A.Omonturdiyev, E.Begmatov, M.Tursunpulatov, M.Yuldoshev, K.Yadgarov, N.Bekmirzayev, A.Muhiddinov, J.Rahimboy, R.Kungurov, Y.Tajiyev, T.Kudratov, S.Muminov conducted research, created textbooks and training manuals.

Although the above-mentioned textbooks and manuals were able to shed light on the essence, culture and methodology of speech, most of the work done is of a general nature. There are very few works aimed at studying the speech of representatives of a certain field or social stratum, studying the features of living language and describing the speech technique.

The initial studies of Uzbek sectoral speech were initiated by famous linguists such as Suyun Karimov, Anvar Omonturdiyev, Nizomiddin Mahmudov, Ernest Begmatov. In this research, we also reflect on the specific aspects of merchant speech. In early human society, relationships were very simple. As a result of the rise of public consciousness, the first trade relations in the form of kind (product exchange) were formed. People exchanged what they didn't have for what they had.

The sales process is a complex process and there is a dialogue between the seller and the buyer based on certain social requirements. It is known that initially there were no markets. As a result of the development of social relations, trading was carried out under the open sky, at open stalls, by calling the buyer. The seller's need to make more profit is the reason why he advertises the product he sells. As a result, one of the ancient forms of advertising - the tradition of loudly describing the product was formed.

Advertising in modern oral speech was formed as a result of folklore traditions. In this case, the uniqueness of advertising exclamations, their semantic diversity in modern conditions is important. A unique feature of verbal advertising that clearly differs from advertising on the counter, radio and television is the presence of not only a monologue, but also a dialogical appearance.

At the same time that the seller is promoting his product or service live, the buyer asks him about the interesting aspect of the product or service and there are also cases where a dialogue occurs.

In the process of word-of-mouth advertising, the relationship between the buyer and the seller takes place directly. Advertising in trade areas is polyfunctional: because communicators - information carriers, information in verbal form, modality, subjective evaluation relationship and syncretism of various relationships are manifested in the advertising medium.

The presence of mental stereotypes in advertising that correspond to national and cultural ideas and values ensures success in sales communication. Researcher I.V.Shestryanikh, who studied the characteristics of advertising and was interested in its history, concludes as follows: "... merchants and speculators walking around cities and villages praised their goods so carelessly and skillfully that this tradition continues in modern verbal advertising at the point of sale" [1:11]. The salesperson's speech is exaggerated and persuasive.

The speech of trade representatives has its own words, terms, slang, phraseological units, paremiologisms. These units are used only in everyday speech and are rarely used in literary language. The speech of representatives of this field can be divided into the following groups:

- a) seller's speech;
- b) customer speech;
- c) broker's speech.

The lexical layer used in the salesman's speech is very old and as a result of the modernization of the activity in this field, the lexicon of the field is becoming archaic. Anvar Omonturdiyev, who has deeply researched the features of the herdsman's speech, summarizes the decrease of lexical units specific to this field as follows: "Herders' means of dealing with cattle-breeding are divided into two sharply different periods from the historical point of view:

- 1) before the Shura system;

- 2) it is divided into the speech of herdsmen during the Shura system. In the first period, there are thousands of subtle, figurative words and phrases, euphemistic expressions, terminological tools, in general, language resources worthy of the object of fundamental research, which, by the second period, for certain reasons, were internalized like a mine that is running out of reserves, lost his professionalism and became "naked"; replace it with **SJK** (artificial sheep escape point), **lambing company, separator, lamb slaughter company, leave the lamb for rearing, hand over meat, milk, skin, wool to the state, meat, milk, wool, leather production** (in fact, it is grown) to fulfill the state plan, sheep shearing, farm manager, livestock accountant, veterinarian, "euphemistically undressed", as if literary, modernized "Sovietism" started to take over, it reminds me of a classical song that has become pop" [9:154]. From the point of view of time, the reason for the periodization of the scientist and the "alienation" of the speech of the representatives of this field is clearly indicated. The above political and social factors also influenced the speech of the merchant related to animal husbandry. At different stages of human society, trade and its types were carried out in different forms.

Initially, the trade took place in the form of barter, then after the invention of paper money and coins, inter-money trade was carried out in a form based on procedures. Examples of ancient market types include livestock and agricultural markets. The seller and buyer in these markets, the broker, have their own lexicon.

"It is known that phraseological units are the most carriers of cultural information of the language, because they are connected with the culture, imagination, customs, ancient traditions, figurative thinking and unique behavior of the people" [10:28]. Each product vendor has its own set of phrases.

Sales is a very fast and intense process, and sales people use the saying "Sales to the pee" to describe this situation. In areas where the seller is negotiable, both parties engage in bargaining during the sales process. During a negotiation, noise is created as a result of both parties speaking in turn. "Trade is half of the trade" as a rhetorical representation of these processes; Phraseological units such as "trade cannot be without noise, a wrestler is without a body"[11:87] are used.

Both the seller's speech and the monologue are dialogical. Unlike representatives of other industries, the seller and the buyer do not prepare before bargaining, all thoughts during the bargaining process are live, natural, spontaneous. In this process, the skill of both sides in using words is shown.

Researches that analyze the merchant's speech as an object of analysis provide an opportunity to make a number of innovations about the nature of our language and to draw conclusions about the specific aspects of live oral speech. It also serves to enrich and develop our literary language. The salesman's speech must contain scientifically concluded analyzes to illuminate the salesman's skills as a result of the use of widely used phonetic, grammatical, lexical tools, as well as artistic image tools. In Uzbek linguistics, there is a need to linguistically study the specific aspects of the speech of the buyer and seller, the seller and the broker, in order to preserve the lexicon of this field, to analyze their linguistic, cultural and pragmalinguistic features.

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