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A COMPARATIVE STUDY OF THE FUNCTIONAL AND COMMUNICATIVE FEATURES OF INNOVATIVE ECONOMIC LEXICAL UNITS IN ENGLISH AND UZBEK

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Abstract
The article examines the functional-communicative features of innovative economic speech units in English and Uzbek. The study focuses on lexical and terminological units associated with digital finance, platform economy, financial technology, crypto-assets, green finance, electronic commerce and regulatory innovation. The material includes English units such as FinTech, RegTech, SupTech, startup, crowdfunding, cryptocurrency, digital wallet, open banking, platform economy and green finance, together with their Uzbek equivalents, adaptations and hybrid forms such as fintex, startap, kraudfanding, kriptovalyuta, raqamli hamyon, ochiq bank tizimi, platforma iqtisodiyoti and yashil moliya. Descriptive, contrastive, contextual, pragmatic and componential methods are used. The analysis shows that innovative economic units perform several communicative functions: nomination, information transfer, terminological compression, explanation, persuasion, evaluation, institutional legitimization and adaptation to the recipient. English economic discourse tends to produce compact and internationally circulating labels, whereas Uzbek discourse combines borrowing, calquing, explanatory translation and hybridization to ensure both terminological accuracy and communicative accessibility.

Keywords: Economic discourse; innovative speech unit; communicative function; pragmatics; terminology; English; Uzbek; FinTech; borrowing; adaptation.

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Introduction

Economic communication changes together with economic reality. Digital banking, mobile payments, platform-based employment, crypto-assets, green finance and new regulatory technologies continuously produce concepts that must be named, explained and circulated among specialists and the wider public. As a result, economic discourse does not simply expand its vocabulary; it also develops new ways of organizing professional communication. Innovative economic units therefore function not only as lexical labels but also as communicative instruments.

Terminological theory provides an important basis for this interpretation. Sager considers terminology a system that organizes specialized knowledge and supports professional communication [1]. Cabré, in turn, emphasizes that terminological units must be studied at linguistic, cognitive and communicative levels simultaneously [2]. These views are particularly relevant to innovative economic vocabulary because the same unit may perform different functions in a legal document, an analytical report, a bank advertisement, a news article or everyday conversation.

The functional-communicative approach makes it possible to investigate not only what a term means, but also what it does in discourse. A term can nominate a new phenomenon, compress a complex definition, classify a concept, signal professional expertise, persuade an audience, create a positive image of innovation, or simplify specialized content for non-experts. For example, digital wallet names a technological financial instrument; green finance combines terminological nomination with an evaluative association with sustainability; FinTech presents an entire sector through a compact and internationally recognizable form.

English plays a major role in the international circulation of contemporary economic terminology. Many innovative concepts are first stabilized in English-language professional and institutional communication and are later transferred into other languages. Uzbek economic discourse consequently receives a considerable number of English-based units. Some are borrowed directly or adapted graphically, such as fintex, startap, blokcheyn and token; some are calqued, such as raqamli hamyon and yashil moliya; others appear as hybrids combining international and local components.

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The relevance of the present research is determined by the need to explain how such units function communicatively in two different linguistic systems. The article aims to identify the principal functional-communicative features of innovative economic speech units in English and Uzbek, compare their pragmatic behavior, and reveal the relationship between naming, information transfer, compression, evaluation, persuasion and adaptation to the recipient.

The functional study of terminology is closely connected with the idea that specialized units are activated in concrete communicative situations. Temmerman's sociocognitive approach shows that terms are not always fixed and isolated labels; their meanings may develop through categorization, metaphorization and changes in professional knowledge [3]. This makes innovative economic vocabulary especially suitable for functional analysis because many new terms exist at the boundary between expert and public discourse.

Meyer and Mackintosh describe the movement of terms from specialized communication into everyday language as a process of de-terminologization [4]. In economic discourse, this process can be observed in units such as startup, platform, token, mining and digital wallet. Their technical meanings may remain central, yet wider public use often simplifies or broadens them. Thus, communicative function is dynamic: a unit that serves precise expert nomination in one context may serve explanation or popularization in another.

Word-formation theory also contributes to functional analysis. Bauer and Plag show that compounding, affixation, clipping and blending are productive mechanisms in English [5; 6]. These structural processes are communicatively relevant because they influence transparency and economy. A compound such as green finance is semantically transparent, while a clipped form such as FinTech is highly economical but may initially require explanation. Structural form therefore affects how easily a unit is processed by different audiences.

In Uzbek, functional communication is also shaped by the choice between borrowing and translation. A direct borrowing preserves international recognizability, while a calque may increase accessibility for local users. The choice between fintech and moliyaviy texnologiyalar, or between digital wallet and raqamli hamyon, is not only lexical; it reflects communicative orientation toward professional specialists or a broader audience.

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The present article uses the term innovative economic speech unit to refer to a new, newly specialized or newly widespread lexical or terminological unit denoting a contemporary economic concept and functioning as a recognizable communicative element in professional, institutional, media or public discourse.
The empirical material consists of innovative English and Uzbek economic units used in the fields of digital finance, electronic commerce, platform economy, crypto-assets, financial regulation and sustainable finance. The selected English units include FinTech, RegTech, SupTech, startup, crowdfunding, cryptocurrency, blockchain, token, mining, digital wallet, open banking, platform economy, gig economy, green finance, smart contract, digital currency and regulatory sandbox. Uzbek forms include fintex, regtex, suptex, startap, kraudfanding, kriptovalyuta, blokcheyn, token, mayning, raqamli hamyon, ochiq bank tizimi, platforma iqtisodiyoti, gig iqtisodiyoti, yashil moliya, aqlli shartnoma, raqamli valyuta and regulyativ sinov muhiti.
The study applies descriptive, contrastive, contextual, componential-semantic and pragmatic methods. Descriptive analysis identifies the linguistic form and immediate meaning of each unit. Contrastive analysis compares English forms with Uzbek equivalents and adaptations. Contextual analysis examines changes in communicative value across professional and public discourse. Componential analysis determines how individual lexical elements contribute to the overall concept. Pragmatic analysis focuses on the communicative purpose of a term in relation to the speaker or institution, the addressee and the discourse situation.
The functional classification developed in the study includes eight major functions: nominative, informative, compressive, explanatory, classificatory, persuasive, evaluative and adaptive. These categories are not mutually exclusive. A single unit may perform several functions simultaneously depending on context. For example, green finance nominates a field, classifies financial activity according to environmental orientation, and may also carry a positive evaluative implication.
The analysis is qualitative. The purpose is not to establish absolute frequency but to identify recurrent communicative patterns. The approach is consistent with the broader view of terminology as a communicative resource rather than a static list of definitions.
The primary function of innovative economic units is nominative. A new economic phenomenon becomes institutionally and communicatively

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manageable only after it receives a stable designation. FinTech, crowdfunding, cryptocurrency and platform economy are examples of names that condense new economic practices into identifiable lexical units. The nominative function creates a linguistic boundary around a concept and allows it to enter professional classification.

The informative function develops from nomination. Once a term is recognized, it transfers a package of specialized knowledge. In expert discourse, FinTech does not merely mean "finance plus technology"; it activates knowledge about digitally enabled financial products, services, business models and regulatory issues. The Financial Stability Board defines FinTech in relation to technology-enabled innovation in financial services, which demonstrates how institutional definition strengthens the informational content of the term [7].

In Uzbek, the nominative function may be realized through either borrowing or translation. Fintex and startap provide short labels that connect Uzbek discourse with international terminology. Raqamli hamyon and yashil moliya, by contrast, provide semantically transparent Uzbek combinations. Both strategies are functional, but they serve slightly different communicative priorities. Borrowing supports international continuity; translation supports immediate local comprehension.

The informative value of a term also depends on audience knowledge. For a specialist, KYC or RegTech may be sufficient, while a non-specialist may need an explanatory form. This difference demonstrates that information transmission is relational: it depends not only on the lexical unit but also on the recipient's professional competence.

Innovative economic discourse is characterized by a strong pressure toward linguistic economy. Complex concepts are frequently compressed into short forms that are easier to repeat, circulate and combine. FinTech, RegTech and SupTech are clear examples. Their communicative advantage is brevity. A multiword concept is reduced to a compact unit without losing its professional recognizability.

Compression is especially important in institutional reports, headlines, presentations, digital interfaces and professional discussions, where speed and space are significant. However, excessive compression can reduce transparency. This creates a functional opposition between economy and explanation. The more compact a unit becomes, the more likely it is to require contextual support for non-expert audiences.

Uzbek discourse frequently resolves this problem through double nomination. A borrowed form may be followed by an explanatory equivalent, for example fintex (moliyaviy texnologiyalar) or kraudfanding (ommaviy moliyalashtirish). Such combinations perform both an internationalizing and an explanatory function. Over time, as the borrowed unit becomes familiar, the explanatory component may disappear.

The World Bank's glossary of digital finance terminology illustrates the institutional need to define and stabilize new financial concepts across professional communities [8]. In translation and terminology work, explanatory equivalence becomes particularly important when there is no fully established one-word Uzbek equivalent. In such cases, communicative clarity may take priority over structural similarity.

The explanatory function is therefore transitional as well as permanent. It may support the early stage of lexical adoption, but it can also remain necessary in legal, educational and public communication where terminological precision must be accessible to non-specialists.

Innovative economic units often classify new phenomena by placing them within an existing conceptual system. Digital finance identifies a technological subtype of finance; platform economy identifies an economic model organized around digital platforms; green finance classifies financial activity according to environmental orientation. Such units are structurally simple but conceptually powerful because they integrate new knowledge into familiar categories.

The classificatory function is closely connected with word formation. In English, adjective + noun and noun + noun structures are especially productive. In Uzbek, comparable concepts are often expressed through analytic combinations such as raqamli iqtisodiyot, platforma iqtisodiyoti and yashil moliya. Structural correspondence supports conceptual equivalence, even when grammatical organization differs.

The adaptive function becomes central in interlingual transfer. English-born terms entering Uzbek must be adjusted to local phonological, orthographic, grammatical and communicative norms. FinTech becomes fintex, startup becomes startap, blockchain becomes blokcheyn, while digital wallet is translated as raqamli hamyon. Each strategy represents a different degree of adaptation.

The choice of adaptation model is influenced by communicative context. Highly specialized technology communities may prefer international forms because they facilitate cross-border professional exchange. Public administration, education and media communication may prefer translated or explanatory forms because they reduce comprehension barriers. Therefore, adaptation is not merely a linguistic process; it is an audience-oriented communicative strategy.

Nizomova's research on the adoption and adaptation of pedagogical terms in English and Uzbek demonstrates that globalization intensifies both borrowing and pragmatic adjustment in specialized vocabulary [9]. Although her study concerns pedagogical terminology, the same communicative principle is observable in economic terminology: imported terms are reshaped according to the receiving language's communicative needs.

Economic discourse is not always neutral. Many innovative units are used in corporate, governmental and media communication to construct a positive image of modernization. Terms such as digital transformation, smart economy, green finance, financial inclusion and innovation ecosystem may perform persuasive functions by presenting technological or institutional change as desirable, necessary or progressive.

The persuasive force of a term may derive from its semantic associations. Green finance evokes environmental responsibility; smart contract suggests efficiency and technological intelligence; financial inclusion implies accessibility and social benefit. Such evaluative components do not replace the terminological meaning, but they influence how the concept is interpreted by recipients.

This function is particularly visible in promotional and policy discourse. A bank may use digital ecosystem to present its services as integrated and advanced. A government program may use digital economy to frame modernization as a strategic national objective. A company may use startup ecosystem to create an image of innovation and entrepreneurship. In each case, the term performs both referential and rhetorical work.

The evaluative function can also change across languages. A borrowed English term may sound modern or prestigious in Uzbek professional discourse precisely because of its association with international technological development. At the same time, overuse of foreign terminology may reduce clarity for general audiences. The communicative effectiveness of borrowing therefore depends on a balance between prestige and comprehensibility.

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Table 1. Functional-communicative tendencies of innovative economic units in English and Uzbek.

Function	English tendency	Uzbek tendency	Example
Nomination	Creates compact original labels	Borrows or translates labels	FinTech / fintex
Information	Relies on professional definitions	Combines term and explanation	RegTech / regulyativ texnologiyalar
Compression	Blending and clipping are frequent	Borrowed compact forms are common	FinTech / fintex
Explanation	Definition often follows specialized term	Calque or descriptive phrase is frequent	digital wallet / raqamli hamyon
Classification	N+N and Adj+N models	Analytic combinations	platform economy / platforma iqtisodiyoti
Adaptation	Mostly source-language formation	Borrowing, calquing, hybridization	blockchain / blokcheyn
Persuasion	Innovation-oriented branding	Modernization and prestige associations	smart economy / aqlli iqtisodiyot
Evaluation	Positive innovation framing	Positive framing often preserved in translation	green finance / yashil moliya

The comparison shows that English and Uzbek share the same broad communicative functions but realize them through different lexical strategies. English more often acts as the source of the compact innovative label, while Uzbek must choose how to integrate that label. This difference is most visible in forms such as FinTech, RegTech and startup.

English innovative economic vocabulary is strongly oriented toward compression and model productivity. A successful pattern may rapidly generate related forms. Uzbek, in contrast, often prioritizes communicative adaptation. It may preserve the English form, modify its spelling, translate it, or combine it with a local element. As a result, several variants can coexist during the stabilization period.

The contrast also affects recipient design. English professional discourse often assumes familiarity with global financial terminology, whereas Uzbek public discourse may need to mediate between international terminology and local comprehension. This explains the frequent use of explanatory phrases and parallel naming.

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Qarshiyeva's earlier study of innovative lexical-terminological units in English economic discourse identified compounding, clipped formations, abbreviation, affixation and semantic specialization as major structural mechanisms and emphasized the interaction of technological innovation, economic function and institutional context [10]. The present functional analysis extends that perspective by showing how those structural forms operate communicatively across English and Uzbek discourse.

The results demonstrate that innovative economic vocabulary should not be treated as a purely lexical phenomenon. Its communicative effectiveness depends on how successfully a unit links concept, form, audience and institutional purpose. A technically accurate term may fail in public communication if it is opaque, while a transparent translation may lose international recognizability in specialist communication.

This tension explains the coexistence of alternative forms. Fintex and moliyaviy texnologiyalar can both be functionally appropriate, but in different contexts. The borrowed form is shorter and more internationally recognizable; the explanatory Uzbek form is semantically clearer for a broad audience. Similarly, kraudfanding may be preferred in entrepreneurial discourse, whereas ommaviy moliyalashtirish may be more suitable in educational explanation.

The study also confirms that communicative functions overlap. Green finance simultaneously nominates, classifies and evaluates. Digital wallet nominates and explains through metaphor. RegTech compresses and classifies. Regulatory sandbox nominates a regulatory instrument but also explains it through metaphorical imagery. Therefore, functional analysis should allow multidimensional classification rather than assigning each term to a single category.

For lexicography, dictionaries of new economic terminology should include not only definitions but also information on communicative domain, borrowing status, common variants and audience level. For translation, translators should consider whether the target context requires international recognizability or local transparency. For language teaching, innovative economic vocabulary should be presented together with its communicative function and discourse environment.

For terminology planning in Uzbek, the findings suggest the usefulness of balanced standardization. Excessive borrowing can reduce accessibility, while excessive replacement of internationally established forms can isolate

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professional communication. A practical policy should permit internationally necessary forms while developing clear Uzbek equivalents for public, educational and administrative use.

Conclusion

The functional-communicative analysis of innovative economic speech units in English and Uzbek shows that new economic vocabulary performs a complex set of discourse functions. The most important are nomination, information transfer, compression, explanation, classification, adaptation, persuasion and evaluation. These functions interact and may be realized simultaneously within a single term. English economic discourse is characterized by the active production of compact formations, especially compounds, blends, clipped forms and abbreviations. Uzbek economic discourse receives many of these units through borrowing, phonographic adaptation, calquing, explanatory translation and hybridization. This creates a dynamic system in which international terminological continuity and local communicative accessibility must be balanced.

The communicative value of innovative economic units is determined by four interrelated factors: conceptual precision, formal economy, institutional stabilization and recipient competence. A term becomes functionally successful when it names a concept accurately, circulates efficiently and remains sufficiently interpretable for its intended audience.

The study confirms that a contrastive functional approach can complement structural-semantic and derivational research. Further work may use English and Uzbek corpora to measure the frequency of particular communicative functions in legal, banking, media and social-media discourse and to trace how new terms move from specialist usage into general vocabulary.

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